



Batavia Business Improvement District, Inc.
Management Association
Board of Directors Meeting Minutes
Date: July 25, 2017

Present: Steve Krna, Marty MacDonald, John Bookmiller, Paul Marchese, Patti Pacino, Don Brown, John Roche, Beth Kemp, and Jason Molino.

Absent: Kristine Duran, Jennifer Gray, Leanna DiRisio, Rob Walker, and Jeffery Gillard.

I. **CALL TO ORDER (8:37)**

II. **CITY OF BATAVIA UPDATE:** Jason Molino

- The Ellicott Street Station project was approved at last Tuesday's meeting.
- The Home Leasing project was approved.
- A consultant is going to be hired for zoning changes.
- The Newberry building construction is coming along well. They are removing the water from the basement.
- Still waiting on the DRI.

III. **TREASURER'S REPORT:** Presented by Steve. Approved by Marty, Paul.

IV. **COMMITTEE REPORTS:** Various

1. Public Market, (Beth)- Vendors continue to apply. Business over there is great. Friday is the most popular day.
2. Beertavia, (Steve)- Still going steady. There are 24 breweries and 7 vendors officially coming to Beertavia. Looking for volunteers to help with set up/clean up on the day of the event. The next meeting for Beertavia will be at the site of the event. All restaurant owners in Batavia were invited exclusively.
3. Promotions, (Beth)- The committee is heavily preparing for the early marketing of events instead of trying to promote last minute.
4. Wine Walk (John Roche)- The event is doing well. We are limiting the amount of available tickets this year to eliminate latecomers. Tickets are available for sale starting on August 1st. There is an 80's theme this year, and a prize offered for the person dressed in the best costume. The prize has not yet been determined. So far, 10 wineries are committed and 13 businesses. City Church will be a non-alcoholic stop on the Wine Walk offering snacks, water, and a fun photo booth. Tickets will be for sale both online and in businesses.
5. Business Development, (Beth)- Ellicott Street vendors would like to put together an event just for them. There is a lot of upcycling happening in their stores so it would be a good idea to create some kind of upcycling workshop in one of their shops possibly

where people learn how to do basic upcycling. Also, a business 101 or business etiquette workshop would be helpful for some of the Ellicott vendors.

6. Design, (Paul M.)- No meeting took place for this committee.

- V. **EXECUTIVE DIRECTOR REPORT:** Beth Kemp
 - On September 19th there will be a Holiday Marketing workshop located at the City Centre.
 - On Friday night concert nights it would be helpful to have more board members come.
 - Movie night went great, about 10 different families showed up. But, the equipment used was borrowed and it would be helpful if we could purchase our own.

- VI. **OTHER:**
 - Marty pointed out that Beth, as per the BID by-laws and contract, should be getting a percentage of all sponsorship dollars raised. Beth will calculate and submit a reimbursement form to Steve for approval.
 - Jeff has been following up on the bike racks. They are almost done being painted and will need to be installed soon.
 - Parking meters would be helpful to raise more money to compliment the downtown with more plants and decorations.

- VII. **ADJOURNED:** (9:40)
 - Approved: Paul, Marty.
 - August 22nd is next month's meeting and will take place at the YMCA.

Minutes submitted by Talidy Blijden.