

DOWNTOWN BUSINESS IMPROVEMENT DISTRICT

**Board of Directors Meeting
Rensselaer County Regional Chamber of Commerce
90 4th Street, Troy, New York
Thursday, May 18, 2023 – 8:30 AM**

Present: Matt Callahan, Dave Gardell, Sarah Caciola, Vito Ciccarelli, Norris Pearson, Astri Bryce, Kirk Ives, Sam Toews, Theresa Van Duyne, Jamie Magur, James Kehoe, Kerry Fagan

Zoom: Dylan Turek, Angelo Grasso, Kim Fredericks

Absent: Jeff Mirel, Mayor Patrick Madden, Seamus Donnelly, Cara Sherwood

Staff: Olivia Clemente

MINUTES

Call to Order: 8:39am

- Welcome New Board Member
 - Class B Seat - Class B seat was filled by Cara Sherwood of Stacks Espresso Bar following the annual meeting on May 4th. Cara will be onboarded soon, along with Norris from the Chamber.
- Secretary's Report
 - Review of April minutes - Motion to approve the minutes made first by James Kehoe and seconded by Vito Ciccarelli; all others in favor; none opposed; none abstained; the motion was approved.
- Treasurer's Report
 - Financial Update – Financial reports were sent to the board yesterday. Question raised regarding the contracted services expense. Olivia explained that advertising expenses are up as a result of the increase in upcoming events including Collar City Pop, RiverFest, and Rockin' on the River. Social media marketing costs have increased due to graphic designs for posters purchased using local artists, and the use of brand ambassadors on social media at a cost of \$200-\$300 for three posts.
 - Dalle Update – Per Matt A., the P&L statement will look different in the coming months due to the number of events scheduled during the summer. Matt A. and Olivia will be meeting bi-weekly to review expenses during that time.
- Executive Director's Report
 - Electric Vehicle – Information on a new electric vehicle was sent to the board for review. This vehicle runs on 12 batteries (included) and plugs into the wall; no charging station is needed. It will cost \$250 to replace the batteries if/when needed. There is no gas expenditure. It will hold our water tank which will be installed by the dealership. The "Intimidator" is American made and includes a back lift. Olivia will pick up the vehicle to save the \$550 drop-off fee. On-call service maintenance is available, and it comes with a warranty. Suggestion was made to include press coverage of the new vehicle once purchased. The dealership offered financing of 8.9% interest on a 24-month loan. Olivia felt she could get a better rate if financed locally through Pioneer Bank. After board discussion with the BID accountant, it was determined that the better option would be to purchase the vehicle outright. Motion to approve the purchase of the electric vehicle was made first by Vito Ciccarelli and seconded by Jamie Magur; all others in favor; none opposed; none abstained; the motion was approved.

- Flowers will be planted on Sunday and will need to be watered as early as Monday. Trevor's activity is limited due to health issues; Olivia will be looking for someone to assist with watering the flowers and will forward a job description to the board shortly. Trevor's duties will be reassigned in the interim.
- Upcoming Events
 - Earth Day Fundraiser – Was held at the Whiskey Pickle and raised \$1,300 for the beautification committee, to be used for Troy in Bloom to supplement a reduction in funds received from the State.
 - Earth Day Clean Up – Had 20 volunteers including students from RPI. Cleaned up area from the BID office to Dinosaur BBQ and filled over 20 bags of garbage.
 - 518 Clean Up – Scheduled for today from 10am-12pm at River Front Park; clean up will take place along the riverwalk. Hannaford is a sponsor of this event, along with Pride Night Out, and has donated supplies including water, soda, and snacks.
 - Pride Night Out – Scheduled for June 23. Olivia is working with the Pride Center to coordinate. This will be its own event and will not be in conjunction with Troy Night Out festivities. Businesses will be invited to participate in a window decorating contest (pride theme.) This will be a block party-style event. Bootleggers has agreed to donate its beer sales to the Pride Center of the Capital Region.
 - Collar City Pop – Scheduled for June 9th. Attendance is low so far. Olivia will send out the invitations to the board members to share. There were 25 early bird tickets sold; tickets are now \$75 each. There will be an auction; Olivia is looking for more auction items to be donated.
 - RiverFest – Currently has almost 100 vendors secured. Radio Radio X is handling the music with two stages this year.
 - Rockin on the River – Scheduled to start June 28th. Beverage distribution RFP deadline has closed; submission received by Decrescente for a 2-year contract. Board discussion and review of Decrescente's RFP; decision made to have Olivia negotiate the terms. Motion was made to approve the RFP pending final negotiations to include a 1-year deal with a \$10,000 cash value and the ability to renegotiate the terms if a 2-year deal is required. Motion made first by James Kehoe and seconded by Sam Toews; all others approved; none opposed; none abstained; the motion passed.
- President's Report
 - 2023 Board Election Slate
 - Class C Resident – The Class C Resident seat is open. Three candidates have been nominated: Russ Brooks, Clarke Foley, and Scott Womer. Board discussion and review of all the candidates. Governance committee to meet and make a recommendation to be brought to the board for a vote in June. No more nominations will be considered for the June vote.
 - Executive Committee Slate & Succession – Board discussion around current executive committee. A decision was made to keep the executive committee the same for the next year while Olivia acclimates to the executive director position. Motion to approve was made first by Sam Toews and seconded by Jamie Magur. All others approved; none opposed; none abstained. The motion passed.
- Committee Reports
 - Beautification Committee – Sam Toews was announced as the new chair of the committee. Planters are being planted on Sunday, May 21st. Hanging baskets have been ordered and the delivery date is TBD. The committee expressed a need for someone to hang the baskets as the florist is unable to do the work this year and the city is unable to help. There are 100 baskets which hang at a height of 10-14ft. They are looking for someone with a bucket lift who could volunteer one day to assist with hanging the baskets.

- Quality of Life Committee – Meets again next Tuesday, May 23 at 5pm at the Ruck. Recent update includes the announcement of the closure of 71 Congress Street. Local community officers met with the property owner and raised concerns. Dave confirms that due to new zoning laws the next tenant in the storefront cannot be a bodega. Update also provided on recent Troy 100 Forum where Dave met the chair of the Quality-of-Life committee for Troy’s Little Italy neighborhood; he has agreed to mentor Dave.

Meeting adjourned at 10:03am