



## **BATAVIA BUSINESS IMPROVEMENT DISTRICT MANAGEMENT ASSOCIATION, INC.**

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### **Board of Directors Business Meeting Minutes Tuesday, April 25, 2017 / 8:30am Tonawanda Valley Credit Union (West side entrance facing park)**

**Present:** Steve, Kristine, Don, Beth, Jason, Jeff, Jen, John Bookmiller, John Roche, Patti, Leanna, Tom Turnbull

**Absent:** Paul, Rob Walker

**Excused:** Marty

### **Public / Community Liaison Meeting: called to order: 8:31 AM (Steve Krna)**

#### **I. Chamber Update:** Tom Turnbull (8:30)

Homeshow was a success. The Chamber of Commerce is offering their next workshop on Wednesday, May 17<sup>th</sup> on utilizing constant contact; free to members, \$10 non-members. June 7<sup>th</sup> workshop is on website optimization. Visitors center is open for tourism season. They are seeking volunteers to work at the Visitor Center for summer hours. Dining Guides (handout) were recently printed and placed in all hotels and rack card at the Chamber. There is a ribbon cutting for new business downtown "Welch & Craine Trading Post" on Saturday, April 29<sup>th</sup>.

#### **II. City of Batavia Update:** Jason Molino (8:35)

City is investing \$860,000 into sidewalk renovations and improvements. Priority sidewalk will be State St., Bank St. and all major corridors. The City Comprehensive plan is coming along and should be set to go to council May or June. New sign code is showing success in being more comprehensive and user friendly; positive change. It is the beginning of construction season. Renovations for Liberty St sidewalk was pushed to 2018. The Mall settlement is still in progress and the City continues to work on getting everything resolved. Last night's council discussed joint purchasing option for electric.

**Adjournment:** (8:40)

### **Board of Directors Business Meeting**

#### **I. Approval of Minutes:** March 28th meeting (8:40)

Motion to approve the March minutes: Jeff Gillard

Second: Patti Pacino

#### **II. Election of Officers**

John Roche made the motion to appoint Steve Krna to President; Second by Jeff Gillard. Steve accepted.

John Roche made the motion to appoint Marty MacDonald to Vice President; Seconded by Jennifer Gray. Marty accepted (via text message).

Steve Krna appointed Jennifer Gray to Secretary; Seconded by John Roche. Jennifer accepted.

Steve Krna appointed Kristine Duran to remain as Treasurer; Seconded by Leanna DiRisio. Kristine accepted.

Board approved all appointed.

**III. Treasurers Report:** Kristine Duran (8:45)

Kristine reported that as of April 2017 BID's operating account was at a positive and had excess funds to be transferred to a discretionary fund if warranted by the board. Board discussed amount to be moved. Jennifer Gray made the motion to move \$9,000 from Operating account to Discretionary Funds; Seconded by Jeff Gillard. Unanimous Board Approval.

Motion to approve the Treasurer's Report: Jeff Gillard; Seconded by Patti Pacino.

**IV. Committee Reports:**

1) **Public Market:** Beth Kemp (9:10)

Had a meeting yesterday. They have 18 Friday Vendors confirmed, but only 8-9 vendors for Tuesdays and Thursdays. They are recruiting some food trucks for lunch hours as well as specialty crafters to fill in some of the gaps. The Public Market board is offering non-profits free space to set up any day during the season. Sponsorships are being mailed in the next couple weeks.

2) **Beertavia:** Steve Krna (9:15)

16 Breweries in and 3 vendors. Still seeking sponsorship for event. Jennifer discussed the courtesy of making the personal calls and emails to past sponsors to encourage that relationship again and give them first option. Beth will make some calls this week in regards to sponsors. Tickets go on sale in a week or so.

3) **Promotion:** John Roche (9:15)

Committee approved 2 flyers for "Events in Downtown" and "Summer Events". (handout) Downtown Ramble is scheduled for July 1<sup>st</sup> from 10AM to 9PM and the committee is seeking vendors and artists for the day. There will be over 20 music groups/bands on 2 different stages. Committee approved marketing the Events at Muckdogs on a banner instead of program ad. Travis Sick from Muckdogs has given the BID half off pricing on the Banner. BID received a letter asking if we would like participate in Memorial Day parade. Board discussed whether the BID should put a group or float into the parade.

4) **Business Development:** Beth Kemp (9:20)

Committee discussed opportunities for Current Business: workshops, mentoring and appreciation. BID is hosting 5 workshops for the year for our small business owners. The first Workshop is on May 16<sup>th</sup> on Strategic Planning and are held at City centre 2<sup>nd</sup> floor meeting room. New Business opportunities: committee is focusing on priority projects to narrow down the focus for this year. Some ideas were renovation of Carrs building, working on current vacancies in the Downtown, vacant building repairs and refresh. Committee members have been dissecting data from City, CZB report, county and Economic Development to narrow in on specific leakage and create a more strategized approach.

**V. Executive Director Updates:** Beth Kemp (9:30)

The BID Annual Meeting was great with 62 total in attendance. Beth passed around Thank You cards for Board members to sign for Marty, Bruce and Peggy Tyrell from Country Cottage and Mark Tillery. Sponsorships are just starting to come back in. UMMC is top sponsor for Movies on Main, M&T is sponsoring \$3,000 for Jackson Square, TVFCU sponsored \$1,000 for Jackson Square and \$250 for Christmas in the City. RFQs went out for hanging baskets and Delre's was the only one in for \$3,600. Beth has sent in a request for funding from Rotary to help with flower costs.

**VI. Other** (9:50) None.

**VII. Adjournment:** (9:55)

Motion to Adjourn: John Bookmiller; Seconded: Patti Pacino

**Next Scheduled Meeting: Tuesday,  
May 23, 2017  
at 8:30am Java Farm Supply**