



*MEETING MINUTES*

*Board of Directors Meeting*

September 10, 2018

Board Members In Attendance

Daniel Atkins, Darius Shahinfar, Richard Conti, Matthew Peter, Jennifer Miller, Patrick Noonan, Collin Rost, Ali Celik and Cara Hanley

Absent: Will Phan and Joseph Berben

Staff In Attendance: Shauna Collins, Executive Director

1. Call to Order:

The meeting was called to order by Dan Atkins at 7:11PM

2. Presentation by Kelly McMurray, owner 2Communique:

Kelly presented the findings of her over six month research of the Lark Street corridor. Kelly concluded with recommendations for rebranding. Presentation concluded at 8:02PM.

3. Approval of Minutes:

Motion to approve August 22, 2018 Board Minutes made by Matthew Peter and seconded by Darius Shahinfar with the condition that Cara Hanley be added as being in attendance. All in favor. No opposition.

4. Financial Report:

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Collin Rost advised that there is approximately 40k in the checking account and 20k in the savings account. Shauna advised that in September 2017 the numbers were almost identical.

5. Events Update (LarkFest, September 15 Pop Up Event, Halloween Party, Restaurant Week, Taste of Lark):

Daniel Atkins provided an update on sponsorships. CBG to provide 15k. Nine Pin to provide 2k together with in kind donations for Halloween and COP. Chatham to provide 4k.

Matthew Peter advised that upon further review of logistics that the September 15<sup>th</sup> Pop Up Event will not be held. Matthew Peter echoed the ongoing suggestion of ED Shauna Collins and Patrick Noonan that a master calendar needs to be created for 2019 in order to create an events budget and determine staffing needs.

Shauna Collins advised that the Save the Date for the Halloween Party was posted at the beginning of September. Shauna and Jevan will make tickets available the week after LarkFest.

Shauna Collins advised that there have been mixed reviews on a second Restaurant week to be held in the Fall 2018. Patrick Noonan advised that he thinks that it important for the BID to focus on doing things right rather than doing more events (quality over quantity). Matthew Peter suggests we focus on the Spring Restaurant Week with a goal of adding a second one if we have a second successful event in Spring 2019. Board consensus is to not host a Fall Restaurant Week.

Shauna Collins advised that Assistant ED Jevan Dollard would like for the BID to host a Mardi Gras party/fundraiser to be held at the Lakehouse or Lark Hall. Board discussion about the positives and negatives and other ideas to promote the Street during Mardi Gras. Board consensus is to have the bars/restaurants/businesses offer week long specials with a party to be held on Friday. Shauna and Jevan to present a proposal to the Board.

6. Street Beautification (Cigarette Containers, Dog Waste, Use of Global Funds, Adopt a Tree, role of DGS, Clean Streets Initiative, Holiday Decorations):

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Daniel Atkins provided an update on his conversation with the NA Presidents (Jackie Ring, Jessica Neidl and John DeBois). Although there is not a clear agreement between the NA Presidents and the BID, there is agreement that purchasing cigarette butt receptacles is something that needs to be done. Shauna advised that she spoke to the Troy BID's Executive Director about their new cigarette butt program. The cost for the smaller receptacles is \$110 per receptacle. Troy businesses that wish to have a receptacle must pay for their own receptacle. Matthew Peter advised that it is his opinion that the BID just needs to make a decision and do it. Shauna advised that if the goal is for certain businesses to pay for at least a portion of their receptacle and also be responsible for cleaning the receptacle and the area around it that a Memo of Understanding needs to be executed. Shauna to follow up in writing with members of the Governance Committee.

Shauna asked for up to \$2000.00 to be spent on Lights and/or decorations for the holidays. Darius Shahinfar makes motion to approve expenditure. Richard Conti seconds. All in favor. No opposition.

7. Governance Committee/Presentation of Proposed Bylaws/Policy Changes/Discussion of Next Steps/FOIL Requests:

Darius Shahinfar provided an update on recent FOIL requests. All requested documents have been provided. Shauna Collins again advised that she is concerned that the BID's policies are not up to date. Shauna Collins provided the Board with proposed changes to the existing Bylaws together with proposed changes to the existing Conflict of Interest Policy. Shauna Collins asked that the Board retain legal counsel to review the existing Bylaws and Conflict of Interest Policy together with the proposed changes. Matthew Peter advised that he and Darius Shahinfar recently met to discuss Board policies, the Board bylaws and the next steps. Darius Shahinfar will reach out to an attorney to discuss the cost to review existing bylaws and policies and make recommendations.

8. New Business:

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Daniel Atkins advised the Board that RA DePrima, residing at 295 Lark Street, has repeatedly raised the issue of whether the July 2017 Fundraiser for the Madison Avenue Fire Victims held at Savoy Taproom was a Conflict of Interest. Specifically, RA De Prima has accused Daniel Atkins of using his position on the BID Board to his financial benefit. A review of the timing, the nature and the financial gain (which was \$0) was provided to the Board. Daniel Atkins then left the building while the Board discussed the above in its totality. The question is whether a Conflict of Interest existed and if so, did Daniel Atkins fail to disclose it? After reviewing the circumstances and discussing the nature of the event together with the fact that neither Daniel Atkins or Savoy TapRoom & Restaurant benefitted financially or in any other way, the Board determined that a conflict did not exist. Patrick Noonan makes a motion that after review of the facts as presented by Daniel Atkins and ED Shauna Collins that Daniel Atkins did not fail to disclose an actual or possible conflict of interest and that no other action is needed. Matthew Peter seconds the Motion. All in favor. No opposition. Daniel Atkins is asked to rejoin the meeting and advised of the Board's decision.

Shauna Collins advised of need for day of staffing for LarkFest and requests that the Board approve up to \$1600.00 for LarkFest staffing. Darius Shahinfar makes Motion to approve. Daniel Atkins seconds the Motion. All in favor. No opposition.

Shauna Collins also advised that additional staffing may be needed for the Halloween Party, Taste of Lark, Street maintenance and end of year review. Shauna requests that the Board approve up to \$20

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00.00 for additional staffing. Darius Shahinfar makes Motion to approve. Daniel Atkins seconds the Motion. All in favor. No opposition.

Shauna Collins advised that APD Commander Gallagher has been assigned as our new contact and has been very helpful with any and all concerns.

Board inquiry as to the status of BID staffing. Shauna Collins advised that she previously submitted a proposal that included job descriptions and an organizational chart. Shauna suggested that the Board consider the proposal together with a 2019 master plan (budget, master calendar of events, Street Beautification and Marketing goals).

Ali Celik volunteers to host a complimentary dinner at Mercato's for the Board to discuss staffing. Proposal is to meet at 8:30PM on September 26, 2018. Board to discuss amongst themselves.

Darius Shahinfar made motion to adjourn. Matthew Peter seconded motion. All in Favor. No objections. Meeting adjourned at 9:42PM.

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