

Lark Street BID Board Meeting Minutes

June 5, 2008

Attendance: Jerry Aumand, Maude Baum, Matt Baumgartner, Richard Berkley, Erin Brewer, Richard Conti, Megan Daley, Jeffrey Gritsavage, Dino Kacani, Donald Keenan, Lucia Prudencio, Karen Waldron

Staff: Mary Spinelli, Michael Weidrich

Guests: Maura Gannon, Matt Montesano

The meeting commenced at 5:30 pm.

Meeting was conducted by Jeffrey Gritsavage, Board Chair, who called a quorum.

Opening Remarks

Jeffrey Gritsavage asked for everyone to review the May minutes and stated that they needed to be corrected to state that the BID would help facilitate the Walk and Watch, not “kick it off”.

Richard Berkley move to approve the minutes with the one change. Jerry Aumand seconded and all were in favor.

Special Events Update

▪ Monday Night Concert Series

Jeffrey Gritsavage discussed the need for more sponsors for the concert series as well as the availability for Advocacy groups to sponsor a table at one or more nights of the series.

Maura Gannon then reported on the status of the series

- Maura also noted the need for more sponsorship money to be raised.
- June 13th is the deadline for logos on banners/brochures to printers.
- Gritsavage encouraged Board members and tavern owners to attend the (June 30th) meeting.
- Heineken sponsoring electronic billboard all day on 9th and 16th.

Jerry Aumand discussed combining the Tuesday Night promotion with the Monday night Concert Series

▪ Champagne on the Park recap

- Michael Weidrich stated that there was an overall increase of expenses but the BID raised a significant amount more in 2008 than in 2007.
- The city of Albany expressed their delight with the event.
- In 2009, Tulip Festival will not start on Friday and should alleviate some minor issues with COP set up.

▪ Art on Lark

- Weidrich announced the \$5,000. Grant received from the State of New York for Art on Lark 2008.
- Over 100 Artists are registered to date for the event

- Fashion Show and Music Stage Planning are moving along smoothly.

Other Business

Review of Policy Emphases for 07-08

- (2)The BID has not been successful in fitting spaces to tenants
- (4)There has been a continual promotion of the BID through the quarterly magazine as well as radio ads on WAMC
- (3)Lark Street Identity has been emphasized through branding of our new logo on hats, shirts, stickers, etc.
- (6)Jeffrey Gritsavage and Matt Baumgartner on (Comprehensive Planning) Committee
- (7)BID in better position than one year ago with police presence & public safety through programs like Walk & Watch/Door hangers
- (8)Street appearance has not changed dramatically, flyers in windows still an issue. Graffiti cleaning volunteers patrol, weeding is done, Street maintenance removes trash and sweeps

Ideas

Gritsavage explained the concept of implementing a decision process based on a flow chart to get good ideas going in the BID.

There was some discussion amongst board members about how well it would serve the BID and needing to clarify what ideas fall into the decision process and which don't. Members suggested that ideas costing more than a certain \$amount should go through the idea process and others would not necessitate it.

Concepts for 2008-2009

- Make Lark Street Neighborhood District as an Environmental Sustainable Community and market ourselves as such
- Make District more business friendly
- Make BID a clearinghouse for new businesses (or at least serve to answer basic questions)
- Street appearance needs to be consistently good
 - Apply for main street grant to facelift Lark street
 - If necessary, change code to only allow 10% coverage of window covering vs 20%
- Street Quality through the Arts
 - Holistic view of street quality and tie in to Arts
- Manage people's perception of the street better
 - Be productive with positive PR
 - Marry any mention of Lark Street with "Arts District" through media
- Work smarter not harder

Shop sponsors for entire year or more rather than individual events

- Utilize existing space

Physically call and recruit businesses that would be a good fit for Lark Street

Bicycle Anti Theft Program

Guest speaker Matt Montesano reported on the bicycle anti theft program which involves registering a person's bicycle serial number with the APD, putting a reflective sticker on the bicycle that would allow police to stop someone on that bicycle and check to see if the rider is the registered owner of the bicycle.

Safety Committee

Richard Conti reported on the door hanger distribution for the neighborhood safety program.

Gritsavage informed the board members that the next meeting would be moved to the second Thursday of July so as not to conflict with the 4th of July holiday. Richard Conti motioned to adjourn, Jerry Aumand seconded, and all were in favor. The meeting ended at 7:40.