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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, August 15, 2024

Present: Sarah Caciola, Sam Toews, Clarke Foley, Denee Zeigler, Vito Ciccarelli, Theresa Van Duyne, Monica Simon, Tara Rainstrom, Norris Pearson, Astri Bryce,

Zoom: Dave Gardell, James Kehoe

Absent: Matt Callahan, Aaron Vera, Kirk Ives, Seamus Donnelly, Jamie Magur, Star D'Angelo, Kury Ketchem

Staff: Olivia Clemente, Taylor Mitchum

CALL TO ORDER: 8:37AM

MINUTES

- **Secretary's Report** **Sam Toews**
 - No quorum. Approval of the July Minutes will take place in September.

- **President's Report** **Sarah Caciola**
 - New Meeting Format – Community Member Open Forum will now take place at the end of the agenda.
 - Open Class A Seat – Governance Committee has named a potential candidate and is gauging their interest.

- **Treasurer's Report** **Clarke Foley**
 - 2024 YTD Update – The BID budgeted a loss of \$28,500 for 2024. As of the July P&L, we are projecting a \$35k loss. Clarke is looking into what caused the increase from June to July. Our cash on hand in June was \$108k and decreased to \$80k in July.

- **Executive Director's Report** **Olivia Clemente**
 - Search for a new Director of Marketing and Communication – Taylor is stepping down. A new search has started. The Board agreed that prospective candidates should provide an in-person, visual presentation to the Board prior to final selection.
 - Events Recap
 - Rockin' on the River 7/24 & 8/7 – Total beer sales for Blues for Breakfast were ± \$6k and ± \$8k for the Luke Bryan cover band.
 - SummerFest 7/26 – Overall, the event was reported to be well attended. The BID made ± \$350 on vendor fees (\$50 per vendor).
 - Upcoming Events
 - Pig Out 8/18 – The event is trending well on social media with 5k interested attendees. Weather is predicted to cooperate and be clear by the afternoon.
 - Rockin' on the River – A new concert date has been added. The Refrigerators will perform Wednesday, 8/24. There will be an additional cost to add the show. The Board discussed potential rain locations for next year's concert series. The Hoosick Street bridge was proposed.
 - College Block Party – The block party will not be taking place on 9/15. RPI has removed the walking of the freshman to downtown from their itinerary of events. The BID will instead theme September Troy Night Out, 9/27 as college night. The BID team will begin promoting TNO, however all RPI events are currently scheduled to take place on the RPI campus. A

recommendation was made to host a mixer for staff from the surrounding college institutions; student life, admissions, etc. to facilitate future collaboration. The Board also discussed the importance of meeting with the Presidents of surrounding institutions once a year.

- Collar City Pop – The event will be held Wednesday, September 25. The BID team will promote the event via social media, mailers and flyers. Event tickets will be available for purchase on Eventbrite.
- City of Troy Update
 - ARPA Funds – The BID has received the contract. It was signed and notarized 8/15. The check should be delivered within a few days of contract delivery.
 - Olivia had a positive meeting with Carmella and Seamus. The City agreed to cover the cost of security for Rockin’ on the River (± \$3k for the season) and the BID’s other featured events. The City has also expressed interest in becoming a sponsor for the BID moving forward. Discussions regarding Christmas decorations have commenced. A plan will be more fully developed over the next 1-2 months. The permit price for events is being discussed. If an adjustment is made, it will likely go into effect in 2025.
- Grant Applications – The BID secured \$10k from the Savings Bank Foundation for Troy Glow. The BID will use the funds for activations within retail spaces. The Arts Center has additional funding for the event as well. Additional details to follow.
- Ribbon Cuttings – No updates at this time.

- **Committee Reports**

- Beautification Sam Toews
 - The July meeting was cancelled due to a timing conflict with the outdoor music, Town Hall meeting.
- Governance Matt Callahan
 - A potential candidate has been identified and will be vetted by the Governance Committee. Discussion regarding potential candidates for 2025 vacancies will commence soon.
- Quality of Life Dave Gardell
 - The Troy PD Sentinel Force was present at the last meeting. They confirmed that several undercover operations have been successful. The committee received interest from the Troy Community Land Bank. They plan on being present at an upcoming meeting.
- Retail Theresa Van Duyne
 - Planning for the holidays has commenced. A future Shop Small focused committee will take place during a to be determined Retail meeting. Moving forward, Theresa requested that task forces be formed for each event.
- DEI
 - Monica presented a mission statement to the Board and has started identifying members for the committee. Objectives will include expanding on the BID’s database to include diversity of ownership within the district, DEI recommendations for events, and more. A date and time will be identified soon.

- **New Business**

- n/a

- **Community Member Open Forum**

- John Murphy, Rensselaer County Deputy Director of Economic Development, discussed his efforts to reverse the new outdoor music curfew. Rensselaer County is seeking a compromise from the City, 10pm on Friday and Saturday evenings.

Motion to adjourn made first by Vito Ciccarelli and seconded by Denee Zeigler; all were in favor; the meeting adjourned at 10:05am.