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DOWNTOWN BUSINESS IMPROVEMENT DISTRICT

Board of Directors Meeting
Rensselaer County Regional Chamber of Commerce
90 4th Street, Troy, NY 12180
Thursday, June 20, 2024

Present: Sarah Caciola, Sam Toews, Clarke Foley, Matt Callahan, Aaron Vera, Norris Pearson, Denee Zeigler, Jamie Magur, Star D'Angelo, Vito Ciccarelli, James Kehoe, Astri Bryce, Theresa Van Duyne, Kury Ketchem

Zoom: Dave Gardell

Absent: Kirk Ives, Seamus Donnelly, Monica Simon, Tara Rainstrom

Staff: Olivia Clemente, Taylor Mitchum

CALL TO ORDER: 8:37AM

MINUTES

- **Secretary's Report** **Sam Toews**
 - Review of May Minutes. Motion to approve the minutes was made first by James Kehoe and seconded by Norris Pearson; all others were in favor, none opposed. The motion passed.

- **Treasurer's Report** **Clarke Foley**
 - 2024 Update – Clarke made a brief introduction as the new, incoming treasurer. Sponsorships to date are TBD. The annual goal is \$50,000. The BID has received ± \$28k of committed sponsorships to date, approximately 70% of our goal. First tax assessment for the year has been received. The next tax assessment is due mid-September. Revenue to date is at a \$12k net loss. Grants received to date are \$0. The BID anticipates receiving \$76k in grants for the year. The amount includes the \$50,000 ARPA funds. The anticipated loss for 2024 is \$28,490. Star noted that grants are typically project based and will not assist with our operation base and recommended we consider more services for income base.

- **Executive Director's Report** **Olivia Clemente**
 - Events Recap
 - 518 Clean-up Day – The BID focused on the cleanup of Riverfront Park and Barker Park. Overall, much less cleanup was required. Olivia sent a thank you to Carmella and Seamus for their cleaning efforts throughout Troy.
 - RiverFest – The BID had their best Riverfest since 2018. All vendors showed up for the event. There were no cancellations and all vendors paid in advance. The event was well attended, and overall positive feedback was received from vendors. Olivia reached out to all vendors and offered the opportunity to vend at Summerfest free of charge. There was some feedback regarding the initial setup in the morning. The BID will adjust their plans for event organization moving forward.
 - Upcoming Events
 - Pride Night Out (6/21/24) – The final planning meeting for the event was held June 12th. All expenses for the event have been paid. The City will be providing the stage. The BID is paying for the portable restrooms. There are over 80 vendors participating. Olivia has provided suggested donations to vendors since they are vending free of charge. Olivia has also requested that downtown businesses holding events within the Pride Night Out footprint donate a portion of their proceeds to a participating pride organization. The BID received positive feedback about the event ads. Sam noted the removal of the old Christmas lights in monument square by Olivia and

Taylor. There was a question regarding a plan for bad weather. Olivia confirmed the BID has the same protocol for all events. The event will be held rain or shine. If there is lightening around the area, the event will be cancelled following the third strike.

- Rockin' on the River (6/26/24) – The first event is scheduled for June 26th. The BID will begin posting heavily this upcoming weekend as a reminder. Taylor met with the bands and created a behind the scenes video to generate excitement for the event. Olivia is exploring radio ads and whether they perform for the BID. Theresa inquired about the cost. iHeart Radio is \$150 and includes running an ad for one week prior to an event. Should there be bad weather, the postponement date will take place the following week. Blues for Breakfast is the only band this Rockin' season that is unable to perform the following week should a postponement be required. Our stage and portable restroom vendors require 24-hour notice for cancellation.
- City of Troy Update
 - Status of ARPA Funds – There is currently no update from the City for the release of the funds. Per Olivia, the Deputy Mayor is the individual responsible for drawing up the contracts to release the funds. Olivia will follow up with Seamus. The City is currently addressing a number of concerns that have been brought to the City by residents and businesses. Olivia will remain vigilant and thoughtful regarding her approach and the release of the funds.
 - Special Permit Fee & Outdoor Music Cutoff Time Change – The City is now collecting an increased special permit fee from businesses if they hold an event, \$450 (previously \$50). The fees are not detailed in the permit. This has resulted in unforeseen expenses for businesses. The fees are more than many businesses can afford. Moving forward, there is a 9pm cut off for all outdoor music. Previously the cut off was 10pm on weeknights and 11pm on weekends. The BID and other local stakeholders have recommended the City hold a Town Hall to discuss outdoor music and event fees. The Board will reconvene and decide on whether a letter from the Board is appropriate. Aaron encouraged all concerned businesses and residents to speak out on either side of the aisle. This will assist in the administration making a final decision moving forward should they consider a revision to the permit.
- Grant Applications
 - Olivia is working with the Troy Farmer's Market to jointly apply for the Empire State Development Market NY Grant (I Love NY). The BID needs letters of support recommending us for the grant. The ARPA funds will be used for our matching portion of the grant. Olivia is also exploring the Troy Saving Bank Charitable Foundation grant, ± \$10k. The BID is requesting funds that will help activate downtown retailers during the holiday season and Troy Glow.

- **President's Report**

Sarah Caciola

- Open Class A Seat – Angelo Grasso has stepped down from the Board. Matt will be scheduling a governance committee meeting in July to discuss appointing a new member.
- Committee Rosters – Sarah circulated the updated committee rosters for review. Board members can switch committees if desired. Monica recommended the creation of a Diversity and Inclusivity Committee.
- A thank you gift was presented to Matt from the Board for his time serving as President.

- **Committee Reports**

- Beautification Sam Toews
 - No updates.
- Governance Matt Callahan
 - No updates – Matt requested any recommendations for individuals that may be a good fit for the Board. Matt will circulate a poll and confirm the date and time for the meeting soon.
- Quality of Life Dave Gardell
 - The Hidden Garden tour raised \$28k and had great turnout. As a result, businesses did well that evening following the event. Olivia is now receiving a weekly crime map from Troy PD with a summary of incidents from the previous week in downtown Troy. The committee continues to discuss addressing light fixtures and noise decibel levels. The City does have existing code for

nuisances. Residents should make themselves aware of the code. CVS is closing on 3rd street. This means there will no longer be a pharmacy in downtown Troy. The loss was brought to the committee's attention.

- Retail

Theresa Van Duyne

- Theresa mentioned that the committee discussions have also included events and marketing. This has made it difficult to focus the meetings. She is working on ways to organize them moving forward. The struggles during Riverfest set up were discussed. The committee is pleased with the plan for event set up moving forward. Taylor recently attended a committee meeting and introduced himself and the BID's new branding. Tim from Upstate of Mind is creating a resource page for businesses looking to enter the City market. The committee proposed adding services to the BID website as well, promoting the library, etc. They will also be assisting in curating vendors for Riverfest moving forward. Theresa noted that there is a need for volunteers at each event. A recommendation was made that each Board member volunteer at a minimum of one event per year. The committee would like TNO to include more shopping in the branding. Moving forward, the BID will be involved in quarterly TNO branding/events. TNO and the promotion of business events, promotions, etc. will continue to take place. It was noted that the BID and TNO have evolved since their conception. Although the focus has shifted, TNO evenings are consistently well attended.

- **New Business**

- No new business.

Motion to adjourn made first by Astri Bryce and seconded by Jamie Magur; all were in favor; the meeting adjourned at 9:45am.