

## **Lark Street BID Board Meeting Minutes January 29, 2007**

**Attendance:** Richard Conti, John DeJohn, Brienne Fretto, Jeffrey Gritsavage, Blair Maddy, Lucia Prudencio

**Excused:** Jerry Aumand, Maude Baum, Rob Curry, Jeffrey Gordon, James Linnan

**Absent:** Theresa Kellom, Joe Rabito, Brad Junco

**Staff:** Fredd Brewer, Lindsay Cahill

**Guests:** Matt Montesano, APD

The meeting commenced at approximately 5:38 PM.

There was not a quorum present.

### **2007 Budget**

- Blair Maddy will send out an email to all board members asking for approval of the 2007 Budget. All present board members at the meeting approved the budget.
- The 2007 Budget was based on the 2006 budget with minor changes.
- Blair Maddy discussed the beginning balance of \$9,122 for 2007, to be used as a rainy day or slush fund for the BID budget. Fredd will ask our CPA during the audit what amount is appropriate to hold for a slush fund.
- The uncertain status of 245 Lark Street with ALDC was discussed. Although it is not of immediate concern, Jeff Gritsavage will find out the rent space available in Trinity Church.
- Blair Maddy pointed out that the Monday Night Concert Series Budget is not included in the Lark Street BID 2007 budget.
- The salaries line item in the expenses reflect a 6% increase in salaries for Fredd Brewer and Lindsay Cahill, and account for an increase in the street maintenance hours from 20 hrs a week to 25 hrs a week.
- General contract labor line item reflects a decrease due to the elimination of watering the trees on Lark Street.

### **Special Events Update**

- Blair Maddy discussed the sponsorship strategy for all 2007 Lark Street BID board events - presenting to possible corporate sponsors all events for 2007, allowing the sponsor to pick and choose which event/s they would like to sponsor and at what level.
- All board members were asked to come up with at least 5 potential sponsorship contacts to be given to the special events committee. Board members are expected to have the contact information by February 26 Board Meeting.
- The special events committee met with WEQX regarding media sponsorship for 2007. They are currently working towards an agreement. There were many ideas WEQX would like to include in the 2007 contract:
  - Catering for Bands
  - Better hotel rooms provided for bands
  - Begin the vendor spaces at DeJohn's restaurant; providing more room for the Madison Ave. stage. All businesses located between that area will be relocated within the event boundaries

- Provide slush fund for bands
- Make sure all businesses only promote the media sponsorship for the day of the event.
- Brienne Fretto suggested WEQX go around to every business promoting LF. Brienne will develop a list of ideas on how to incorporate every business on Lark Street in utilizing the media sponsorship.

### **COP**

- The special events committee would like to propose a date change for Champagne on the Park, moving the event from October 11<sup>th</sup>, to May 10<sup>th</sup>, the Thursday before Tulip Fest. The advantages of moving the event to May include:
  - The event can be moved to the center of Washington Park, taking advantage of the beauty of the park
  - Due to the set up for Tulip Fest, the city of Albany will have equipment (tables, tents) already set up in the park , allowing us to utilize them for the event.
  - The timing of the event can be successful to the attendance.
- All present board members agreed to move the event to May.

### **AOL**

- The special events committee is considering raising the artist booth fees from \$35 (\$20 for students or demonstrators) to \$50. The committee will propose the idea to Michael Weidrich, 1<sup>st</sup> Friday event coordinator, for feedback.
- Art on Lark board surveys were distributed via email to all board members. All board members are asked to fill out the survey.
- The special events committee met with Upstate Artist Guild, to discuss their involvement with People's Choice. Some ideas discussed include:
  - adding a sidewalk art component to the event
  - closing the street for artist vendors
- Lucia Prudencio, owner of Dunkin Donuts expressed interest in sponsoring the event.

### **Monday Night Concert Series Update**

- Maura Gannon reported that the BID received \$37,000 from the New York State Music Fund and \$500 from the City of Albany Arts Grant. The last grant, Council of Community Arts grant, is due on April 1<sup>st</sup>.
- Maura was hoping for more support from the city. The special events committee is in the process of setting up a meeting with Mayor Jennings or Philip Calderone, Deputy Mayor, to propose that the City of Albany match the funds that the Lark Street BID merchants put forth for sponsorships. Maura drafted a letter to be sent out to Lark Street BID merchants informing them about the Concert Series.
- Maura passed around proposed logos for the Concert Series, asking for input from the Board of Directors.
- The Lark Street BID's liability insurance for 2007 events was submitted before the Monday Night Concert Series dates were confirmed. Fredd Brewer will inquire about getting an addendum to include the concert series.

### **First Friday Update**

- The sponsorship letter for First Friday was provided in the board packets.
- Jeff Gritsavage proposed that the Lark Street BID sponsor the First Friday event at the \$40 sponsorship level.
- All present board members agreed to do a 6 month trial sponsorship, totaling \$240. At the end of July, the board members would like to revisit the sponsorship and discuss whether they will continue to sponsor the event.
- Blair discussed the need to develop a policy outlining specific criteria to be met for the Lark Street BID to financially sponsor other events/organizations in the area.

### **Other Business**

- John DeJohn announced that the valet parking program for Lark Street, VPass, will begin Thursday February 1<sup>st</sup>. The program will run every weekend, Thursday through Saturday, from 6pm -2 am.

The meeting ended at approximately 7:38pm.