

## **Minutes from 10/7/2010 Lark St. BID Meeting**

Attendance: Jerry Aumand, Matthew Badalucco, Richard Berkley, Mark Brogna, Richard Conti, Rob Curry, RA DePrima, Jeff Gritsavage, Tyler Wrightson, Mike Sperduto, Matthew Montesano, Luis Perez, R.A. DePrima, Maude Baum, Dino Kacini

Staff: Mary Spinelli, Sara-Becca Smith

The Meeting was called to order at 6:00

### Executive Director Report:

Mary Spinelli reported on the Mayor's Fall Drop Off. New winter clothing items can be dropped off at four Lark Street locations, Seasons Skate Shop, eba, Café 217, and Ben & Jerry's. There will also be a Fall Drop Off event on Oct. 23<sup>rd</sup> at the Amory Garage. Merchants have been solicited to donate items for prizes for the event. Mark Brogna generously donated a double magnum of wine. The City has been granted around 90 Big Belly solar garbage compactors to be distributed throughout the City. A request has been submitted for 13 Big Bellies to be placed throughout the District. The City will be performing a walk through of the District to determine how many Big Bellies we will be receiving. DGS will be donating their services to put up the lights in Dana Commons. Spinelli also mentioned that she had received a complaint that merchants were receiving parking tickets while unloading their cars into their businesses but that the large trucks that park to unload do not. Two solutions were proposed. One, adding a loading zone to State Street and two, adding a loading zone on the east side of Lark Street. This however, would require removing 2-3 parking spaces on the opposite side of the street.

### Executive Committee Report:

Matthew Badalucco brought up for vote the bylaw changes that had be discussed at the last board meeting allowing Mary Spinelli to sign checks over \$500 that were for utility and rent payments. The vote passed. Badalucco invited Rob Curry to speak about the UHPP site. Rob said that there has been interest in the site but he asked the Board to reach out to their contacts who might be interested in purchasing either the whole of the property or a section of it. The annual meeting will be held in November since all of the big events and fundraising will have been completed by then. Badalucco brought up the two-thirds rule that is present in the bylaws (Section 3: TERM). The rule states that "A person having served two (2) consecutive terms shall again be eligible for election as Director upon approval of the remaining Directors through a two-thirds majority vote of the full Board." Badalucco stated that it is important for the Board to allow new people on to the Board if they are interested in serving and that members should not get into the habit of re-nominating themselves. He stated that this rule should be used to guard against a vacant seat when there is not a new person to replace the current Board member. Badalucco requested that the Bylaws be amended to reflect this for the next Board meeting.

### Business Retention & Recruitment:

Tyler Wrightson reported that there was a Networking Event being held at 7pm at Elda's and that Board members should attend at the conclusion of the Board meeting.

### Special Events Committee:

Wrightson stated that a Facebook page had been started for the Pub Crawl scheduled for Saturday, October 23. Prizes for the Pub Crawl were being solicited and Wrightson asked for donations from Board members. Additionally, a website page had been set up so that people could register and pay online for the event on the BID website. LarkFEST was reviewed. A survey was sent to all of the vendors and merchants that participated. A summary of the survey responses and comments was passed around. It was noted that the breakdown of the event was completed by 8pm but not as efficiently as in past years. Financially, LarkFEST was over budget because of the extra expense of the stages and the use of union workers to build them. The union workers were required by the City because of liability issues and will need to be included in the next year's budget. There was a net profit increase of approximately \$11,000 from 2009 to 2010. To date, the net profit difference for all of the 2010 events is just over \$29,000. A short discussion was had about where there was potential for profit this year that was not realized. This included 4 food court vendor spaces that were not purchased and spaces that had been sublet. Maude Baum suggested taking a deposit from merchants for the use of a space for LarkFEST and then returning the deposit so long as the space is used as permitted (not left open, sublet, etc).

### Finance Committee:

Chris Schloss reviewed the cash flow statement. Last month it was projected that the BID would be short \$13,000 at the end of the year due to the unexpected cost of repairing the roof. The shortfall is now estimated to be at \$17,000. Two options were reviewed to assist with the financial situation. One, the BID could return to the Capital District Community Loan Fund for a small loan or two, the remaining CDBG grant funds could be drawn down instead of rationing the payments through the full grant cycle.

### Quality of Life/Public Safety:

Richard Conti reported that on Saturday, October 16<sup>th</sup> volunteers would be passing out the Walk & Watch door hangers and safety information. The committee is interested in conducting an assessment of what they have accomplished and what they would like to accomplish. Matt Montesano reviewed the incidents that occurred in the past month. He suggested that the Hackett Middle School principal and the APD meet with the Public Safety committee meeting. Montesano stated that Lt. Trembley would be heading the community policing unit and that four sergeants had been selected as well. He also mentioned that the Albany Police Athletic League was looking for mentors for their children's center and volunteers were being recruited for the holiday lights in the park. Montesano also mentioned that the BID has the opportunity to solicit orders from the

merchants for security cameras and then purchase at a bulk rate. The videos would be monitored by the businesses but could assist the APD in their investigations.

Environmental Committee:

RA DePrima reported that the recycling figures from LarkFEST were not available yet. Sixteen of the 32 bike racks have been installed and that a kick-off event was scheduled for Saturday, October 16<sup>th</sup>. The APD will be present to register bikes and the Downtube will be providing minor repairs and tune ups.

Other Business:

Sara-Becca Smith reported that a meeting had been held with a local credit card services company, Charge Card Systems, to discuss a Lark Street gift card program. The program would require at least 6 merchants to commit to offering and accepting the cards before the BID would purchase 500 custom cards. The cards would only be accepted at the businesses that take part in the program and cannot be used elsewhere. The cards would require 2-3 weeks to be made since a custom design would be used. It would be necessary for the success of the program to advertise the gift cards and to have them before Thanksgiving. Information about the cards has been put together so that it can be shared with the merchants.

Badalucco brought up the issue of the Restaurant and Bar Hours Policy for discussion. It was decided table the discussion until the policy could be reviewed by Board members.