

DOWNTOWN BUSINESS IMPROVEMENT DISTRICT

**Board of Directors Meeting
Rensselaer County Regional Chamber of Commerce
90 4th Street, Troy, New York
Thursday, January 18, 2024 – 8:30 AM**

Present: Matt Callahan, Sarah Caciola, Dave Gardell, Sam Toews, Theresa Van Duyne, Vito Ciccarelli, Clarke Foley, James Kehoe, Jamie Magur, Kirk Ives, Norris Pearson, Aaron Vera

Zoom: Star D'Angelo, Isabella Marchese

Absent: Astri Bryce, Denee Zeigler, City of Troy Representative, Jeff Mirel, Kerry Fagan, Angelo Grasso

Staff: Olivia Clemente

CALL TO ORDER: 8:41AM

MINUTES

• **Welcome to Aaron Vera**

- Welcome to Aaron Vera who is our District 4 council representative for the city of Troy, appointed by the city council president Sue Steele. Introductions by the board were completed.

• **Secretary's Report**

Sarah Caciola

- Review of the December minutes. Motion to approve the minutes made first by Vito and seconded by Jamie, all others were in favor, and none opposed. The motion passed.

• **Rensselaer County Workforce Development**

- Presentation by members of the Rensselaer County Workforce Development regarding initiatives for employment for young adults in Rensselaer County.

• **Executive Director's Report**

Olivia Clemente

- 2024 Event Planning - All events are planned but nothing has been sent out yet. Vendor applications for events will be available next week. Isabella is working on marketing plans. January's Troy Night Out is themed "game night." Media kits are being sent to sponsors and businesses (an e-mail with graphics to post on social media which gives everyone the same content to share) and will be distributed to the board ahead of time. February's Troy Night Out is the hot chocolate stroll; planned for February 24th. 350 mugs will be sold for the event. The price of the mug may go up from last year. The new mugs will be red and will be provided through a partnership with Upstate of Mind. An Earth Day fundraiser is being planned for the spring.
- City of Troy Update - Olivia met with the new Mayor Carmella Mantello to discuss last year's police invoice. Carmella will meet with the police commissioner to discuss further. Additional discussions included the hanging baskets for which Olivia is seeking help from the city and Carmella is working with Bill Wagner to provide assistance. Additional discussions included extending the BID boundaries for which Carmella is in favor; Olivia is working on the next steps. Olivia is hoping to meet with Mayor Mantello monthly. Further discussion by the board regarding what the new boundaries might be. Any changes will be voted on by the City Council in June to take effect on the 2025 tax bills. Discussion

regarding sidewalk replacement, grants, etc. Olivia to work with Aaron on the sidewalk initiative, likely in conjunction with the BID's Adopt-a-Block program. Recommendation was made to review grant management requirements. It was mentioned that sidewalk replacement could be a selling point for expansion of the BID boundaries.

- **Treasurer's Report**

Dave Gardell

- 2024 Budget – board review of the 2024 budget. The Finance Committee has been meeting for several months to prepare a budget after coming off a difficult three years. The proposed budget shows a loss of \$28,300. Sponsorship income in 2023 was \$40,000 with \$50,000 budgeted in sponsorship income for 2024. Event income projected at \$22,480 and includes beverage sales, event T-shirts and ticket sales which remain the same as what was received in 2023. Vendor fees, craft vendor fees and food vendor fees remain the same. Contributions of \$76,000 includes the \$50,000 from the ARPA funds expected to be received in 2024. Tax assessment remains the same for 2024. Gross profit is increased due to the ARPA contribution. Cost of goods sold includes beer for Rockin' on the River and BID swag and merchandise. The biggest expense on this budget is the salary and wages line item which is \$212,600. This was lower in 2023 due to employee turnover. Beautification and decor expenses are down due to expected city support via their planned holiday committee. Advertising is down due to less printing and posters which will be done mainly through social media. Security and safety costs were removed following conversations with the city of Troy. Outside contract services was reduced and moved to salaries and wages. No rental increase thanks to the BID's landlord Dave Gardell. Motion to approve the 2024 budget was made first by Vito and seconded by Sam. All others were in favor, and none were opposed. The budget was passed.
- 2023 Update - Discussion regarding the closing of 2023. Total agency shows \$102,000 in KeyBank savings account. Dave advises that we are now utilizing the ORF (operational reserve funds) with \$19,000 in our operating account. The BID will need to tap into it to make payroll before the next tax assessment revenue comes in March.

- **President's Report**

Matt Callahan

- Board Seats
 - Class B - One Class B seat is open for a commercial tenant, any suggestions should be sent to Olivia or Matt.
 - Class A - One Class A seat will be open for a commercial property owner; soon to be vacated by Kerry Fagan
 - Class C - one Class C seat is now occupied by Aaron Vera; waiting for confirmation from Mayor Mantello regarding the appointment of deputy mayor Seamus Donnelly to the other Class C seat.
- Standing Committee Rosters - Matt is working on rosters for the standing committees which will be sent out shortly.
- Executive Committee Succession Planning - Discussion regarding succession planning of the executive committee. Matt's term as president will end in May and Dave's term as treasurer will also end in May. The committee is looking for people to fill positions on the committee. Anyone interested should contact the executive committee.
- Executive Director Review - Matt will be sending out a questionnaire to the board to get feedback on Olivia's performance over the last year. The executive committee will conduct a performance review with Olivia in February.

- **Committee Reports**

- Quality of Life - Dave reports the next quality of life meeting will be Tuesday at 5:00 PM at The Ruck. He reports that Officer Beschard will be there along with members of the mobile crisis unit.

- **New Business**

- Collar City Pride Committee - A member of the collar city pride committee was in attendance and is seeking partnership with the BID. Olivia reports that the next Pride Night Out meeting is scheduled for Wednesday January 24th at 10:00 AM at the BID office.

The meeting was adjourned at 10:12 AM