

## **BID Meeting Minutes Wednesday, March 18, 2026**

### **In Attendance**

Rich Vandenburg  
Ryan Farrell  
Linda Kessler  
Hina Muddassir  
Kara Hoblin  
Gus Acero  
Nancy Kouris  
Eric Freitas Orford  
Mike Rose  
Chris Scott

### **Absent**

Mark Carlos  
David Serure

### **Guests**

Julia Robin  
MaryBess Phillips

### **Quick Recap**

This was a ZOOM Meeting. The board approved February meeting minutes and discussed administrative changes following Kelly McMahan's resignation, with Richard taking on minute-taking responsibilities and Linda offering to handle mail collection. The SOBO committee reported progress on spring plantings and lighting initiatives, while the DIME committee discussed upcoming events including the egg roll and Pride Parade. A significant portion of the meeting centered on the delayed ice rink project, with concerns raised about the \$1.2 million DASNY grant from August 2024 that remains unprocessed due to lack of village board commitment. The board discussed the interpretation of a seasonal installation versus a permanent structure, with some members strongly supporting a faster implementation to address winter economic challenges. The meeting also covered updates from the SMILE committee's social media efforts and website performance, discussions about potentially merging the DIME and SMILE committees for better coordination. The GATE committee discussed other administrative matters including village board requirements for audits and bylaw submissions.

### **Meeting Called to Order**

Rich called the meeting was called to order at 9:08am.

### **Prior Meeting Minutes**

Linda Kessler moved to accept the prior meeting minutes and Hina Muddassir seconded the motion. All present vote to approve without changes. Ryan confirmed that previous minutes had been posted to the website. With the departure of Kelly McMahan, Richard indicated he would be responsible for reviewing the minutes and providing those for approval to the full board prior to the next regular meeting. Steve indicated that he would then post the minutes on the website as soon as the board approves. This will typically mean minutes are posted within 30 days of the last meeting.

### **President's Update / Special Announcement**

Richard announced updates on board appointments and meeting processes. Richard mentioned that Mike Rose will take over Linda Sweeney's seat on the board, and Eric Orford will replace Eric Brown. Richard reminded Kara Hoblin that she still needed to get her On-Boarding Documents back. Other new members were also expected to complete those promptly.

### **Treasurer's Report- Account Status, Reports & Budgets**

David was unable to be present and Richard provided the financial update on his behalf. Richard reported on bank accounts, payments, and upcoming financial obligations. Current balances of the operating account were \$30,186.11 and \$100,000.485.75 in money market account. Upcoming expenses will include insurance and tax returns along with budgeted items for planter improvements and Egg Roll event. Richard reported that he had secured the additional \$2,000 from ELIH for the 2025 Holiday Light sponsorship and that amount was received and deposited. Linda moved to accept Treasure's report. Ryan seconded the motion. All voted in favor.

### **SOBO Committee-Spring Planting, Lighting Updates, Schedule**

The SOBO committee discussed the progress of planned spring planting preparations, with Linda Kessler reporting that they have continued to prepare and being cleaning out planters and will install daffodils shortly with warmer conditions. The committee noted that lighting was in the process of being removed. Linda mentioned they are continuing to evaluate lighting options for next season and will be speaking with one additional potential contractor. Richard reminded that we need to update committee member lists from all chairs to better coordinate meetings and calendar planning.

### **DIME Committee-Egg Roll, Structure of Committee, Event Planning**

The meeting discussed upcoming events and organizational improvements. Linda provided an update on the Easter egg roll event scheduled for Saturday 4/4, including details on a new magician and pending approvals. Linda also indicated that they are researching alternative indoor locations in the event of foul weather.

There was discussion on whether to merge the DIME and SMILE committees. After debate, it was agreed to maintain separate committee chairs but hold joint meetings for the first quarter of the year to improve communication and streamline operations. The chairs will work together to ensure clear communication and coordinate event planning and marketing strategies, with a focus on maintaining accountability through committee chairs.

## **SMILE Committee- SM Report, Website Update, Financial Transparency**

Christopher reported a 78% rise in reach over the past month, with 10 consecutive green months, and noted that social media is now driving users to the BIDS website for activities and events. There was discussion on implementing a donation platform on the website, with plans to research and present options to the board for approval, including specific categories for BID-led events and general BID initiatives. Hina requested information about event sponsors to be added to the website, and the team agreed to work offline on these initiatives before presenting details at the next meeting.

## **Website Enhancements and Calendar Integration**

The team re-visited the progress on website improvements, including the addition of social media links and integration of the Memorial Library, theater, and museum calendars, with plans to add the village calendar. Hina reported that while progress was continuing they were still working through the technical glitches that needed fixing.

## **GATE Report- Membership Initiative Priorities & Ice Rink Status**

Richard reported the voting on the initiatives had begun with emails to membership and a schedule of follow up emails to go out. There was discussion about Brown Harris-Stevens status with an updated proposal and engagement details, which he would circulate to the board for review. He mentioned that while progress was being made with property owners, a follow-up public meeting would be scheduled once the proposal was accepted.

## **Ice Rink Project Planning Discussion**

Richard also discussed the RFP process for the ice rink project, explaining that while he had been done and prepared and adherence to proper procedures. Discussion included the details of the plan for an ice rink project, with debate over whether to pursue a permanent installation that will take years to accomplish or a seasonal setup that could be done in a matter of 5 months. Richard explained that the mayor mentioned a potential \$2 million cost for a permanent rink versus around \$500,000 for a seasonal installation, though the exact specifications and funding approach have not been finalized. Kara expressed frustration about the delay in moving forward with the project, noting it has been two years since the grant award, and suggested prioritizing getting something operational soon rather than waiting for a permanent structure. The group also discussed procurement policies around engaging engineers for the project, with Ryan clarifying that he believed there is no formal RFP currently required for the engineering studies.

Discussion then focused on the status of a \$1.2 million state grant for an ice rink project. Richard explained that the grant documentation was received in August 2024 but no progress has been made due to lack of village board action. Mary Bess emphasized that a formal village board resolution committing to the project is needed, as she is not certain all trustees support it. The group discussed whether the Business Improvement District (BID) should take over management of the ice rink, with Mary Bess noting that any transfer would require a formal proposal to the

village board. The conversation moved to a discussion about the importance of getting village board commitment to ensure the grant doesn't expire. Richard suggested a written letter campaign to pressure the village to transfer the ice rink project to the BID, rather than pursuing a formal board resolution which he felt might lack sufficient support. The group discussed financial concerns about the rink's profitability, with Linda Kessler noting that similar projects can take time to become profitable.

Richard also updated the board on village request regarding audits and the updated bylaws, revealing that a process needs to be clarified that the current bylaws were approved and filed with the state. The old bylaws would still be in effect if there is an issue with the new bylaws and that would mean the annual meeting would still occur in November with elections and budget approval rather than June, though a special June meeting could still be held for public purposes. He indicated he will be gathering more information to share with the board at the next meeting.

### **Adjournment**

Richard noted the next regular meeting will be in person at the Red School house on April 15<sup>th</sup> at 9AM. He then indicated the board will move to Executive Session and adjourns the regular meeting at 10:50am. Linda K. seconds.