

Lark Street BID Board Meeting Minutes

February 5, 2009

Attendance: Jerry Aumand, Maude Baum, Matt Baumgartner, Richard Berkley, Erin Brewer, Richard Conti, Rob Curry, Megan Daly, Jeffrey Gritsavage, Dino Kacani, Donald Keenan, Jim Linnan, Lucy Prudencio
Staff: Mary Spinelli, Michael Weidrich

Guest: Matt Montesano, RA DePrima, John DeJohn

The meeting commenced at 6:10. Jeff Gritsavage offered the floor to John DeJohn to make a brief statement. DeJohn made apologies for incorporating Maura Gannon's name into the negative comments made via the media and asked that the matter be "put behind us" with an opportunity for continuing a working relationship between himself and the BID. Maude Baum made a motion to move forward from the incident, Megan Daly seconded. Jerry Aumand made a motion to not discuss the incident again, Megan Daly seconded and all were in favor.

Jerry Aumand suggested that, moving forward, there should be contracts for any sponsorship or money owed above \$500.

Opening Remarks

Jeff Gritsavage asked if the Board Members would approve the minutes. Richard Conti moved to approve the minutes, Dino seconded and all were in favor.

Committee Reports

▪ Executive Committee

Gritsavage reported that the arbitrator had ruled against the BID for lack of sufficient evidence. Weidrich stated that he had reached out to DeJohn to reestablish a working relationship.

▪ Public Safety

Richard Conti reported on the last public safety committee meeting. The committee discussed priorities for 2009 with the Lark Street BID's priorities as a starting point. Issues focused on were the camera surveillance project, how to deal with aggressive panhandling and parking. The meetings have been set for the 3rd Friday of each month at 5:30pm.

Jerry Aumand asked how the BID could get a marked crosswalk on Madison halfway between Lark and Willett in order to make it a safer for pedestrian traffic. Gritsavage noted that a crosswalk would cause the loss of two parking spots. Jim Linnan suggested having Weidrich draft a letter to Bill Trudeau of Traffic Safety with a copy to the chief requesting the crosswalk as well as pile-ons. Megan Daly offered to join Weidrich in a meeting with Trudeau.

Matt Montesano reported that there were more car break-ins and GPS system thefts in the college area near Madison & Ontario. Montesano offered to meet weekly with Lark Street BID to go over crime synopsis reports.

RA DePrima reported updates on the Environmental Committee. The alternative energy program for businesses is continuing. Recycling has slowed down. DePrima contacted County Waste again on special rates. County is offering to allow businesses to keep the same rates if switching to

their program. DePrima also contacted Golub in reference to the issue with rogue shopping carts in the neighborhood. Price Chopper's position is that they will not take shopping carts away from anyone nor will they pursue or have any attachment to criminal ordinances/incidents.

Montesano offered to mention it to a retired cop who gets \$2 per returned cart.

DePrima suggested drafting a letter to Price Chopper to address the issue of how cart losses affect the overall cost to consumers.

▪ **Business Retention**

Richard Berkley reported that Lark Computers filed their BZA papers and there would be a hearing on the 25th of February.

Berkley also reported that the 'Surviving the Economy' Forum went well with decent attendance. The BID is now looking to come up with another forum topic that will focus on businesses on the street.

Panelist Matthew Staccone from the SBDC agreed to have one representative come and set up in the BID 1 or 2 times a month to consult with local businesses.

Richard Conti stated that it would need to be publicized so as not to be a wasted of time and resources. Michael Weidrich stated that someone had contacted him wanting to also set up at the BID. Berkley stated that the BID should also reach out to SCORE as alternate for having different perspectives. Megan Daly said that an Empire Zone Coordinator would also be available to come out.

Daly reported that the Main Street Grant was now up to \$200,000. There is a small amount of that allocated for signage projects and the applications are due in April. Berkley asked if the signage needs to be continuous.

▪ **Development and Expansion**

There is currently no one sitting on this committee. Weidrich reported that businesses outside the District are showing a large interest in joining the BID and suggested offering a second tier membership to businesses outside the District. Gritsavage suggested checking the bilaws to make sure they wouldn't be able to sit on the board. Additionally, Gritsavage suggested that Weidrich put together a fee schedule and outline of benefits for this 'Associate Membership'. Weidrich pointed out benefits being an increase in revenue and an overall community promotion benefiting the Lark Street Neighborhood.

▪ **Finance Committee**

Weidrich reported that the BID has money again after receiving tax assessment and outstanding Heineken payment.

Gritsavage stated that a resolution was needed with the outstanding debts to the Monday Night Concert Series from Susie's, Maura and DeJohn.

Susie had told Richard Berkley that Jeff Gritsavage said she didn't have to pay the remaining \$1,750 of her sponsorship pledge. Berkley stated that Susie was on a payment plan. Jerry Aumand suggested that Susie be contacted to alert her of the remaining debt as well as sending her another invoice and offering a payment plan. Aumand offered to take the first step and call Susie.

▪ **Marketing Committee**

Weidrich reported that this Ad hoc committee's first meeting was to go over the website proposals and was attended by Richard Berkley and Jeff Gritsavage. Weidrich stated that he supports using Intellisites because of their connection with Impress Printing and sponsorship opportunities through them.

Erin Brewer asked if the site would have the ability to sell items from merchants. Weidrich stated that it could but at additional cost for set up. Weidrich also stated the new website would be up by April 1, 2009. Richard Berkley asked if the BID could explore adding additional pages for individual merchants and what the cost would be. Matt Baumgartner suggested that the merchants set up the pages through the web designer and cover the cost themselves. Megan Daly made a motion to approve Intellisites as the web designer. Jerry Aumand seconded and all were in favor.

▪ **Special Events**

Weidrich stated that award nominees were needed for Champagne on the Park and that only 2 had been suggested: Upper Hudson Planned Parenthood, celebrating 75 years and Maura Gannon for reviving the Concert Series. Weidrich threw in Metroland who is celebrating their 30-year anniversary. Gritsavage asked for a vote on the nominees. Richard Conti made a motion to award Planned Parenthood and Metroland. Megan Daly seconded and all were in favor.

Weidrich announced that Matt Baumgartner would be holding the Crossword Puzzle Tournament on June 6th.

Other Business

At 7:35 Lucy Prudencio made a motion to adjourn. Richard Conti seconded the motion and all were in favor.