



BATAVIA BUSINESS IMPROVEMENT DISTRICT MANAGEMENT ASSOCIATION, INC.

Board of Directors Business Meeting Minutes Tuesday, March 28, 2017 / 8:30am *Tonawanda Valley Credit Union (West side entrance facing park)*

Present: Victor, Paul Kristine, Don, Beth, Jason, Marty, Jen, John Bookmiller, Patty

Absent: Rich DiFilippo, John Roche

Excused: Tony, Jeff

Guest: Rob Walker from the YMCA

Called to order at: 8:35 AM (Victor Gautieri)

Public / Community Liaison Meeting:

Chamber of Commerce: no report.

City of Batavia:

Jason Molino- budget adopted, will start on work plan for initiatives for the next year. Construction projects include sidewalk project that has been held up on the federal level for review. Includes around 12,000lf of sidewalks to repair, make ADA compliant. Centered on schools corridor.

Motion to Adjourn: Steve; Seconded: Paul

Board of Directors Business Meeting

- I. **MINUTES:** February, No changes made.
Motion to Approve: Paul; Secodned: Marty

- II. **TREASURE REPORT**
RARP account closed and fees of around \$7 have been returned and placed into the general operating account. Currently \$31,592 in the GO account which leaves us in a good place going into the new fiscal year. YTD income is \$23,135.97
Motion to Approve: Steve; Seconded: Marty

- III. **COMMITTEE REPORTS**
 - a. **Promotions- (Beth)**
 1. Downtown Ramble is set, Center/School and Jackson section, small car show for the "Rat Pack" type cars, kids zone, Lions Club... Paul Drapper is heading up the music portion while the BID is organizing the overall function and reimbursing Paul for the entertainment portion. That way it's cleaner and easier to manage from a sponsorship, money, organization aspect.

2. **Jackson Square stage issues.** \$2-4K for a portable stage, Jen suggested maybe the owners of the new brewery would be interested in purchasing the stage as a sponsorship seeing as though their construction is the obstacle for moving the summer series. She will follow up. Question about the liability of the stage if we were to rent it out to others looking to use it- would be the same as any other liability goes. Shouldn't be an issue. Jason said the City wouldn't have an issue helping to store it. (Victor) What about an awning? Should that be considered? (Beth) the price goes up considerably and she hasn't found one that includes that option. We may have to seek something more temporary for shade. Rain date options are the Mall.

3. Movie Nights- 4 Saturdays in the summer. UMMC is really interested in sponsoring them in the "grass patch" on Main Street in the 200 block. We have a screen, we will rent out the PA system and projector from the Library.

- b. **Beertavia- (Steve)** committee has been meeting regularly every 2 weeks. Beth has been updating all marketing material, 10 committed breweries already, looking for 20-25 total. August 12th is the date. Can include cindery and meadery (sp?). Added port-a-johns, turf is coming again, committee wondered joked about "misters" for the heat as it was hot last year or more reasonably perhaps a second tent for additional shade. Turf was a great addition and really set the ambiance. CY Farms once again will provide that.
- c. **Business Development- (Beth)** held the first meeting in a long time, a lot of new people have come forward for workshops and education, new businesses downtown seem to really be interested in participating. (Jen) What type of businesses are you seeing the participation in? (Beth) mostly small retail like Bahama Bay, Hidden Door, Fox Prowl... so far around 10 businesses have been involved. They meet the 3rd Wed of every month at the BID office at 8:30am.

IV. **DIRECTORS REPORT**

Sponsorship options- have been created and she is hoping to get that information out to the public, along with PR photos. Small business options to take into account all the small businesses in the BID district that want to help but whose overall budget is much smaller than corporate. There will be levels of sponsorship for the amount of events sponsored. Beth created a "benefits" sheet that is mostly donation or in-kind offerings that we can give to those businesses that want to contribute more. Using local talent for trade services. (Patty) how does the non-BID member contribute or know how to contribute? Many would like to give just to give but maybe don't know how. (Beth) those might be instances where we make a plea during the event but there is some consideration to be had for that. (Jen) is there a budget threshold to who we offer the small business benefits to? As in how we categorize a business as "small"? (Beth) we don't really want to isolate any one at this time by doing that. Using an olive branch to get businesses back into investing at this time.

Ad Monitor- a way to advertise events in businesses that have designated TV's that run ads for local businesses. Mostly doctors' offices and such where there are waiting rooms. It's a private business. It will cost \$300 for three months. Could be useful for specific events like the Ramble and Christmas in the City.

Annual Meeting- reminder that it is a breakfast meeting starting at (?). \$10 per person. On April 21st.

Awards will be given to Hawley Insurance as Business of the Year and Amy McLaughlin, Cory Wolcott at volunteers of the year. Still need board member nomination. Current ones are John Bookmiller who has agreed to fill the vacant seat and John Mager (Jen). Question was could Matthew Gray (owner of the Newberry building) use John Mager who is his tenant as his proxy for a land owner seat? That would open up for the tenant spots that are easier to fill.

V. **OTHER:** none

VI. **ADJOURNMENT:** Paul; Seconded: Steve 9:45am