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Georgette Steffens
EXECUTIVE DIRECTOR

Richard Rosen
CHAIRPERSON

James Hart
VICE-CHAIRPERSON

Daniel Fariello
TREASURER

Jeffrey Gordon
SECRETARY

ATTENDANCE:

Mark Aronowitz
Richard Rosen
Steve Cleary
David Sarraf
Dan Fariello
Hon. Darius Shahinfar
Pam Nichols
Tracy Metzger
George Penn
Hon. Carolyn McLaughlin
Jim Hart
Louis Bannister
Karen Laberge

ABSENT:

Hon. Daniel P. McCoy
Hon. Kathy Sheehan
Dominick Purnomo
Jeff Gordon
Mark Yonnally
Meghan Barkley
Holly Brown

STAFF PRESENT:

Georgette Steffens
Rebecca Haizmann
Don Wilson
Schuyler Bull

CALL TO ORDER

Meeting was called to order by Chairperson Richard Rosen at 4:38 P.M.

Mr. Rosen asked for approval of the December Board minutes | Motion by Mr. Cleary, Ms. Metzger seconds | All approved

CHAIRMAN'S REPORT

Mr. Rosen provided an update on the Board Elections, and noted that Seth Meltzer is the sole nominee for the open Property Owner position, and that Ms. Brown and Mr. Bannister will be renewing their positions. The slate for voting will go out in February. Mr. Rosen noted that Mr. Meltzer is property owner at 99 Pine, the renovations for which will result in 30 apartments, and 50 South, the completed residential conversion across from the Times Union Center.

Mr. Rosen noted that BID staff has been working on strategically planning the areas of focus for 2017 in addition to the larger special projects taking place this year. Areas include: Activating our Streets, Perception vs. Reality, and Streamlining Services.

Ms. Steffens stated that BID staff wanted to be clear in our goals, and that each prioritized project will be high-impact and fall into one of the areas of focus. Examples include the Convention Center District streetscape enhancements, Downtown dog park, and vacant window and sidewalk sticker programs. Ms. Steffens noted that the 2017 marketing plan will fall in line with Perception vs. Reality, including messaging to tackle perceptions on no parking, cleanliness, and lack of things to do in the evenings and weekends. For Streamlining Services, Ms. Steffens said the BID would be moving the server to the cloud, and hiring a part time Executive Assistant are among the moves staff will be taking to ensure the tools to work smarter not harder are available. It was also noted that the list is not complete, but that staff will be working to finalize projects soon.

A discussion was held regarding the perception that there is nothing to do after 5:00 PM, and a suggestion was made to make event-centered messaging front and center, possibly including a separate email newsletter for evening events. The question was asked about what the source of that perception is, and Ms. Steffens noted that it comes from some office workers surveys among other sources. It was also noted that residents are tackling that perception simply by being Downtown, and that Tablehopping and Facebook are also helpful tools.

A discussion was held on retail attraction, including that it would be nice to tie that into a Business Development Packet that will be developed by the BID, as there is a lack of marketing materials for investors.

COMMITTEE REPORTS

Mr. Hart provided the GOOD Life Committee update, and noted that there was very good feedback on the 50 planters that were placed out in 2016, and that this year the BID will add an additional 50 planters. Regarding BID events, the Committee had discussed the possibility of holding Fork in the Road and Déjà View together on one night.

Mr. Hart discussed the welcome packets for new tenants, and the idea of BID staff hosting information tables in different residential buildings throughout the District instead of just dropping them off to property managers, the idea being that new residents would have a contact at the BID.

Mr. Hart updated the Board on a Committee discussion regarding Downtown parks, including confusion among visitors and those in Downtown about which one is which. The suggestion was made to renovate a park and make it into a meeting place where people could eat lunch, play games, etc. A discussion was held regarding Tricentennial Park being the right location to revamp, and it was noted that New York City has turned a lot of places into parks and that it is a relatively inexpensive way to activate streets.

Ms. Steffens thanked Mr. Aronowitz for agreeing to chair the DAY Life Committee and that a meeting would be held in the next few weeks.

SOCIAL MEDIA REPORT

Ms. Haizmann updated the Board on the BID's social media accounts.

Facebook:

- The BID has 6,500 Likes and gained 1,900 page Likes in 2016.
- For different events we've started implementing Facebook Live videos. The top viewed so far are Ridesharing Press Event (1,208 views), Wellington's Cocktails & Mocktails (1,487 views) and Daniel Mozzes Design ribbon cutting (1,200 views).
- In 2016, post impressions (how many people viewed content) were up 59% over 2015 to over 2.7 million, and average post engagement (how many people engaged with content) went up from 14 in 2015 to 37 in 2016.

Instagram:

- The BID has 3,996 followers and gained 1,000 followers in 2016.
- In 2016, average post engagement went up from 46 in 2015 to 58 in 2016. Impression data just became native to Instagram, so we don't have comparative data for that qualifier but will be able to compare 2017 to 2016.

Twitter:

- The BID has 8,155 followers and gained 1,600 followers in 2016.
- In 2016, post impressions (how many people viewed content) were down 50% compared to 2015 (note that in 2015 two BID staff members were tweeting, resulting in 861 tweets sent in 2016 versus 2,484 tweets sent in 2015), however average engagement per post is up from 15 to 17.

Website:

- The BID website had 364,821 page views in 2016. Top pages were Restaurant Week (46,405), Homepage (15,004), and Dining (14,779). Breakdown of methods for visiting the site were Desktop (49%), Mobile (41%), and Tablet (9%). In 2015, the BID website had 388,799 page views; large part of the decrease in web traffic is due to Links e-newsletter going from every week to every other week, and a concerted



effort by BID staff to direct people directly to Stakeholders' websites instead of our own.

EXECUTIVE DIRECTOR'S REPORT

Ms. Steffens noted that the BID officially received the National Grid grant paperwork, and that there will be a meeting at City Beer Hall for Stakeholders to provide input on needs and issues for the Convention Center District streetscape enhancement project. She noted the feedback will be used to develop a master plan to go out to bid with and for construction to begin in the fall. Ms. Steffens mentioned lighting will be a priority for the funding with the possibility that BID staff will come to the Board requesting additional funding for amenities that tie into the project, but are not covered under the grant award. Ms. Steffens added that this will have a huge impact on Downtown, and that the goal is to use this as a pilot to then move to other side streets throughout the District.

Ms. Steffens noted the BID will be hosting a residential trivia night for Downtown residents at ama cocina as a way to engage people who are living in the District, and giving them an opportunity to meet each other.

Ms. Steffens noted that the holiday lights will be coming down in the next few weeks. It was also noted that the BID is talking with CDTA following their bikesharing announcement, and that Downtown is expected to have 1-2 stations for people to rent bicycles.

With no further business, the meeting ended at 5:33 PM.

NEXT MEETING

Wednesday, March 8, 2017

4:30 PM | BID office