

BID Meeting Minutes Wednesday, April 15, 2026

In Attendance

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

Absent

Mark Carlos

Guests

Kevin Stuessi
MaryBess Phillips
Bennett Brokaw

Quick Recap

This was an IN-PERSON Meeting. The board approved March meeting minutes and covered updates on spring plantings, the successful Easter egg hunt, and upcoming events including the Cherry Blossom Festival and Pride celebrations. Financial reports were presented showing \$28,399.52 in the operating account and \$100,618.74 in the money market account as of March 31st. The board discussed the ice rink project, with only one RFP response received so far and debate over whether an engineer is necessary for the design process. They also addressed the need for better accountability in committee expenditures and discussed the ongoing membership initiative survey, which has received approximately 40 responses so far. The board reviewed social media performance showing continued growth with over 81,000 content views and 3,000 interactions. Updates were provided on various capital projects including trash can replacement and street cleaning initiatives, though specific pricing information was still pending from the village administration.

Meeting Called to Order

Rich called the meeting was called to order at 9:07am.

Prior Meeting Minutes

Linda Kessler moved to accept the prior meeting minutes and Ryan Farrell seconded the motion. All present vote to approve without changes.

President's Update / Special Announcement

Richard welcomed the new and now official BID Board members Eric Orford (tenant) and Mike Rose (Owner) the board. Richard announced that paperwork had been filed for board updates, with the exception of Mark Carlos who was in the process of providing his paperwork shortly. Richard also brought up the proposed BID Policy on how public meetings for the BID would

operate and discussion was had and a motion was made by Linda to adopt the Public Meeting Policy. Ryan Farrell seconded and all voting in favor.

Treasurer's Report- Account Status, Reports & Budgets

David arrived a few minutes late but then was able to provide his report. His report detailed \$28,399.52 in the operating account and \$100,618.74 in the money market account, with 9-10 outstanding payments from businesses that participated in the holiday ad campaign. David also reviewed the need for ongoing accurate expenditure tracking by committee chairs and upcoming expenses including insurance payments and any costs that might be associated with the annual meeting in June. Richard also mentioned that the BID submitted an update to VOG for their official budget meeting that the BID would not be seeking any changes to the BID Budget this year. A brief discussion was had about setting an Executive Session meeting on revisiting and finalizing budgets for the upcoming fiscal year. Rich then moved to accept Treasure's report. Linda Kessler seconded the motion. All voted in favor.

SOBO Committee- Planting & Coordination of Scheduled Events

The SOBO committee reviewed successful spring plantings with gratitude to volunteers, and discussed the upcoming coordination on the Cherry Blossom Festival and Pride events in June. Mention was made on the Trash Can replacement initiative and Ryan was working with Trustee Phillips on gather more information.

DIME Committee-Egg Roll, Employee Appreciation Day & Cherry Blossom Planning.

Linda as acting Chari of DIME reviewed the successful Egg Roll event There was further discussion about potentially taking over the Cherry Blossom 5K Run and Festival from the Agro Council, though no final decision was made at this time as the current organizers had the event under control. Richard pointed out that the Cherry Blossom Festival is an important event for the BID and could also benefit the VOG Tree Committee as well as the BID alongside any other initiatives. Steve updated that the event is now promoted as a month-long event in May with various activities each weekend, including the 5K race. The conversation then shifted to questions about any planning for America's 250 celebration, with no specific plans currently in place for the Village, but that Southold Town had specific events on the calendar. Richard reminded the committee that they need to update committee member lists from all chairs to better coordinate meetings and calendar planning.

SMILE Committee- SM Report, Website Update, Financial Transparency

The Committee reviewed ongoing social media performance, with 81,000 views and 3,000 interactions during the reporting period, driven largely by hyper-local content and the BID spotlight program. They discussed the membership initiative, which has received 38 responses so far, and planned to distribute postcards and posters to increase engagement. The board also addressed the upcoming meeting on April 22nd with Helmsley Spear, agreeing to promote it

through media outreach and email blasts. There was discussion on the upcoming renewal of the Social Media contractor agreement and that discussions were ongoing.

GATE Report- Membership Initiative Priorities, Ice Rink Status & Visitors Dock

Richard reported an update on the initiatives voting but pointed out we have had small engagement and need to boost the effort to get more responses. Discussion turned to how to amplify that effort and receive greater feedback. There was discussion about the upcoming Helmsley Spear public meeting and that an Action Plan would be provided for all to understand. The meeting was confirmed for April 22nd at the Red School House at 5:30pm.

Ice Rink Project Planning Discussion

This discussion then turned to the status of the Ice Rink coming back and there was engagement with the Mayor who was present about those efforts. The BID RFP process was extended for an additional month. Discussion then included questions from the BID Board to the Mayor on why the status of the DASNY Grant was so uncertain. The Mayor asserted that this was a downtown revitalization grant and a discretionary grant and that an engineer was going to be required in order to develop plans for a rink. There was much debate on why and the Mayor was pressed to provide greater details, citing the fact that the BID and the public have been asking since October for more specific information and concrete deadlines. The Mayor revealed that he planned to hire a company called CLG Engineering – but there was no clear explanation as to whether the rest of the VOG Board had any knowledge of that proposed engagement. Richard asked if the VOG was going to respond to the BID's request to take over the Ice Rink installation and the Mayor indicated the VOG would be responding to that request soon. Richard also agreed to share the BID Ice Rink RFP with the VOG prior to the next meeting in May.

Visitors Dock in Mitchell Park

The Mayor then raised a question as to the BID's position in underwriting or supporting a visitors dock re-installation in Mitchell Park. He indicated a cost of \$22,000 for additional floating docks. Richard indicated the BID did not have specific information on the project but would discuss with the BID Board further in the next meeting.

Richard also reported that he had submitted an updated letter to VOG on the BID Organizational Structure and was continuing to work on a reply to the village request regarding audits and the updated bylaws.

Adjournment

Richard noted the next regular meeting will be in person at the Red School house on May 20th at 9AM. He then indicated the board will move to Executive Session and adjourns the regular meeting at 11:20am. Linda K. seconds.

The meeting adopted a new policy on meetings and approved minutes from the previous meeting. The group agreed to provide committee membership information to the village ahead of the upcoming organization meeting, and they planned to discuss the treasure report once David arrived.

The discussion main focus was on the ice rink project, where only one RFP response has been received so far, leading to a discussion about potentially extending the response deadline and the requirement for an engineer in the process.