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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
Mark Aronowitz
Mark Yonally
Hon. Darius Shahinfar
Tracy Metzger
David Sarraf
Stephen M. Cleary
Pamela Nichols (*via conf. call*)

ABSENT:

Daniel Fariello
Jeffrey Gordon
Meghan Barkley
Seth Meltzer
Louis Bannister
Dominick Purnomo
Robert Sears
George Penn

STAFF PRESENT:

Georgette Steffens
Don Wilson
Jason Bonafide
Jenny Coye
Veronica Medina-Matzner
Scarlett

CALL TO ORDER

The meeting was called to order by Chairman Richard Rosen at 4:37 PM.

Mr. Rosen asked for approval of the March Board minutes | Motion by Mr. Shahinfar, Mr. Cleary seconds| All approve.

CHAIRMAN'S REPORT

Election Results

Mr. Rosen reported that the Nominating Committee met prior to the Board meeting to verify the election ballots and count all the submitted votes. He announced that Frank O'Connor III, Lena Hart and Chris Pratt have been voted in as the new Class A Property Owners; David Galin and Tyler Wrightson are joining the Board as Class B (Resident) and Class B (Tenant), respectively, and Dan Fariello has been renewed for another 3-year term. Mr. Rosen said that these new Board members will be officially announced at the BID's Annual Meeting on May 16th.

Slate of Officers

Mr. Rosen stated the Nominating Committee, along with input from the Executive Committee, is recommending the following Slate of Officers:

Rich Rosen, Chairman
Mark Aronowitz, Vice Chairman
Dan Fariello, Treasurer
Pamela Nichols, Secretary

The Board was in unanimous agreement on the above Slate.

Opportunity Zones

Mr. Rosen stated the City of Albany did submit downtown Albany for inclusion in the federal Opportunity Zones initiative and said that the Regional Council passed that recommendation to the State. The Governor will make the final decisions on which areas statewide to recommend to the federal government for an Opportunity Zone designation. Ms. Steffens will continue to provide updates to the Board.

TREASURER'S REPORT

Mr. Rosen announced that, due to a schedule conflict, Mr. Fariello could not be present at the meeting, so Ms. Steffens, upon consulting with Mr. Fariello, will be presenting the Treasurer's Report.

Wayfinding Consultant Approval

Ms. Steffens stated the BID sent out an RFP for the development of a Wayfinding masterplan which will be used to apply for State funding through the CFA grant process in July. She remarked that this process includes a study for the need and the economic impact of Wayfinding, the conditions of the current signage in Downtown, and proposes a replacement plan.

Ms. Steffens noted that, by industry standards, Wayfinding signs are usually changed every 5-10 years and the ones currently in Downtown now in its 11th year without any updates and some have also been damaged or rusted out and are no longer standing.

Ms. Steffens said that the BID received 6 (six) proposals, and based on the scores from a small committee made up of representatives from the BID, APA, and the folks that created Signs of Greatness, the top 3 firms were selected to interview. We are recommending to contract with Corbin Designs.

Ms. Steffens passed around copies of the firm's proposal with samples of their work for Board members in the room to review. She said that there were three main reasons for their final selection: the firm has experience developing wayfinding projects for cold-weather cities and they have just completed a similar project for another city, which also had a short timeframe to create a masterplan to apply for grant funding; they talked about creating an image board of the City from which they can pull design features; and they also look at low-cost maintenance and flexibility, so their signage can be easily updated, which also guarantees a longer shelf-life. Corbin Design was the second lowest price received at \$34,340.

Ms. Steffens said ParkAlbany has committed \$10k towards this project and she is currently working to potentially receive \$5k from Capitalize Albany's Amplify Albany. Because these additional funds are not confirmed and the grant deadline is quickly approaching, Ms. Steffens is requesting approval for \$24,340 from the BID special initiative funds towards this project.

Action: Mr. Cleary made the motion to approve the investment of \$24,340, Ms. Metzger seconds. All approve.

Project Approvals

Ms. Steffens noted that a spreadsheet with the balance left for investments in 2018 was included in the Board's packet, which also includes a list of approval requests for other investments. She remarked that the BID had roughly \$134k for investments in the beginning of the year and so far the Board has approved close to \$13k. The requests from today's meeting sum up to \$54k, leaving \$65k for investments for the rest of the year.

Ms. Steffens presented the projects staff is recommending and the Budget & Finance Committee approved:

- Extension of the free weeknights and weekend parking program - annual commitment of \$20k to allow meters to end at 5 PM (they end at 6 PM throughout the remainder of the City) and free parking in the three APA garages from 5PM on, as well as weekends. This is something the restaurants have requested and is now in its third year.
- Free CDTA shuttle: Ms. Steffens stated the service will be available year-round Thursdays-Sundays, and the loop has been revised to include Madison Avenue, Lark Street, North Pearl Street, Broadway, and will only go until Livingston Avenue. The service will roll out on the first Alive at Five, and the BID has committed to pay \$5k for the full year and will also help with marketing efforts to promote the service among our Downtown stakeholders.

A discussion was held about the viability of expanding the BID's boundaries to the Warehouse District and Mr. Rosen explained that this has been an ongoing discussion among the BID Board but the process involves many different pieces, including approval by the City Council and an in-depth study of the targeted area in order to understand the

investment needed and potential returns. He said that the BID is considering reactivating its Boundaries Committee precisely to coordinate this expansion study process.

- The BID is also looking to make a \$5,000 investment in amenities for our Downtown Parks, including:
 - The purchase of a deck box to store games at Tricentennial Park, which can also be used in the future to keep any music and wi-fi devices that may be installed in the park.
 - The purchase of an outdoor ping-pong table for Tricentennial Park. The table weighs close to 200lbs, but it can be fastened to the ground and it also is rust-proof and the netting is made from metal.
 - Ms. Steffens reminded the Board that the BID already had \$1,200 approved towards the purchase of games for Tricentennial Park and the BID is also working with the Summer Youth Employment program to temporarily hire local youth to help with the daily upkeep and storage of the games.
- In addition to the investments at Tricentennial Park, the proposed \$5,000 also includes new amenities for Liberty Park. The BID's recommendation is the replacement of some of the benches with 2 table sets with attached chairs that can be available for the residents and employees in that area.

Action: Ms. Metzger made the motion to approve the \$30,000 of investments, Mr. Hart seconds. All approve.

EXECUTIVE DIRECTOR'S REPORT

Williams Street Update

Ms. Steffens provided an update on the lighting project on Williams Street, and presented the design developed by CHA that the Executive Committee is recommending for the Board's approval.

The design features 6 light poles throughout the alley interspersed with decorative white and colored light beams that can be custom-programmed to different colors. It also includes crisscrossed light strings throughout the alley, with a light projection device on each of the crossings, which are also programmable. The cost of the full project is around \$100k, which would be coming from the \$250k National Grid grant the BID received in 2016.

A discussion was held about the considerable dollar amount being invested in that section of the District, considering it is a walkway, and not a busy pedestrian area and whether the location justifies such investment. Board members expressed their opinions on the issue and observations were made that the low pedestrian traffic is due to the lack of light and sense of security in the alley, which is an important connector between the new Convention Center and the newly renovated Times Union Center, and the addition of these visually appealing features could be a critical incentive to revitalize an underutilized alleyway not only by adding an important safety element, but also by turning it into an inviting new pedestrian space, that can host pop up events and other creative actions. Ms. Steffens added that Williams Street is the first piece of a much larger project, and the full scope also includes improvements and other architectural features in the intersection of Howard and Lodge Streets that will really elevate that area, but the BID is still developing those ideas, identifying partners, and working on the final designs. Ms. Steffens also clarified that light poles on Williams Street will be placed at both ends, one set on Beaver and one set on Howard Street in order to make it visible to pedestrians on both of those streets, and maximizing that corridor between two of the biggest event spaces in the District.

The discussion also involved the timeline of the full project. Ms. Steffens said that the BID will be sending out an RFP to bid out the Williams Street portion of the project, and is working with several different groups to coordinate the other projects' process, as it involves the Traffic & Safety Dept, National Grid, and the City of Albany, which has agreed to pave the remainder of Howard Street. She added that this is also tied into the BID's Placemaking Exhibit this year, which will be a light festival, so the goal is to have it fully finished by October.



Recent and Upcoming Events

Ms. Steffens reported that the BID's networking event that was held last week was a great opportunity for people to hear about the current development plans in Downtown. She noted that Capitalize Albany talked about the Albany Skyway project and Liberty Square and the BID presented the latest updates in the growth of residential and office leasing in the District. Ms. Steffens also remarked that Angelo Maddox, from Fresh & Fly Clothing was the recipient of the Luminary Award, and thanked Mr. Yonally for introducing the awardee. Mr. Rosen added that the event was very informative and well attended, and suggested that the BID continues to host similar events in an effort to attract more Stakeholders.

Ms. Steffens noted that Restaurant Week is ongoing this week and encouraged Board members to try one, or a few, of the 18 restaurants in Downtown that are participating and offering a special menu during the week.

Ms. Steffens also reminded the Board that the Annual Meeting is on Wednesday, May 16th but the BID will not be hosting a Board Meeting prior to the event. She added that registration starts at 5:00 PM and the event begins at 5:30 PM, and Board members can still buy tickets and register for the event online.

NEW BUSINESS

With no further business to be discussed, the meeting ended at 5:45 PM.

NEXT MEETING

Wednesday, June 13, 2018

4:30 PM

2nd Floor Conference Room