

**DOWNTOWN BUSINESS IMPROVEMENT DISTRICT**

**Board of Directors Meeting  
Rensselaer County Regional Chamber of Commerce  
90 4<sup>th</sup> Street, Troy, New York  
Thursday, December 21, 2023 – 8:30 AM**

**Present:** Matt Callahan, Sarah Caciola, Theresa Van Duyne, Astri Bryce, Denee Zeigler, Cara Sherwood, Jeff Mirel, Vito Ciccarelli, Kerry Fagan, Clarke Foley, James Kehoe, Angelo Grasso, Jamie Magur

**Zoom:** Dave Gardell, Sam Toews

**Absent:** Kirk Ives, Mayor Patrick Madden, Seamus Donnelly, Norris Pearson, Star D'Angelo

**Staff:** Olivia Clemente, Isabella Marchese

**CALL TO ORDER: 8:45AM**

**MINUTES**

- **Secretary's Report** **Sarah Caciola**
  - Approval of October & November Minutes – motion to approve October and November minutes was made first by James K. and seconded by Theresa V., all others were in favor, and none opposed.
  
- **Treasurer's Report** **Dave Gardell**
  - 2023 Financial Update – Finance committee met yesterday. There is a projected loss in 2023.
  
  - 2024 Budget – Realistic targets and numbers have been used in the 2024 budget. A sponsorship plan is being worked on and Isabella is working on a marketing plan for use within and outside the BID district. Isabella and Olivia report that they recently helped Mean Max Brewery to promote an event and that it went well. Olivia and Isabella are working to coordinate something similar to offer as a marketing package in 2024. Suggestion was made to tag Rensselaer County Tourism on social media posts promoting local events.
  
  - City Update – The city will have a new administration in January and the BID expects a positive working relationship with the city going forward in 2024. The BID will have specific requests for the city.
  
  - Treasurer's Update – Dave reports there is currently a \$40,000 deficit in the 2024 budget. Security costs from 2023 will be worked out with the new administration to hopefully help bridge the gap. Additional suggestions include charging BID membership fees and charging businesses outside the BID district for BID services. Suggestions to figure out how to generate more revenue include expanding the BID boundaries and increasing the tax assessment percentage which is currently at 5% (other BIDs receive 8-10%.)
  
- **Executive Director's Report** **Olivia Clemente**
  - Events & Holiday Shopping Campaign – Olivia reports that a year-end mailer will be sent out to everyone soon, it is in its final stages of edits. The mailer will highlight our Live Work Play initiative and everything the BID accomplished in 2023. They are planning to have it sent out next week before the new year. Isabella reports that an additional email will go out with information on how to post/share content

on social media.

- All major events for 2024 are already on Facebook and will be posted on Instagram soon. Links will be shared with the board to help promote and share within their personal networks. New next year, Olivia is including rain dates for major events. Vendors will be given a credit if they are unavailable on rain dates. Vendor contracts are being reworked and will be sent out by January 8<sup>th</sup> to secure vendors early for 2024 events.
- Troy Night Out – January’s TNO will be themed “game night” encouraging businesses to include game play during the event.

- **President's Report**

**Matt Callahan**

- Board Seats
  - Onboarding Meeting on 12/6 – Onboarding of new board members was completed earlier this month with most of the new board members in attendance.
  - Class B seat vacancy – Cara Sherwood will be leaving the board resulting in a Class B seat opening for a commercial tenant. Recommendations to fill the seat should be forwarded to Matt C. and the governance committee.
  - Class C Appointment Letters – Class C letters will go out in January; changes are expected from the city. The city has 3 seats which include appointments by the Chief Financial Officer; the Mayor’s Office; and the City Council President. A recommendation was made to request the city council member who represents the BID district be named to a seat and to require regular attendance at board meetings.
- ARPA Funds – There is \$50,000 in ARPA funds that are expected in 2024. Olivia reports that all the required information has been given to the city.

- **Committee Reports**

- **Beautification Committee**

**Sam Toews**

- Sam reports that the committee’s requests for 2024 have been submitted to Olivia. Specific requests include the addition of 50 brackets. Minutes from the most recent committee meeting were sent to the board separately.

- **Retail & Marketing Committee**

**Theresa Van Duyne**

- Discussion regarding events planned for 2024. Recap of Shop Small campaign. Recommendation made for the BID to promote the retail shop hours for the days leading up to Christmas.

- **Quality of Life Committee**

**Dave Gardell**

- December’s meeting has been tabled; the next meeting will be on January 23, 2024. Dave reports that Officer Beschard is working to bring a member of the mobile crisis unit to a future QOL meeting, to help empower people downtown. The committee’s 2024 wish list includes continuing with fixing broken light fixtures; asking the new administration for increased police presence downtown on foot and/or bikes; empty or vacant storefronts to be lit up with lights in windows, adopt-a-block program and graffiti remediation; lighting in alleyways, specifically Church Alley to brighten up the Troy Art Block art work; and to partner with RPI on their bicentennial celebration in 2024.

- **New Business**

- Rensselaer County Career Center Youth Program – Olivia is working to bring someone from the Rensselaer County Career Center to January’s board meeting to promote its youth program designed to place students in businesses. The BID will be utilizing the program to get kids involved in helping with downtown clean-up for its adopt-a-block initiative in 2024.

Motion to Adjourn made first by Jeff M. and seconded by Angelo. The meeting was adjourned at 9:58am.