



***MEETING MINUTES***  
***Board of Directors Meeting***

October 8, 2018

Board Members in Attendance: Daniel Atkins, Darius Shahinfar, Richard Conti, Matthew Peter, Jennifer Miller, Patrick Noonan, Collin Rost, Ali Celik, Will Phan and Joseph Berben

Absent: Patrick Noonan

Staff in Attendance: Shauna Collins, Executive Director

1. Call to Order:

The meeting was called to order by Dan Atkins at 7:07PM.

2. Financial Report:

Collin Rost provided report.

3. Resignation of Cara Hanley/Board vacancy/attendance at Board meetings/role as a Board member: Shauna Collins and Matt Peter report on Cara Hanley's resignation. Board will continue discussion of vacancy at next Board meeting.

4. Rebranding & Web Branding:

Shauna Collins advised that she had an in-person meeting with Kelly McMurray from 2Communique about web design. To hire 2Communique to create a new website would cost between \$7500 and \$10,000.

Board discussion about need for new website. Shauna Collins advises that Downtown BID spent approximately \$20,000 on new website with less than 500 visitors annually. Central Avenue BID's

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website was an internal project with little to no money spent. Matt Peter asks Shauna Collins to ask other organizations/BIDS in the area about their websites. Ali Celik advises that he has contacts that may be helpful.

Shauna Collins to follow up with Kelly about next steps for rebranding.

Dan Atkins updates Board on Lark Street BID mural to be placed on Savoy's building. Board will continue discussion in 2019.

5. Events Update (LarkFest, Halloween Party, Santa Speedo/Taste of Lark and Ribbon Cuttings) & Upcoming meetings with the City of Albany:

Board discussion about LarkFest 2018 and LarkFest 2019. Matt Peter raised question of open container vs. expanded patios for LarkFest 2019. Jennifer Miller requested that Board put some thought into the definition of LarkFest as it relates to the Street as a whole. Matt Peter asks for a meeting with the City to discuss additional events in Summer 2019. Shauna Collins to setup a meeting in early 2019 to discuss with business owners/managers to discuss what they would like to see happen and whether they are willing to participate. Shauna Collins will also set up a meeting with the City to discuss cost of events for 2019. Shauna Collins advised that Halloween Party is on track to be a success. Shauna Collins advised that business owner's meeting will be held in late October to discuss Taste of Lark. This will be held in conjunction with a public forum with APD Chief Hawkins.

6. Street Beautification (Cigarette Containers, Clean Street Initiative, Downtown Albany BID, outside contractor):

Matt Peter made a motion for the Board to approve up to \$5000.00 for the purchase of cigarette butt receptacles. Daniel Atkins seconded the motion. No objection from Board members. Shauna Collins will reach out to City of Albany Corporation Counsel to see what the next steps are. Shauna Collins will report to Board at next Board meeting.

7. Bylaws/Policy Changes/Discussion of Next Steps/FOIL Requests/Committees:

Shauna Collins again advised the Board that based on her research the Board must act as soon as possible to update bylaws and policies. Shauna Collins advised that she recently met with RA DePrima and

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reviewed his concerns. Darius Shahinfar advised that the City of Albany provided a draft contract with the three BIDS (Lark Street, Central and Downtown) and that the three BID Executive Directors together with Darius Shahinfar will meet with Attorney Catherine Hedgeman to review. Darius Shahinfar advised that he and Matt Peter recently met to discuss recommendations made by Shauna Collins at prior meetings. Darius Shahinfar and Matt Peter to continue their discussions and report to the Board at the next Board meeting.

8. Motion to Adjourn made by Matt Peter and seconded by Darius Shahinfar. No objection by other Board members. Meeting adjourned at 8:31PM.

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