

**NEW ROCHELLE
DOWNTOWN
BID**
Making it Happen!

Board Meeting & Annual Meeting

Tuesday, September 30, 2025

New Rochelle Business Improvement District

NOMA – One Radisson Plaza, Echo Bay
Conference Room, 7th Floor





Today's Schedule (At a Glance)

Regularly Scheduled Board Meeting & Annual Meeting

3:00 – 3:15 PM — Board Meeting (*Board Members only*)

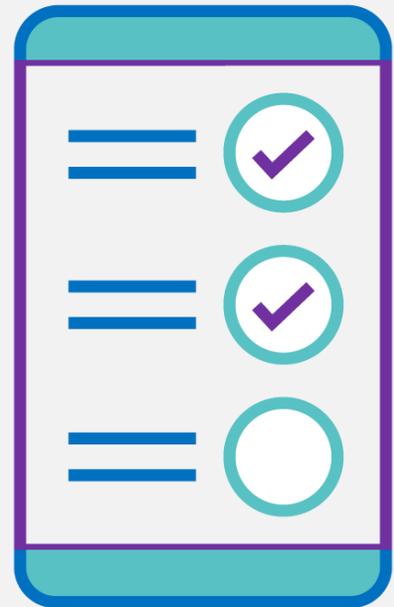
3:30 – 3:45 PM — Annual Meeting (*All Attendees*)

3:45 – 5:00 PM — Interactive Community Workshop (*All Attendees*)

Agenda - Regular Meeting of the Board of Directors

(Board Members only)

1.	Call to Order – Marc Jerome, Chair
2.	Approval of Previous Meeting's Minutes
3.	Treasurer's Report – Ed Ritter, Treasurer
4.	Old Business
5.	Open Discussion
6.	Adjournment





Agenda – Annual Meeting

(All Attendees)

3:30 – 3:45 PM

1. Call to Order & Background – Marc Jerome, Chair
2. Election of 2025–2027 Board of Directors
3. Impact & Recent Accomplishment



SUMMARY

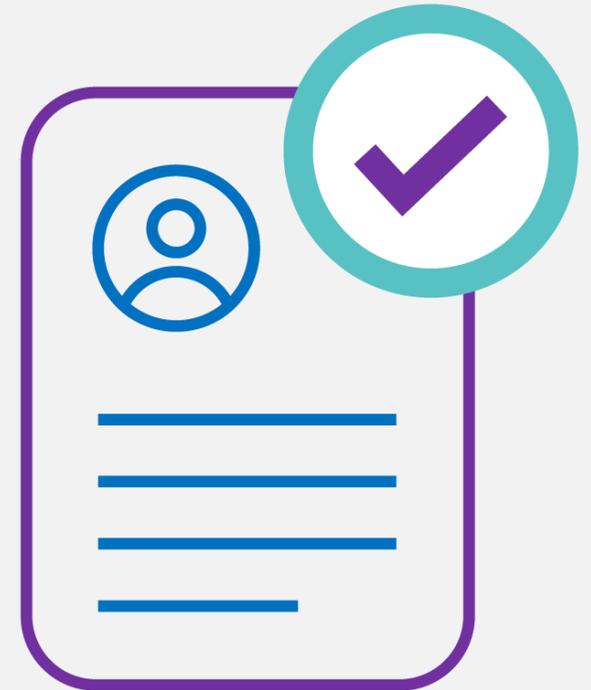
- A non-profit association of 800+ downtown New Rochelle business and property owners, established in 1999
- **Goals:** Economic development, clean and safe streets, adequate parking, and downtown events
- **Funding:** Property assessments plus city funding for street cleaning
- **Leadership:** Volunteer board with property owners, businesses, city representatives, and residents
- **Mission:** Supporting a "Clean, Vibrant, and Transforming Downtown"

Election of the 2025–2027 Board of Directors

(Annual Meeting of the Membership)

- Ballots & proxy authorizations submitted in advance have been verified.
- Our bylaws require approval by live vote at the Annual Meeting.
- Slate of Directors was circulated in advance.
- Motion to approve the slate as presented.

Categories are defined in the BID's bylaws to reflect downtown stakeholders: Property Owners, Commercial Tenants, Residential Tenant, and City Appointees.



**NEW ROCHELLE
DOWNTOWN BID**

Congratulations



2025–2027 Board of Directors

Class A – Property Owners

- Marc M. Jerome – Monroe University
- James Wendling – WBP Development
- Bruce Berg – Cappelli Organization
- Joseph Graziose – RXR Development
- Rachel Greenspan – GHP Office Realty
- Sebastian Alberti – Modern Restaurant

Class B – Commercial Tenants

- Gwen Clayton – Westchester Friends Management
- Kevin Rucker – Casaroma Café
- Louis Panico – Al Rovin Locksmith
- Chyrisse Crisp – Krave – A NY Eatery

Class C – Residential Tenant

- James O’Toole – Resident

Class D – Public Appointees *(Appointed by the City of New Rochelle)*

- Edward Ritter – Finance Commissioner (Treasurer)
- Wilfredo Melendez – City Manager
- Albert Tarantino – City Council

IMPACT & RECENT ACCOMPLISHMENT

Supporting a Clean, Vibrant, and Transforming Downtown



**NEW ROCHELLE
DOWNTOWN**

BID

Making it Happen!

SPOTLIGHT: *Sol Food Tours*



SOL
Food Tour

An event presented by the New Rochelle BID and Dine Downtown New Rochelle Week.

Wednesday, July 2 | 4-7 PM

Kick off a delicious new tradition with local food guide Arlen Gargagliano — cookbook author, former restaurateur, home chef, and longtime New Rochelle resident.

Her first Walking Food Tour includes tastings, drinks, and stories at:

- Dubrovnik
- Colombian House
- Town House
- Alvin & Friends

Tour begins and ends outside New Rochelle Public Library
\$125 per person | Space is limited

Tickets → newrochelledowntown.com



DINE
DOWNTOWN
NEW ROCHELLE

newrochelledowntown.com

FOOD & DRINK WEEK
JUNE 26 – JULY 2

More than prix fixe!

Bars, cafes, & restaurants — all serving up summer flavor.

Follow us!

[newrodowntown](https://www.facebook.com/newrodowntown)
[newrodowntown](https://www.instagram.com/newrodowntown)

This week's specials & happenings!

Dine Downtown Week wrapped with a brand-new addition: Sol Food Tours — a startup launched by local entrepreneur, cookbook author, and former restaurateur Arlen Gargagliano. With BID marketing support, the tour debuted at four downtown restaurants.

BUDGET & SPENDING OVERVIEW

2025 Budget Snapshot (Sept 2024 – Aug 2025)



Revenue

Category	Amount	% of Budget	Notes
BID Assessments	\$565,534	92%	Assessment budget
City Clean Streets Support	\$46,667	8%	Pro-rated Sept–Dec 2024
Total Revenue	\$612,201	100%	

Expenses

(based on Assessment Budget: \$565,534)

Category	Amount	% of Budget	Notes
Clean Streets	= \$345,000	61%	
Holiday Lights	= \$120,000	21%	
Admin & Operating	= \$100,534	18%	Remaining balance (per 2024 audit, detail in 2025 filings)
Total Expenses	\$565,534	100%	



SEPTEMBER EVENTS



📸 SNAP + 📧 Sign Up + 📱 Follow = Free Rainbow Glasses!

- 1 Take a Photo & Tag @NewRoDowntown
- 2 Sign Up for the NRBID Newsletter
- 3 Follow @NewRoDowntown
- 4 Visit the NRBID Booth

 **2025 New Rochelle Street Fair**
Saturday, Sept 13 | 11am-5pm
City Hall – 515 North Avenue

NEW ROCHELLE DOWNTOWN BID

🌈 Add some color to your Street Fair day — free rainbow glasses!

Sustainable at Home
ON THE PLAZA AT
CLINTON PARK

SATURDAY, SEPTEMBER 27 • 1-3PM
In Support of NY Climate Week

Join us for an afternoon celebrating sustainability, community, and climate action in the heart of New Rochelle. From eco-friendly eats to green living workshops and community campaigns, this event highlights how small actions can add up to a cleaner, healthier, and more resilient city.

FLOWER BOUQUET WORKSHOP • JOLO'S VEGAN KITCHEN • TULU RENTAL KIOSK
PLANT-BASED CHARCUTERIE BOARDS • SUSTAINABLE LIVING BUILDING TOURS
SUSTAINABLE STYLE WALKING MAP • CANINES FOR CLEAN WATER

BETWEEN 50 & 55 CLINTON PLACE | RXR | managed by BOZZUTO | FREE & OPEN TO THE PUBLIC

NEW ROCHELLE DOWNTOWN BID
Making it Happen!
clean & green NEW ROCHELLE Let's Keep Our Downtown Beautiful

NEW ROCHELLE DOWNTOWN BID Annual Meeting & Workshop

Shape Downtown's Future
INTERACTIVE COMMUNITY WORKSHOP

Tuesday, September 30, 2025
3:30 PM – 5:00 PM
NOMA – One Radisson Plaza, New Rochelle
Echo Bay Conference Room, 7th Floor

 Scan Me
RSVP on Eventbrite

ENGAGE • COLLABORATE • CREATE
This year's Annual Meeting isn't just about updates — it's about action and ideas.

Sustainable at Home
ON THE PLAZA AT
CLINTON PARK

SATURDAY, SEPTEMBER 27 • 1-3PM
In Support of NY Climate Week

 **CANINES FOR CLEAN WATER**

TAKE THE PLEDGE.

- 1 Stop by the BID's Table
- 2 Sign the Clean Water Pledge
- 3 Get your free swag + strike a pose with your pup

NEW ROCHELLE DOWNTOWN BID
Making it Happen!
clean & green NEW ROCHELLE Let's Keep Our Downtown Beautiful

CLEAN & GREEN DOWNTOWN



clean & green

NEW ROCHELLE

Let's Keep Our Downtown Welcoming



Scoop It



Keep It Clean



Green It Up



**Report It
Mobile NR**

- Launched August 2025 to keep Downtown welcoming & vibrant
- Four core actions: Scoop It • Keep It Clean • Green It Up • Report It
- Collaboration: Long Island Sound Partnership
- Reinforces New Rochelle as the *Queen City of the Sound*

CLEAN & GREEN SPOTLIGHT:

Pillar One: Scoop It

Partnering with the City and the Long Island Sound Partnership



CANINES FOR CLEAN WATER
Part of Clean & Green Downtown New Rochelle

In Partnership with
clean & green DOWNTOWN NEW ROCHELLE
CANINES FOR CLEAN WATER
LONG ISLAND SOUND PARTNERSHIP

Scoop it. Bag it. Bin it.

Take the Pledge!
Confirm your commitment to a healthy Long Island Sound watershed by properly disposing of your pet's waste.
tinyurl.com/caninesforcleanwater

Presented by the New Rochelle Business Improvement District (NRBID) in partnership with RXR

NEW ROCHELLE DOWNTOWN BID RXR



- Launched August 2025 with LIS Partnership
- Canines for Clean Water Pledge 🐾
 - Scoop it • Dispose Properly • Protect the Sound
- 20 pet owners joined at *Sustainable at Home*

SOCIAL MEDIA PERFORMANCE

6/23/25 - 9/29/25 - Instagram Original Posts



NEW FOLLOWERS

420

*4297 Total

TOTAL REACH

70,700 Accounts

INSTAGRAM PERFORMANCE

2606 Likes

TOTAL STORIES

361

TOTAL COMMENTS

240

ORIGINAL POSTS

59

Strongest Audience: Female 35-44

CONTENT STRATEGY: COLLABORATION IS KEY



VIDEOS PERFORM BEST

Average engagement is more than double on video posts vs photo posts.

WINNING COLLABORATIONS

We've been able to collaborate on posts with Lohud Food, Westchester Soccer Club, Westchester Blogger, The City of New Rochelle and many downtown businesses

EARLY SUCCESS FROM COLLABS

Collaborations with local businesses, creators, and community partners have been key to growing our reach and building stronger connections across Downtown.

NEXT UP:



3:45 – 5:00 PM

Facilitated by Dr. Andrew Gold
Professor of Business & Entrepreneurship, Lehman College