

# **BID Meeting Minutes Wednesday, 12/17/25**

## **Quick recap**

The BID board meeting began with administrative matters including technical setup and introductions, followed by a review of financial reports and updates on various committee activities. The group discussed several ongoing events and initiatives including holiday decorations, a recent festival review, and plans for future activities, while also addressing concerns about volunteer recruitment and event pricing. The conversation ended with discussions about social media growth, marketing opportunities, and key initiatives including website updates, event planning, and a survey of member priorities, with particular focus on pursuing the vacancy initiative and hiring a village administrator.

## **Summary**

### **Meeting Called to Order – 9:05am**

Richard Vandenburg called the meeting to order at 9:05am.

### **Board Meeting Access and Updates**

The meeting began with technical difficulties and introductions, with Steve managing the Zoom meeting and ensuring only the correct participants were admitted. Richard discussed the importance of adhering to email protocols and expressed hope for a full board attendance, noting that Gus had given his vote to Hina. Steve confirmed that Kelly had been set up with necessary administrative access for the BID office and discussed the need for more canvassing, with Ryan having already distributed pamphlets. The conversation ended with Steve preparing to start the recording and welcoming additional participants, while Richard expressed hope for in-person meetings in January.

### **Minutes of Prior Meeting**

The minutes of the prior meeting had not been reviewed and would be carried over for further review

### **Treasurer's Report**

The board meeting covered the treasurer's report, which detailed financials through November 30, 2025, including \$45,572.47 in operating funds and \$100,000.93 in the money market account. David reported on sponsor collections (\$6,000.00), holiday ad expenses (\$8,775.00), and upcoming payments for lighting and beautification projects (\$8,050.00). The board accepted the treasurer's report and discussed the need for better advance distribution of meeting minutes.

### **SOBO Report - Village Decorations and Planning Updates**

Linda Kesser provided an update on the SOBO committee's activities, including the completion of holiday planters and ongoing lighting issues that she planned to follow up on (prior budgeted of \$2,300.00 total). The board discussed the successful installation of flower boxes and lights in the village, with Linda confirming they will maintain the same design format as last year.

Richard raised concerns about volunteer recruitment for future projects, leading to a discussion about developing a more structured advance planning system. The board agreed to create additional recognition for sponsors, with Christopher suggesting a social media post and Richard confirming he would send personal thank you letters. Linda reported ongoing discussions with the lights vendor about extending the display season through March or early April, and the board briefly touched on the possibility of investing in color-changing lights for future seasons.

### **DIME Report - Events Post-Mortem and Future Planning**

Linda Kessler covered this report for Linda Sweeney. Discussion focused on post-mortem of a recent Raise Shell event, where Richard noted mixed attendance results for his business with Saturday being slightly up from the prior year, while Sunday was way down. Linda shared feedback from businesses indicating the event was not as successful as hoped, particularly due to the \$75 price tag and promotional activities keeping people at the Little Creek location event rather than exploring. The group discussed plans for a January 14th meeting with Chris Pickerel and Kim Barber to plan for 2026, with Kelly suggesting a partnership between oyster farmers and restaurants to improve the event format. Nancy reported on the upcoming holiday engagement initiative, noting 22 businesses participating in a shop-to-win raffle contest and 44 businesses in a snow globe scavenger hunt, with prize basket donations still being collected. Brief discussion on the upcoming Holiday Stroll set for the 19<sup>th</sup> and Kara Hoblin's efforts to promote the event with BID support.

### **Additional Holiday Event Planning Updates**

The meeting also covered updates on various events and initiatives. Ryan reported on the design contest, including the distribution of posters and QR codes, and mentioned feedback from attendees. Linda discussed the upcoming "Letters to Santa" event, which has been relocated to the schoolhouse due to Veme's location being too small. Richard and Linda agreed to plan for volunteers for future events. Steve requested more detailed information on the Holiday Stroll to better promote it on their website and MailChimp. Nancy suggested promoting the ornament decorating and scavenger hunt event on Instagram. The group also briefly discussed a travel show issue, with Linda agreeing to share relevant emails with Richard for further action.

### **Maritime Festival and GBOA Updates**

The meeting then focused on the status of the maritime festival and the newly formed Greenport Business Owners Alliance (GBOA) group led by Sarah, Rena, and others. Richard reported that while there was progress in discussions with the museum, including a proposed revenue-sharing model of 10-5-5% over three years, the group still needed to receive detailed budgets and event plans from the museum. Mary Bess offered to provide historical financial information about village charges for the maritime festival, while Linda raised questions about the GBOA's structure and formation timeline. The group agreed to let the current process unfold with the GBOA while maintaining oversight of costs and financial arrangements.

### **SMILE Report - Social Media and Marketing Initiatives**

The BID discussed social media growth, with Christopher reporting increased followers on Instagram and Facebook, approaching the 10K milestone. They explored potential membership with Discover Long Island, with Christopher planning to meet with their COO in January to

discuss promoting Greenport. The group discussed marketing opportunities with Crosstown Ferry and agreed to spotlight less prominent local businesses. Richard emphasized keeping focus on immediate priorities and moving forward with website cleanup and financial transparency updates.

### **GATE Report - BID Initiatives and Priorities Update**

The BID board discussed several key initiatives including website updates, event planning, and a survey of member priorities. Richard shared results from a membership survey showing holiday street lights as the top priority, followed by security and lighting initiatives. The board discussed the ice skating rink project, with Ryan reporting on early planning efforts and concerns about timeline constraints. Mary Bess updated the board on progress toward hiring a village administrator and mentioned the village's resolution to pursue a hotel-motel tax. The board agreed to continue pursuing the vacancy initiative as a top priority, with Richard committing to finalize an RFP for commercial brokers in the coming week and reporting on status. Old Business was carried over for the next meeting.

### **Meeting Adjourned – 11:05 am**

Richard indicated that with the 2 hour status of the current meeting, old & new business would be carried over to next meeting in January that will be IN PERSON and moved to adjourn the meeting at 11:05am. Linda seconded and the meeting was closed.