

## **Lark Street BID Board Meeting Minutes June 7, 2007**

**Attendance:** Jerry Aumand, Maude Baum, Richard Berkley, Richard Conti, Rob Curry, Jeffrey Gritsavage, Dino Kacani, Jim Linnan, Lucy Prudencio, Karen Waldron

Excused: Matthew Badalucco, Terrance Gorman

Absent: John DeJohn, Brad Junco, Brienne Fretto,

Staff: Michael Weidrich, Lindsay Cahill

Guests: Matt Montesano, APD

The meeting commenced at approximately 5:43 PM.

There was a quorum present. Jim Linnan moved to accept the April 5<sup>th</sup> board meeting minutes. Richard Conti second the motion; all present board members were in favor.

### **Opening Remarks**

- Jeff Gritsavage introduced himself as the new President. A discussion began regarding setting goals that the Lark Street BID board would like to see be completed by a year.

The following goals were established:

1. Focus on Retail
  - Destination retail
  - Filling in gaps
2. Become proactive in fitting spaces to tenants
3. Developing identity of Lark Street and go with it
4. Viable continual media promotion
5. Community support/Acceptance buy-in
6. Establish representation on comprehensive plan
7. Work with police on quality of life issues
8. Improve street appearance (trash, fliers, window displays, etc.)
9. Address panhandling

### **Special Events Update**

#### **Champagne on the Park**

- Champagne on the Park financial statement was included in packets for board members to review. Jim Linnan reported in addition to the cash sponsorships listed in the report, The BID received about \$9,000 in-kind sponsorship from Southern Wine and Spirits (donation of champagne for event), and free advertising from the Times Union. The total sponsorship (cash and in-kind) was within the range of \$12,000 - \$14,000.
- Jim Linnan reported on the overall success of Champagne on the Park, with the new date and location. A wrap-up meeting was held at the end of May with all involved parties to discuss next year's event. The meeting provided a good basis for next year. A thank you party has been established for all the volunteers for Champagne on the Park. All volunteers will be given backstage passes for a Monday Night Concert in exchange for the tremendous amount of help we received for the event.
- The BID has leftover cases of Champagne, white wine, and red wine. The cases have been catalogued and are being stored in a cooler at The Lark Tavern. The cases can be used for future events. An idea that the Special Events Committee came up with is to

have a event during the Christmas season for the retail businesses, allowing them to utilize the cases for their stores.

- Jim Linnan reported that Maura Gannon has waived the sponsorship fee for Champagne on the Park because she is proud of the event and does not want to take away from the revenue. Maude Baum suggested the Lark Street BID do something to express our gratitude to Maura.

#### **Art on Lark**

- An Art on Lark financial report was included in the board packets. Maude Baum reported on the status of the new expanded Creative Chaos for the event. Michael Weidrich was able to schedule 10 performers, 2 dancers, and arrange for 12 volunteers for the event. Michael asked for board members for help on the day of the event. A volunteer sign up sheet was passed around for board members to sign up.

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

- Jim Linnan reported the Monday Night Concert Series radio ads will hit the air Monday, June 11<sup>th</sup>. The print ads will launch next week in the Summer Concert Guide and the Times Union. All bands have been booked and the contracts are out. Jim reported that Maura Gannon will exceed budgeted sponsors for the event.
- Maura Gannon submitted a written contract for review to Jeff Gritsavage and Richard Berkley regarding the Monday Night Concert Series and LARKfest. The Monday Night Concert Series Contract was passed out to all present board members to review. Jim Linnan modified the contract, crossing out the term “generation” of volunteers and replacing it with “coordination” of volunteers.
- Richard Berkley motioned to approve the contract with the change of wording and outlining in more detail what services the BID is responsible. Adoption subject to discretion by the executive committee. Richard Conti seconded the motion; all present board members were in favor. Jim Linnan abstained from the vote. The LARKfest contract will go to the executive committee for review.

#### **2007 Board Committees**

- Richard Berkley stated he would chair the by-law revision committee.
- Jim Linnan expressed interest in starting a retail initiative ad hoc committee.
- Jeff Gritsavage will email out the 2007 board committee lists for board members to review and sign up.

Jim Linnan motioned to adjourn the meeting. Maude Baum seconded; all present board members were in favor. The meeting ended at 7:15 pm.