

BID Meeting Minutes Wednesday, January 21, 2026

In Attendance

Rich Vandenburg
Ryan Farrell
Linda Kessler
David Serure
Hina Muddassir
Gus Acero
Kelly McMahon
Chris Scott

Absent

Nancy Kouris
Linda Sweeney
Eric Brown

Guests

Julia Robin
Kim Loper
Kara Hoblin
Julia King
Bennett

Quick Recap

The meeting covered financial updates and planning, including budget preparations for the coming year and discussions about various holiday initiatives and events. The group reviewed ongoing committee activities and upcoming community events, with particular focus on the Pride Parade planning and storefront partnerships. The conversion ended with discussions about infrastructure improvements, parking programs, and initiatives to promote local businesses and art through various partnerships and funding opportunities.

Meeting Called to Order

Rich called the meeting was called to order at 9:11am.

Board Access & Updates

The first order of business was the minutes of the prior meeting. There is a push to prioritize getting the minutes up on the website within seven days to improve real-time understanding of committee activities. A monthly minutes link will be added to the website for easy access. A motion to approve the minutes with slight edits was made by Rich, seconded by Linda S, and passed.

Treasurer's Report- Accounts Status, Budgets, Updates

As of December 31, 2025, the operating account had \$44,379.08 and the money market had \$100,245.16. Interest paid in December was \$152.00, with a year-to-date total of \$2,256.74. Haugland Energy donated \$7,500 for holiday lights, and roughly \$3,100-\$3,200 came from holiday ad payments from local businesses. December payables included recurring fees for services like Free Indeed, Nomadic Friends, Mailchimp, Google Suite, and QuickBooks. Kelly was paid for December hours. A thank you ad cost \$413, and the holiday ad cost \$8,775.00. Roughly \$3,000 in expenses were paid to committee chairs and volunteers for planter decorations. The bid made approximately \$2,400 from the Holiday Express collections. Approximately 10 people out of 33 have not paid.

Pending requests for payments include recurring monthly costs and the final payment to the lighting company. Annual insurance payment is due in March/April, and annual meeting expenses are around \$2,500 in June. Committee chairs and volunteers were asked to start thinking about budgets for the coming year. Budgets should be submitted by March 1st. An

executive session will be scheduled, 2/11 to discuss budgets and initiative programs. Expense reports were distributed to board members for reimbursement of incurred expenses. A recent expense report from Nancy for \$150 was mentioned. The financials will be added to the website by the end of February, confirmed by Ryan.

SOBO Committee- Holiday Light Status, Street Animation, Updates

The lighting has been extended until after St. Patrick's Day. There were a couple of issues on the corner, but they are being addressed. Everett, a previous village employee, has been helping with watering. The switchover for the planters generally happens around April 1st, weather permitting. There was a shortage of volunteers to do the Christmas planters. Volunteers needed for spring. The bid is trying to reach out to local landscapers for assistance.

The village does not have the manpower or budget for separate recycling and trash cans. The bid is looking at purchasing new trash cans. Mattituck Sanitation throws everything into the same dumpster and then separates it at their facility. A form outlining the execution of transitions will be sent around. Scheduling and planning are important for volunteer turnout. The goal is to avoid last minute crunch with these transitions. There is a good volunteer base available for the committee and planters. Reaching out specifically to connected individuals could tap into a larger pool of volunteers. Budgets for the spring planters will be figured out by the February meeting and a presentation will be given to the board for approval and then shared with the public.

DIME Committee- Holiday Events Post Mortem, Maritime, Updates

Linda K is reporting on behalf of Linda S and Nancy. 43 businesses participated in the Snow Globe Snow Scavenger Hunt. 23 businesses signed up for Shop to Win, but only 20 participated. 650 raffle tickets were used. 34 businesses donated goods and gift cards to three grand prize baskets and two children's baskets. 22 businesses participated in the Winter Wonderland Design Contest. 300,908 raffle tickets were entered into the drawing, totaling 950,8 raffle tickets. Mary Bess pulled the winning raffle tickets. One basket hasn't been picked up yet. The Snow Globe Scavenger Hunt didn't perform as well as the Halloween one. Suggestion to do it on the day of the tree lighting. Total cost needed for reimbursement is \$125.29.

The Letters to Santa event was held in the same room, utilizing leftover decorations from Kara's stroll. It started slow, but they anticipate better volunteer coordination next year. Verona (owner of VEME) suggested having the kids come later in the day (12-2 or 2-4) instead of earlier.

Permit needs to be submitted for the Egg Roll in the park, on April 4th, the day before Easter. The magician will be back for the event. Linda suggested re-engaging restaurants and businesses for the egg roll event. Suggestion to contact Friends of Mitchell Park for free carousel rides during the egg roll.

The Holiday Stroll had 372 people checked in to the stroll, with an estimated 100-150 not checking in. Received good feedback despite the weather and ferry cancellations. Survey was sent out, with 15 responses so far. Had 50 businesses participate this year, compared to 30 last

year. Fundraised and had a giant Santa up for two days. Decorated Emilio's and Sweet Indulgences. Plans for next year include seeking financial support and partnership from the BID. Ideas for possible light walk in Mitchell Park, extending the weekend with activations. Raised \$7,000. Looking into a new printing company to cut costs in half. Considering floats in the street for businesses not directly in the village.

Maritime

Rich reached out regarding information not received. Chris confirmed a press release should be ready within the next week or two. Rich expressed the need to be kept in the loop for budget allocations. Survey for Raise Shell to be sent to the membership. Cornell is still interested in coming back next year for Shellabration, a meeting is being scheduled. It was suggested monthly placeholder meetings with Cornell.

America's 250th Celebration/President's Day Parade

Gus worked on a graphic that will be used on social media and in the paper. Aiming to generate greater animation for businesses during the weekend. Estimated cost of \$900. The ad should clarify the dates of the event. Kara suggests QR codes can be placed anywhere to direct people to specific pages (e.g., harborfront, long weekend stay American beach like romance package). Rich wants to run the ad for a couple of weeks, or maybe just one week. Linda K suggests contacting Tina to see if they can resurrect a deal from a few years ago. Rich believes in being concise and direct to capture attention, given that the average American attention span is now around 40 seconds. Rich wants to explore the cost of running the ad once or twice, potentially in a digital format. Rich will follow up to determine the cost of running something once a month on behalf of the village. A motion was made to explore the cost of running the ad once or twice, with potential digital incorporation, and to follow up to get the process going by next week or the week after. The motion was seconded and approved.

North Fork Pride

Brian Rosen, The LGBT Network is producing North Fork Pride for the fourth year. Last year's event had a great turnout, with around 4,000 people attending the parade. The goal is to bring people to the village, promote supporting businesses, and encourage shopping and attendance. The Storefront Partners program ranges from \$195 to \$750, offering benefits like a chamber membership and listings in the Pride Guide. Last year, 16 out of 20 storefront partners were from Greenport. All money raised from North Fork Pride, beyond event costs, goes back into the LGBT community for free services like anti-bullying programs and mental health counseling. Businesses can pledge to be storefront partners and pay by the end of May, with flexible payment options. Storefront partners receive a "Pride in a Box" with Pride flags, promotional cards, and safe space stickers. The boxes will be prepared early this year to allow businesses to promote their support for Pride for a longer period. Window clings are available for stores to show their support for North Fork Pride. There's a suggestion to have a Pride-themed window contest, similar to what's done for Christmas. There's also a desire to see community banners displayed on poles during Pride Month.

SMILE Committee- SM Report, Website Update

Social media has seen steady growth since June. Chris had a meeting with Discover Long Island about featuring Greenport, they are waiting on budget approvals from the state and county. Nomadic Friends Productions is hiring an AI specialist. This could help businesses in the Village with AI animations. Chris is going to do a post about Shelley of The Market, Casa Amigos, and Front Street Station. Website updates are still under construction, Phase two includes board member pictures and bios. An outline for enhanced communication protocol for ancillary groups will be worked on. The website updates will also remove businesses that no longer exist.

GATE Report- Membership, New Board Appointments, Ice Skating Rink Update

More specific information to share with the public on the membership initiative will be available by February. There should be a resolution on tomorrow's meeting to get a trustee appointment. There really isn't an ice skating rink committee, \$1.2 million grant is in jeopardy. Advocating for better transparency and clarity on the next steps and there needs to be more vocal focus in terms of getting more turnout to demand more results. The grant will be called unless action is taken from the Village.

Old Business- Waterfront Speaker, Vacancies, Event Planning Sheet

Still have the working waterfront grant speaker on the sideline. Coming to the end of the vacancy mission survey results of the RFP period. Received two responses out of the five solicitations for RFP. By February, they will be able to rock and roll in terms of really putting into play some mechanics to try to fill some of these vacancies. Rich has directed Ryan and Kelly to get the event planning sheet going.

Vacancy Initiative

The RFP will be sent out, once the decision is finalized, then it's going to be all hands on deck. It's a commercial real estate brokerage strategy. They will ultimately have relationships with a lot of various particular ventures, vendors, clients. The process of getting these folks who are experts in the area of commercial brokerage in play, then the next thing becomes, we've already did a survey of core, of kind of businesses that people would like to see in the village. The process has to also coexist with the broker and the bank rep and somebody from the village sitting down with landlords to bridge the gap of what tenants are willing to pay vs what the landlord is willing to accept. Attracting businesses involves matching the right business to the right space at the right price. BID recognizes that nightlife has suffered due to noise complaints and permit issues, creating uncertainty for businesses.

The BID should recommend lifting some regulations to address this issue. The BID plans to engage a commercial broker to present to the board. They want to launch a public campaign to gather input from landowners and property owners. The goal is to align on a strategy and approach the village collaboratively. Rich hopes to start promoting this community input initiative by early March.

New Business- Upcoming Meetings, Initiatives, Parking Meter Program

- An anniversary planning meeting for Peconic Landing is scheduled for January 27th.
- The BID will follow up with Steve Worth and Carol about their historical plaque initiative.
- They will develop a strong request for hotel tax allocation for the BID.

Parking Meter Program

Last year, the parking meter program raised over \$100,000 through the Park Mobile app. It's unclear where that money went, but it could be used to repair sidewalks and improve infrastructure. There's discussion about extending Park Mobile requirements to the Adam Street parking lot with resident sticker exemptions. The possibility of employee sticker exclusions for parking should be discussed. Parking charges can be a double-edged sword, potentially discouraging people from shopping. Park Mobile is user-friendly, but some people may not want to deal with the app. Building awareness about parking without immediate enforcement could be a good approach.

Art Initiative

Kara Hoblin of The North Fork Art Collective is planning a program with local artists, using printed artwork with QR codes and historical information placed throughout the village in vacant buildings. The goal is to have it up by the beginning of April. The BID could partner on funding for the printing of these pieces. Kara wants to focus on arts and culture this year to attract art enthusiasts and collectors. Kara is also looking into a possible art fair at Mitchell Park, similar to those in West Hampton Beach and Montauk ("Montauk Arts on the Green") but it might not be possible. Kara has drafted an initiative for an art walk utilizing vacant windows, building on previous approval to put artwork in empty windows. The speaker will send the initiative details to Rich to share with the plex boxes.

Adjournment- 11:04am

A motion is made by Rich to close the meeting, Linda K 2nd and the meeting concludes at 11:04am. The focus will be on February 11th for executive planning and budgeting.