

**Board of Directors Meeting**

**Rensselaer County Regional Chamber of Commerce**

**90 4th Street, Troy, New York**

**Thursday, October 19, 2023 – 8:30 AM**

**Present**: Dave Gardell, Sarah Caciola, Theresa Van Duyne, Astri Bryce, Kirk Ives, Sam Toews, Clarke Foley, James Kehoe, Denee Zeigler, Cara Sherwood, Norris Pearson, Kerry Fagan, Star D’Angelo

**Absent**: Matt Callahan, Jeff Mirel, Vito Ciccarelli, Jamie Magur, Mayor Patrick Madden, Seamus Donnelly, Angelo Grasso

**Staff**: Olivia Clemente

## MINUTES

* **Secretary’s Report** **Sarah Caciola**
  + Approval of August & September Minutes – Review of August & September minutes. Motion to approve made first by James and seconded by Sam. All others approved; none opposed. The motion was passed, and minutes were approved.
* **Treasurer’s Report Dave Gardell**
  + Financial Review – Financial Review provided by Kevin Testo at The Bonadio Group. Kevin confirms the BID is under the NYS threshold to require a formal audit, which threshold is $1 million in revenue. The financial review consists of reviewing the analytics of the organization, making inquiries, and issuing an opinion. Kevin and the Bonadio Group issued the BID a “clean review opinion.” Recommendation was made to invite Kevin to a meeting in May of 2024 to provide a more relative review at year-end 2023 and ahead of the Form 990 filing due May 15th.
  + Financial Update – Financial update was provided by Matt Antolowitz at Dalle Accounting. September financial statements are indicative of “not much going on.” He states the cash position is “pretty good” and the financial health is “fairly good” but indicated the BID needs more sponsorship income. Profit & Loss for the month of September is -$54,000. Olivia reports that expected funding from I Love NY for the Shop Small Shop Troy billboard fell through, but the BID will be moving ahead with the purchase regardless, as a commitment to the retail businesses ahead of the holiday shopping season.
  + 2024 Budget – A meeting has been scheduled for Tuesday, 10/24/2023 at 9am at the Dalle Accounting offices to begin the 2024 budget process. All are welcome to attend to provide voices in the discussion.
* **Executive Director’s Report Olivia Clemente**
  + Events
    - ChowderFest recap – Olivia reports the crowd at ChowderFest was great, with some businesses doing better than others. She confirms that 50 gallons of chowder was requested for the event for which some businesses sold out while others had a lot leftover, depending on the location of the businesses (e.g. many businesses and vendors set up in Monument Square reported selling out, while others in the BID district did not.) Despite every effort by Olivia, 3rd Street could not be closed for live music which was set up on 2nd Street instead. Public voting was used to determine the top three winners with over 3,000 votes received. Winners were Tara Kitchen – 1st Place; Dotti Lou’s BBQ – 2nd Place; and Muddaddy Flats – 3rd Place.
    - Troy Art Block recap – Oliva reports, and many others agreed, that Church Alley looks “incredible” following the Troy Art Block event. Before and after photos were taken by the Arts Center. Olivia has the BID’s street team (Trevor and Leonard) working to ensure the alley is kept clean. Future programming will be planned in the alley to include block parties, etc.
  + Upcoming Events
    - Dogtober – Troy Night Out in October has been themed “Dogtober” and people are encouraged to bring dogs in costumes to the event. There will be trick or treating and dog treats will be provided by the BID to any businesses who allow dogs into their establishments. Businesses who wish to take advantage must opt-in by contacting the BID office. There are currently 25 vendors scheduled to be set up in Monument Square consisting of rescue and adoption centers and K-9 training, etc. A portion of Broadway will be closed for the event.
    - Halloween – dubbed Hallowee-kend, Olivia reports there are many different events happening in downtown Troy the weekend of 10/27-10/29. People are encouraged to refer to the events calendar on the BID website for more information; and businesses are requested to submit their events for inclusion on the calendar, which are reviewed daily.
    - Holiday Season – Shop Small Shop Troy campaign is being marketed. Tote bags are being provided via partnership with Upstate of Mind. The BID will have a pop-up at the Farmers Market on select Saturdays to promote the campaign and show off the tote bags that will be available on Small Business Saturday.
    - Décor & Lights – The BID has hired “The Christmas Guys” to handle holiday lights and décor throughout downtown. Lights will be strung along Congress, 3rd, and River Streets, with the potential for additional garland as well. Recommendation was made for people to light the windows of their apartments, houses, and businesses for the season as well.
  + ARPA proposal – The BID’s ARPA proposal has been submitted. Olivia received feedback indicating there are things in the proposal that aren’t allowed, but no further information was given. Matt has emailed Chris Nolin on behalf of the executive committee for additional information. A response has not yet been received.
  + Staffing Update - Olivia reports that no staffing changes are needed from now through year-end. Olivia will come up with a structure for 2024 to bring to next week’s finance committee meeting for discussions during the 2024 budget planning.
* **President’s Report** **Matt Callahan (by Dave Gardell)**
  + New Board Member - welcome to our new board member Star D’Angelo! Brief introductions provided by board members in attendance.
  + Onboarding – Onboarding of all new board members will be scheduled by Matt soon.
* **Committee Reports**
  + Executive Committee – minutes from this month’s meeting was already sent out to the board members. Succession planning for the executive committee has begun, a call for volunteers for the EC for 2024 was made.

* + Beautification Committee – minutes were previously sent out to the board. Sam reports that National Grid has taken down some of the hanging baskets; there is still more to come down.
  + Governance Committee – will meet soon.
  + Marketing & Retail Committee – Astri and Theresa held a retail meeting previously, but attendance was low. Minutes will be sent out to the board. Committee members are excited about the Shop Small Shop Troy billboard. Meetings are held the third Tuesday of every month at 9am and will be at the BID office. Recommendation was made to provide a year-end wrap up at the end of every year to post to the website and social media channels highlighting what the BID has accomplished. Olivia reports that she is looking into making a video for such use.
  + Quality of Life – the next meeting is scheduled for Tuesday, October 24th at 5pm at the Ruck. Nina Nichols, a candidate for Troy Mayor, is expected to attend. The committee is finalizing the QOL Newsletter to go out quarterly. The committee will be placing emphasis on getting all streetlights in the district working ahead of daylight savings time. Any lights that need repair can be reported directly to Doug Wilkie at the city of Troy via email to [doug.wilkie@troyny.gov](mailto:doug.wilkie@troyny.gov). Oliva reports that a flower planter that was causing problems with loitering has been relocated.
* New Business
  + Stacks Espresso Bar announced new hours; will be staying open until 10pm at night on Fridays and Saturdays with a full bar available.
  + James Kehoe announces Upstairs Art Collective is now open on the second floor above Whiskey Pickle. A grand opening celebration will be announced soon.

A motion to adjourn was made first by Cara and seconded by Theresa. Meeting was adjourned at 10:10am.