

**Board of Directors Meeting**

**Rensselaer County Regional Chamber of Commerce**

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

**Thursday, September 21, 2023 – 8:30 AM**

**Present**: Dave Gardell, Sarah Caciola, Theresa Van Duyne, Astri Bryce, Kirk Ives, Sam Toews, Clarke Foley, James Kehoe, Denee Zeigler, Jamie Magur

**Zoom**: Matt Callahan, Norris Pearson, Kerry Fagan, Angelo Grasso

**Absent**: Jeff Mirel, Vito Ciccarelli, Cara Sherwood, Mayor Patrick Madden, Seamus Donnelly, Star DeAngelo

**Staff**: Olivia Clemente

## MINUTES

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|  | **Call to Order: 8:46am** |  |

* Secretary’s Report **Sarah Caciola**
  + Approval of August Minutes – We do not have a quorum to vote on the August minutes; will be done at next month’s board meeting.
* New Board Member **Matt Callahan**
  + Class C Seat – Announcement made welcoming new board member from Sage College – Star DeAngelo
* Treasurer’s Report **Dave Gardell**
  + Financial Update – Dave G. met with Matt from Dalle Accounting yesterday to review the financials. The balance sheet shows $178,000 total in checking and savings account. The Profit & Loss Statement for August shows that we received $3,600 in sponsorship income. Rockin on the River beverage sales are reflected. Staffing expense is the larger line item with over $15,000 for the month. Safety and security line-item shows -$2,041 reflected for the waved security for Rockin on the River in 2022. There is a positive $25,296 in net income with the tax assessment. According to Matt sponsorships are lower than anticipated. The budget for 2023 accounted for $120,000 in sponsorships but we didn't make that number. The budget versus actual shows income at -$9,000. Sponsorships for ChowderFest, Shop Small, holiday season and holiday lights are still available. There are three Troy Night Out events left in 2023 with sponsorships available. Outside services spending was higher in 2023. There are opportunities for improvement. Year-to-date shows $42,000 in events. The contributions line does not include $20,000 from Troy Redevelopment Foundation which is expected by the end of October.
  + 2024 Budget Process – the Budget & Finance committee will meet in early October.
  + Annual Review – Per Matt A. the financial review was done and will be presented to the board at next month’s board meeting.
* Executive Director’s Report **Oliva Clemente**
  + Events
    - Rockin on the River – Rockin’ on the River is closed out. Net even. Costs were covered, not a lot of money was made but we did not lose money either.
    - College Block Party - The College Block Party was successful. RPI students, Hudson Valley students and Sienna students were there. The weather was “iffy”, and many vendors cancelled at the last minute.
    - Taste of Downtown - Name was changed from Restaurant Week to include bars and coffee shops. A lot of good feedback from the participating businesses was received. Isabella has an influencer program where influencers were sent to businesses and then posted reels on social media pages.
  + 2023 Upcoming Events
    - ChowderFest - ChowderFest has 15 or 16 participants plus one outside popup in Sea Smoke. Defazio's will also be at Rare Form again. Tipsy Moose is also interested in participating. Olivia is trying to close 3rd Street from Ferry to Congress. Denee will help in that process. A suggestion was also made to contact Aaron Vera. Olivia is working on news coverage and the press release went out yesterday.
    - Launch of New Website - Olivia reports that the new website was launched. It is user-friendly and people can add events to the community calendar. They can click on “Suggest an Edit” which should be used to make any changes, updates, or corrections. Troy Night Out events can be submitted here also. Board meeting minutes and agendas are all included on the new site as well. The new handle is downtowntroyny. This new handle will help with tourism. The new website is www.downtowntroyny.org.
    - Troy Art Block - There are two fraternities from RPI who will work with the beautification committee to clean up Church Alley ahead of this event which will include street sweeping and pressure washing. Fretto cleaning will do graffiti remediation. Cleanup will be held the week of October 9th, likely on October 11th and October 13th.
    - Holiday Season - retail committee met recently to discuss Shop Small, Shop Troy. A billboard will go up on November 6th and will be placed on I-787 S which will run for four weeks.
  + ARPA Proposal - The ARPA proposal was submitted to Chris Nolin, we now wait to see if it gets approved. The ask was for $50,000.
* President’s Report **Matt Callahan**
  + Board Seats
    - Class C Seat – Star DeAngelo has been appointed the new board member for Sage College. We will have a full board again. Committee assignments will be worked out soon.
    - Onboarding – onboarding of new board member to be scheduled soon.
  + Staffing Update – Olivia to make recommendations regarding staffing needs. Piper is a part-time employee and Olivia may need some additional help. A former BID employee is now working on marketing for the Victorian Stroll, no conflicts were raised.
* Committee Reports
  + Retail & Marketing Committee - retail committee met recently and suggested edits to the design on the tote bags. A budget was delivered for the Shop Small campaign. Isabella got influencers involved which will help offset the decrease in the budget. Holiday decor reimbursement program from the chamber provides 50% reimbursement for businesses up to $100; is open to first 25 Chamber businesses within the boundaries of the stroll. The deadline is November 1st.
  + Beautification Committee - Olivia met with a company to get a proposal for holiday lights and décor. The company previously handled holiday decorating in Stuyvesant Plaza. Budget is $8,000 for holiday decor.
  + Quality of Life Committee - Quality of life meets next Tuesday at The Ruck; will be wrapping up its edits to the newsletter. Concerns were raised regarding increased violence, destruction, and theft in the city; to be discussed at the next quality of life meeting.
* New Business
  + Business & Beers – mention was made that this event may start up again in October.
* Motion to adjourn was made first by Clarke Foley and seconded by Theresa VanDuyne. The meeting was adjourned at 10:20am.