

Lark Street BID Board Meeting Minutes

September 4, 2008

Attendance: Jerry Aumand, Matthew Baumgartner, Richard Berkley, Erin Brewer, Rob Curry, Jeffrey Gritsavage, Donald Keenan, Jim Linnan

Staff: Mary Spinelli, Michael Weidrich

The meeting commenced at 5:45 and was conducted by Jeffrey Gritsavage, Board Chair. Gritsavage asked present members to review August Minutes. At 5:50 Gritsavage called a quorum. Jerry Aumand motioned to approve the Minutes, Rob Curry seconded and all were in favor. Michael Weidrich asked if the July Minutes could also be approved. Richard Berkley voted to approve the July Minutes as per any changes once all members have read them. Jeff Gritsavage seconded the motion and all were in favor.

Opening Remarks

Gritsavage asked that “Old Business” be added to the Agenda before the Committee reports. Additionally, he stated that the strategic planning for 2009 discussion would continue at the next board meeting.

Committee Reports

▪ Executive Committee

Gritsavage stated that the Executive Committee would discuss the Monday Night Concert series later in the meeting.

▪ Public Safety

There was no Public Safety Committee meeting in August and therefore, nothing new to report.

Jim Linnan brought up the issue of the café hour extension and asked that the BID formally support the extension of café hours. Richard Berkley stated that the BID has a fiduciary duty to solicit the opinions of residential BID members. Linnan stated that residential members are represented by a member on the Board. Donald Keenan expressed that he was in favor of extending the café permit. Gritsavage made a motion to send a letter to the City of Albany endorsing the proposal of café hours to extend to midnight. Jerry Aumand seconded and all were in favor. Richard Berkley abstained from the vote until there were concrete deliverables from the safety committee.

▪ Business Retention

Richard Berkley reported that there was no activity during the Festival months and that for the winter months there would be three projects:

1. Research a unified waste removal contract to lessen the traffic of garbage trucks and also to lower cost
2. Coordinate a Public Relations Response Team in order to have consistent talking points and rapid response to negative media.

Jerry Aumand stated the need for aggressive and frequent positive contacts to the media. Weidrich stated that almost weekly press releases were made to combat negative press. Erin Brewer suggested having one person in the organization handle the press & media. Keenan suggested web video that would promote Lark Street.

3. Have E-Commerce at the back end of the BID’s website.

▪ **Development and Expansion**

Jim Linnan stated that more work was being done on the expansion of the BID. He explained a block color coded map which showed the potential expansion areas and their categorization. Linnan also stated that Megan Daley was still accumulating data. Weidrich explained that based on the current assessment, the tax revenue would go from approximately \$90k to \$500k. Linnan stated that the Common Council would have to approve and then it would be put to a vote of potential members.

Other Business

▪ **Executive Directors Report**

Michael Weidrich reported on the article in Capital Home. He stated that his meeting with Jay Barron of the Armory was successful and that Mr. Barron was in favor of the expansion. Weidrich reported that there were two ribbon cuttings in August and a lot of positive press on the Albany Rick Shaw. He also reported that the basement tenant vacated as a result of the raised rent. General repairs will be made to the basement including painting and replacing damaged ceiling tiles.

Special Events Update

▪ **LarkFEST**

Weidrich reported that sponsorship was up and booth fees were down. He also stated that volunteers were needed for the event.

▪ **Monday Night Concert Series**

Gritsavage reported that the Series was a loss and the BID was still waiting for revenue to come in. He also stated that the BID would not be doing the Concert Series in 2009.

The Meeting then went into Executive Session

At 7:15 Donald Keenan motioned to adjourn. Jerry Aumand seconded and all were in favor.