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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, July 18, 2024

Present: Sarah Caciola, Sam Toews, Clarke Foley, Dave Gardell, Aaron Vera, Denee Zeigler, Jamie Magur, Vito Ciccarelli, Theresa Van Duyne, Monica Simon, Tara Rainstrom

Zoom:

Absent: Matt Callahan, Kirk Ives, Seamus Donnelly, Norris Pearson, Star D'Angelo, James Kehoe, Astri Bryce, Kury Ketchem

Staff: Olivia Clemente, Taylor Mitchum

CALL TO ORDER: 8:35AM

MINUTES

- **Secretary's Report** **Sam Toews**
 - Review of June Minutes. Motion to approve the minutes was made first by Vito Ciccarelli and seconded by Theresa Van Duyne; all others were in favor, none opposed. The motion passed.

- **Treasurer's Report** **Clarke Foley**
 - 2024 Mid-Year Update – First Rockin' on the River earned \$10k in revenue, a great start to the Rockin' season. Olivia secured 2 new sponsorships from Mi Casa and Stewart's. The BID is on par with our 2024 budget. Revenue is slightly below target for the half-way point of the year, but expenses remain below target. The BID sponsorship goal is \$50k. We have received \$43k in pledges to date and have collected \$20,500 of those pledges. We have received 45% of our target net income after 50% of the year.

- **Executive Director's Report** **Olivia Clemente**
 - Events Recap
 - Rockin' on the River 6/26/24 & 7/17/24 – Skeeter Creek was the first show of the season and performed well. Hot Cousin was scheduled for the second show and was cancelled twice due to weather. Hot Cousin was paid for by RadioRadioX, so the cancellations resulted in no monetary loss to the BID. The BID is considering adding a show in August. Vito and Olivia will work to book the Refrigerators, if available.
 - Upcoming Events
 - Rockin' on the River 7/24/24 & 8/6/24 – Both shows are scheduled and anticipated to perform well. The BID discussed refining the beer RFP for next year. We would like to provide more robust offerings, including NA beverages. Beer sales help the BID with "fun funds".
 - SummerFest 7/26/24 – 25 vendors have been booked and will be set up along 2nd Street. River Street will remain open to accommodate TNO vehicle traffic. Taylor continues to encourage businesses to provide their specials. A flyer was created that mimics a festival poster; featured events, music, etc. on the top and all other participating businesses represented on the bottom with reference to the BID website for additional information. Moving forward, the BID will be involved with TNO on a quarterly basis. The BID will continue to market TNO activities monthly. The hope is that quarterly, featured TNOs will generate more participation if they are held less often.

- Pig Out 8/18/24 – Olivia has started receiving participation responses. To date 6 restaurants have committed. Olivia feels hopeful that we will have our standard group of ± 16 participants. The deadline to notify the BID is next Friday, 7/26. The main stage and hot dog eating contest will be held near Nighthawks and McAddy’s. The site will allow for open containers so that visitors can roam around the area with beverages. Monument Square will be closed during the event to accommodate the large amount of pedestrian traffic that takes place. ChowderFest, scheduled for October 13, will be held in front of The Ruck. There is a traffic closure plan for the area. Monica request that in future the BID consider an event closer to 4th Street.
 - Collar City Pop TBD – There is a conflict during the scheduled date. Olivia approached the Board about holding the event during a weeknight. The Board agreed that Thursdays perform well and could result in a greater number of attendees. A new date will be confirmed soon.
 - City of Troy Update
 - Status of ARPA Funds – No update.
 - Town Hall Meeting re: Noise Ordinance – Scheduled for 7/22/24 at 6pm at the Arts Center. Deb Lockrow was present at the BID meeting to discuss the Town Hall. Deb is seeking a compromise between the City, local businesses and residents. The BID will be present for the meeting. The special event permit increased from \$50 to \$450. This increase will impact the BID’s bottom line for events.
 - Grant Applications – Not discussed.
 - Ribbon Cuttings – Audacity Salon (7/18). Additional ribbon cuttings will be announced soon including Star + Splendor, Nerdy by Nature, and more. The BID discussed participating in ribbon cuttings for cannabis dispensaries within the BID. Our communication team may be limited by the type of information that can be shared on social media. Olivia will check our insurance regarding cannabis.

• **President’s Report**

Sarah Caciola

- Open Class A Seat –Matt is scheduling a meeting to fill the position.
- New Committee: DEI – The addition of a DEI committee was approved. Anyone interested in participating should reach out to Monica. A mission statement will be developed.

• **Committee Reports**

- Beautification Sam Toews
 - No updates.
- Governance Matt Callahan
 - No updates.
- Quality of Life Dave Gardell
 - Dave discussed Project Sentinel. The special Troy PD task force will focus on existing locations where criminal activity is reoccurring. They will partner with other Troy PD units and departments across City operations as needed to seek resolutions to identified problems.
- Retail Theresa Van Duyne
 - Retail is highly focused on extending outreach to RPI, Sage and HVCC. A pamphlet is being developed listing all downtown businesses, things to do, etc. Businesses will have an option to include an insert with the pamphlet. College students are often a missed opportunity in our market. Theresa mentioned reaching out to RPI about holding their parade on a Monday. The event is traditionally held on a Sunday when many downtown businesses are closed. There was also a request to bring back the Scavenger Hunt. It was a successful event that students enjoyed.

• **New Business**

- No updates.

Motion to adjourn made first by Dave Gardell and seconded by Vito Ciccarelli; all were in favor; the meeting adjourned at 10:14am.