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DOWNTOWN BUSINESS IMPROVEMENT DISTRICT

Board of Directors Meeting
Rensselaer County Regional Chamber of Commerce
90 4th Street, Troy, NY 12180
Thursday, October 17, 2024

Present: Sarah Caciola, Dave Gardell, Sam Toews, Clarke Foley, Matt Callahan, Aaron Vera, Kirk Ives, Norris Pearson, Star D'Angelo, Vito Ciccarelli, Astri Bryce, Theresa Van Duyne, Monica Simon, Tara Rainstrom, Niek Velvis

Zoom: Denee Zeigler

Absent: Jamie Magur, Seamus Donnelly, James Kehoe, Kury Ketchum

Staff: Olivia Clemente

CALL TO ORDER: 8:39AM

MINUTES

- **Secretary's Report** **Sam Toews**
 - Approval of September Minutes – Motion to approve the minutes was made first by Matt Callahan and seconded by Norris Pearson; all others were in favor, none opposed. The motion passed.

- **President's Report** **Sarah Caciola**
 - Welcome to new Board Member Niek Velvis from Mojo's Café and Gallery. Niek provided the Board with a brief introduction. Sarah to schedule a meeting with Niek to conduct a formal onboarding.
 - Sarah requested that all Board Members complete and sign the Expectations and Personal Action Plan form provided in September.
 - Presentation by Lucas from the RENSCO Chamber
 - Victorian Stroll – The Stroll is scheduled to take place December 8 from 11am – 5pm.
 - The Farmer's Market – Maker's Market will not be participating at the Stroll this year due to the uncertainty of a winter location.
 - The Chamber is providing funding to businesses for holiday window decorations. The theme is Favorite Holiday Movies. The program will match 50% of expenditures, up to \$100. The program is intended to help beautify downtown Troy for the holidays.
 - Congratulations to Theresa Van Duyne – Theresa is being honored at the Arts Center's 8th Annual Holiday Sparkle event November 14 from 6pm – 8pm.

- **Executive Director's Report** **Olivia Clemente**
 - Events Recap
 - ChowderFest – Many participants sold out of chowder. Restaurants owners were content the day of the event. Many saw increased food and drink sales inside their establishments. Olivia will be circulating a survey to participants requesting feedback for next year's event. The BID charged \$250 to local participants and \$350 to those that travelled from outside of Troy.
 - Upcoming Events
 - Dogtober – Scheduled for next Friday, October 25 during TNO. (10) vendors will be participating. Monument Square will be closed. The BID will be awarding best costume. Treats will be dropped off to participating businesses.

- TroyGlow & Troyful Glow – The Troy Glow festival will take place from November 1 – November 10. The list of participants has been finalized and will be listed on the Arts Center and Troy BID website soon. The Arts Center provided the BID with funds for the Troyful Glow bar crawl scheduled to take place Friday, November 8 from 8pm – 11pm. The official Troy Glow stroll will take place Saturday, November 9. In addition to the art installations, there will be glass blowing, fire dancers, interactive glow painting, a magician, music, and more.
 - Olivia requested that businesses provide BID staff with promotions, specials, sales, etc. for Troy Glow based events for their marketing efforts.
 - Vito will send the Troy Glow information to the southern markets in Catskill and Hudson.
 - ShopSmall Season
 - Tote Bags - Upstate of Mind will be providing the marketing collateral for the tote bags. Businesses need to fill out a request form for the tote bags.
 - Billboards – Olivia negotiated (2) billboards for the price of (1). The BID will have a presence on the I-787 digital billboard heading south and the I-90 digital billboard heading west from November 18 – December 16.
 - Commercial – The commercial is currently being edited. The commercial will be aired on ABC 10, FOX 23, Hulu and YouTube. ABC 10 agreed to 30 free spots during syndicated programs.
 - The BID team is working on the event calendar for next year. The goal is to have all dates and collateral finalized prior to the 2024 holiday season.
 - City of Troy Update – n/a
 - Ribbon Cuttings
 - Seasoning House – Thursday, October 17 at 11am.
 - DB Trends – Tuesday, October 22, time TBD.
 - Star and Splendor – Date and time TBD.

• **Committee Reports**

- **Beautification** **Sam Toews**
 - n/a
- **Governance** **Matt Callahan**
 - Matt will be scheduling a meeting for late November/early December to discuss the open Class B Seat. Matt will need a Chair successor when he steps down in May 2025.
- **Quality of Life** **Dave Gardell**
 - Dave will need a Chair successor when he steps down in May. James Rath presented the plans for the Route 2 corridor. Catholic Charities attended and discussed their concerns about Church Street Alley; aggressive behavior, drug use, etc. An email was sent to Troy PD regarding these issues. It has been proposed that Troy PD set up an office at the Food Bank once a week to increase their presence in the area.
- **Retail** **Theresa Van Duyne**
 - During the last meeting, there was a great deal of discussion about the cruise ships that dock in Troy. A new fee was implemented (\$50/sf) to dock at the Troy Marina. There are fears that this may discourage ships from docking in Troy. There is a large opportunity to market Troy to these cruise lines and their 500± passengers; Troy themed excursions, business information, etc. The City is currently in negotiation with American Cruise Line. The City would like Troy to be the site of embarkations. Olivia is scheduled to have a meeting with the cruise line and City administration. Bicycle tourism is growing. The City should focus expanding existing trails within the City.
- **DEI** **Monica Simon**
 - The first official meeting had excellent participation with (11) attendees. Others reached out following the meeting regarding their interest in future meetings. Minutes will be circulated soon. Major topics included opportunities and information sharing. Monica is stepping down from the BID Board and needs a Chair successor.

- **Treasurer's Report**

Clarke Foley

- To date, the BID is projecting a \$69k ± loss. Sponsorships now exceed our goal of \$50k. Current sponsorship pledges are \$61k. Olivia is actively tracking down receivables. The Finance Committee is currently focused on preparing the 2025 budget. The goal is to be as conservative as possible. Migration has started to QuickBooks online. This will allow the BID to access books at any time and run reports. Dave discussed the BID's reserve funds. The BID has had to draw on the funds to remain cash positive, but they must be replenished. This needs to be considered.

- **New Business**

- Kevin Testo will be present at the November meeting to discuss the BID's annual audit.
- The **inauguration** of the new Sage President took place. He is reported to be energetic and highly engaged. Star will set up a meeting with the President and Olivia when the time is right.

- **Community Member Open Forum**

- John King commended Monica on the success of the first DEI committee meeting.

Motion to adjourn made first by Theresa Van Duyne and seconded by Clarke Foley; all were in favor; the meeting adjourned at 9:47am.