

## **Minutes from 6/16/2011 Lark St. BID Meeting**

Attendance: Matthew Badalucco, RA DePrima, Rob Curry, Stephen O'Neill  
Staff: Mary Spinelli, Sara-Becca Smith

The Meeting was called to order at 6:00

### Executive Committee Report:

Matthew Badalucco reported that Jeffrey Gritsavage had resigned from the Board of Directors through an email that Gritsavage sent to Badalucco. This leaves fourteen members on the Board with space for one Class B: Residential Property Owner. As President, Badalucco will be appointing a replacement and mentioned Tyler Wrightson as a potential candidate.

### Executive Director Report:

Mary Spinelli reported that Art on Lark had gone well despite the rain. The finances are still being finalized so no update was given in that regard. This year, ACES, a full service production company out of Troy, was used for the stages, sound, and generator at Art on Lark. The only problem with the new company was that the Madison Avenue stage started & ran late. Otherwise, the stages, generator, and the crews putting the stages up worked well & was less expensive than last year. As ACES has their own men to build & tear down the stages and are scheduled to provide the same services for LarkFEST, Spinelli called Sue Cleary at the City's Special Events office and asked if it would still be necessary to hire union workers to build the stages at LarkFEST. Cleary said that it would be necessary, although the City uses ACES for each of their large events and uses their men and not outside union workers. Follow up is necessary to clarify.

The LarkFEST merchant letter and application for LarkFEST will be mailed out soon. This year, merchants will be asked to submit a \$150-\$200 returnable deposit with their application. Spinelli is also considering raising all vendor fees by \$10.

### Business Retention & Recruitment:

Sara-Becca Smith reported that 400 short surveys were completed at Art on Lark with the help of our summer interns. The surveys asked for demographic information and about respondents' habits when visiting Lark Street. These surveys will be used to help the BID and Lark Street merchants market themselves more effectively. The next Lark U business forum has been scheduled for June 23 from 11-1pm at DeJohn's. The presentation will focus on beginning marketing strategies with local marketing experts as panelists. A light lunch will be provided to attendees and time for networking has been scheduled into the event.

### Special Events Committee:

The committee had nothing to report but RA DePrima stated that the applications for the Dana Park concert series had been filed and that he would be meeting with Tom Kelly, DGS, to review the logistics of the series. The Aurora Foundation will be administering the series. The City Clerk's office has asked if the BID takes a position on the music series. The BID supports the series but is not administering it.

### Finance Committee:

Spinelli and Chris Schloss will be signing the line of credit paperwork at the Community Loan Fund the week of June 20<sup>th</sup>.

### Quality of Life/Public Safety:

Spinelli reported that she was still trying to schedule a Walk and Watch training with Matt Montesano of the APD. The trainings have had to be rescheduled three times as the APD has not approved the training early enough for the BID to promote and advertise it.

### Environmental Committee:

DePrima reported that out of the sixteen bike racks that the BID and the Aurora Foundation applied for only eight were approved. DePrima will be meeting with the City to discuss the other eight bike racks and to see if he can arrange to have those approved as well. DePrima also reported that Mike Sperduto of Ben & Jerry's approached him about rallying Lark Street merchants to stop using Styrofoam containers. This would be done as part of the District's green initiatives and in support of our 'green byway' designation from the City.

### Other Business:

DePrima asked that the BID consider passing a resolution limiting acting officers of the Board to either Class A: Commercial Property Owner or Class B: Residential Property Owner board members. DePrima suggested that this be considered because these two classes of board members pay taxes to the BID and have a financial interest in the District. This argument was rebutted by saying that other board classes can also have a financial interest in the District; that it was not limited to property owners and that regardless of board class each board member will have their own biases and personal interests. It was also noted that as a small District there is a finite pool of people to pull from so would it be unwise to limit ourselves in this manner.

DePrima also requested that the Board ask the Business Recruitment and Retention Committee to create Standard Operating Procedures for the BID. It was decided that this was not a project for the Business Recruitment and Retention Committee but that it might be more appropriate for the Board in general to handle. It was suggested that the Board and Staff have their broad roles and responsibilities written up.