



**DOWNTOWN ALBANY**  
Business Improvement District

Downtown Albany Business Improvement District  
Board of Directors' Meeting  
April 10<sup>th</sup>, 2017  
BID Office  
21 Lodge Street

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**Georgette Steffens**  
EXECUTIVE DIRECTOR

**Richard Rosen**  
CHAIRPERSON

**James Hart**  
VICE-CHAIRPERSON

**Daniel Fariello**  
TREASURER

**Jeffrey Gordon**  
SECRETARY

ATTENDANCE:

Richard A. Rosen  
James P. Hart  
Daniel Fariello  
Carolyn McLaughlin  
George Penn  
Holly Brown  
Mark Aronowitz  
Mark Yonally  
Meghan Barkley  
Pamela Nichols  
Robert Sears  
Tracy Metzger

ABSENT:

Darius Shahinfar  
David Sarraf  
Louis Bannister  
Dominick Purnomo  
Jeffrey Gordon  
Karen Laberge  
Stephen M. Cleary

STAFF PRESENT:

Georgette Steffens  
Rebecca Haizmann  
Don Wilson  
Jason Bonafide  
Veronica Medina-Matzner

**CALL TO ORDER**

Meeting was called to order by Chairman Richard Rosen at 4:32 P.M.

Mr. Rosen asked for approval of the March Board minutes | Motion by Mr. Fariello, Mr. Aronowitz seconds| All approved.

**CHAIRMAN'S REPORT**

Annual Meeting

Mr. Rosen updated the Board Members on the status of the Annual Meeting, which will be held on Wednesday, May 3 at 60 State Street. A Board meeting will be held prior to the Annual Meeting at 3:30pm. Board members will receive confirmation closer to the date. The meeting will take place in the upstairs Board Room at 60 State Street. For the Annual meeting registration starts at 5:00 PM, then the business portion of the meeting will run from 5:30 – 6:30 PM with a reception to follow. Mr. Rosen thanked Jeffrey Gordon for his continued support, and for donating the space and beer and wine for this year's event.

Ms. Steffens noted that the SAVE THE DATES were sent out via email today, and that invitations will be mailed out this week.

Mr. Rosen announced that several restaurants Downtown will be offering free samples at the reception. He also noted that we added two new lower level sponsorships this year – a \$1,000 and \$500 level – and that has helped increase the number of sponsors. Mr. Rosen thanked all the sponsors of the event so far: AMC Foundation, APA, BBL Hospitality, Brown Weinraub, Capital Bank, Capitalize Albany, CDTA, Columbia Development, Darius Shahinfar, Dawn Homes Management, Gleanson, Dunn, Walsh & O'Shea, Sequence Development, Sneeringer, and The Windsor Companies. He reported that we have secured almost \$18,000 in sponsorships to date, setting a record for funds raised for the BID Annual Meeting. Mr. Rosen congratulated Mr. Fariello, Ms. Steffens and all BID staff for their efforts in setting up a successful event. Mr. Rosen added that there are still sponsorship opportunities and that sponsor levels are available in each Board member's packet.

Board members asked about the program for the business development portion of the Annual Meeting. Ms. Steffens said the Annual Report will highlight 2016 accomplishments while her presentation will focus on the BID's 2017 investments.



**BUDGET & FINANCE COMMITTEE**

**Audit**

Mr. Fariello let the Board know we will be reviewing the draft of the BID's audited financial statements at next month's Board meeting as staff and the auditor are working with the City to confirm final numbers.

**New Initiatives**

**Night and Weekend Parking Initiative**

Mr. Fariello stated the Budget & Finance Committee recommends renewing its participation in the Free Night and Weekend Parking Initiative, to have Downtown meters to stop collection at 5pm on weekdays (the rest of the City ends at 6pm), and free night and weekend parking in the public garages. The initiative requires an investment of \$20k a year to help offset parking costs, but Mr. Fariello noted that this investment is less than half of the lost revenue to the Parking Authority. Mr. Rosen added that this is a very important initiative as it draws people to the businesses and events Downtown.

**Action:** Mr. Fariello made the motion to renew our participation in the program at a price not to exceed \$20,000, Ms. Metzger seconds. All approve.

**Tricentennial Park**

Mr. Fariello stated the Day Life Committee recommended improvements to Tricentennial Park. The BID wants to invest \$3,500 to purchase 25-30 sets of bistro tables and chairs, jumbo games like Connect Four and Jenga, and some Corn Hole sets. Ms. Steffens noted that the Clean & Safe Team can set up the park in the morning and collect any items at the end of day, but they will explore working with the City's Summer Youth Employment Program to possibly extend the hours the games would be out. Staff is also exploring the option of placing a shed in the park for storage and placing a sound system in for music in the Park.

Ms. Steffens also noted that, in the case of the BID getting any grant funds for the full renovation of the park, these investments can be moved to other parks in the District. She stated the idea is to make small improvements in other parks as well, one each year, and add some amenities such as wi-fi, ambient music etc. Mr. Rosen added that this initiative is a big test for the BID to see what kind of projects can be successful in the District and if others can follow suit.

**Action:** Mr. Hart motions to approve park investments at a price not to exceed \$3,500, Ms. Metzger seconds. All approve.

There were questions about the CFA State grant that the BID applied for last year and whether the BID would apply again this year. Ms. Steffens stated the BID is in the process of updating our vault through the State's grant process. We need to add a few new policies like a new MWBE policy to our Employee Handbook. Those policies will come before the Board at our next meeting for adoption.

Board members also inquired about the \$50 million Consolation Prize offered by the State. Ms. Steffens said that the projects being funded were focused on job creation and other related issues and that Park Renovations did not fit into that. She added that they are, however, looking for projects to fund and she will reach out to them to see what kind of projects they are funding to see if any of the BID's project would qualify to receive local Council money.

**Executive Director's Report**

Ms. Steffens stated CHA has been commissioned by Empire State Development to conduct a masterplan for the old Convention Center site. The BID hopes to have a role in that process. Ms. Metzger stated focus groups will be conducted with the real estate community and Downtown stakeholders to identify what kind of projects are viable



on the site. She also suggested there is interest in separating the existing buildings from the rest of the parcels of land that could be converted into apartments. Mr. Hart noted that a lot of the streets in that area are only half lit and that is an issue that should be resolved as a first initiative to attract people to those areas.

#### Placemaking Exhibit

Ms. Steffens updated the Board on *Downtown is Pawesome*, this year's placemaking exhibit. The Nipper Dog is an Albany icon, and it also ties into the Dog Park that is opening soon in Downtown. We are using the same company that molded the clogs to make 10, 3-foot high Nipper dogs that will be painted by local artists and placed around Downtown, which can be actioned off at the end of the exhibit. The BID is working with the Albany Center Gallery and the Albany Barn on a call to artists. The kickoff will happen during our Garden Party on June 16<sup>th</sup> at Tricentennial Park, and this year and we'll be honoring former Assemblyman Jack McEneny with the *Norman S. Rice Arts, Culture, and Education Award*. Ms. Steffens noted the BID is currently looking for corporate sponsors for the event, and some of the returns offered include adding signs with sponsor's name near the dogs, on walking tour maps, along with other marketing opportunities, and that sponsorship packages are included in everyone's packages.

Ms. Steffens stated the Day Life Committee requested staff develop a signage program for buildings that are under construction or about to be under construction so that people know there is action in the building instead of the it being a vacant building, with the idea of a 'Coming Soon' and Capitalize Albany's 'Look Up' logo. Upside Collective will update Capitalize Albany's Look Up logo and incorporate them into the signs they're designing. We should have the final design within 2 weeks, and then a couple more days for signs to be printed. Ms. Steffens added that this is an important step to hopefully change how people see the streets Downtown. Ms. McLaughlin also added that this initiative will be very helpful to show people what is coming up, while also bringing excitement about what is currently going on in Downtown.

With no further business to be discussed, the meeting ended at 5:15 PM.

#### **NEXT MEETING**

**Wednesday, May 3, 2017**  
**3:30 PM\*\***

**\*\*Please note the next meeting will take place prior to the Annual Meeting in the upstairs Board Room at 60 State Street**