



**Batavia Business Improvement District, Inc.**  
**Management Association**  
**Board of Directors Meeting Minutes**  
**Date: June 27, 2017**

**Present:** Steve Krna, Marty MacDonald, Jennifer Gray, John Bookmiller, Paul Marchese, Patti Pacino, Jeffery Gillard.

**Absent:** Kristine Duran, Don Brown, Leanna DiRisio, John Roche, Rob Walker.

**Guests:** Tom Turnbull (COC)

- I. **CALL TO ORDER** (8:33)
- II. **CHAMBER REPORT:** Tom Turnbull (8:35)
  - Lauren Humphrey has moved into a new position elsewhere and Lindsay Turrell has been hired to fill the position of Tourism and Marketing Assistant
  - Small business schedule set for the fall, there is a break for the summer, to include: Understanding Family Paid Leave Act; Four Generations in the Workplace, Good Practices for Hiring and Keeping Employees.
  - Tourism is steady, new signage on major highways has just gone up, new collaborations with local hotels to bring travelers into the new building, including a new key card promotion.
  - Golf outing is scheduled for August 2<sup>nd</sup>
  - Ribbon cutting ceremony for Hearth & Soul/Holistic Home Goods on July 8<sup>th</sup>.
- III. **CITY REPORT:** Jason Molino- absent
- IV. **TREASURE REPORT:** Steve (8:40)
  - Presented by Steve as submitted by Kristine via email.
  - Approved: Paul, Marty
- V. **COMMITTEE REPORTS:** Various (8:46)
  1. Public Market, (Beth)- 22 vendors at last market, going very well, lots going on. There is a new program called Double Up Food Bucks via the state EBT program where there is a 1:1 match for dollars spent (up to \$20 or \$40 total) for fresh produce using the EBT cards.
  2. Beertavia, (Steve)- Still going steady. About \$1000 so far on online ticket sales. Committee met to discuss layout and overall set up of the event. Talked about possible new signage for more street visibility. 23 breweries are signed up so far. There has been several donations from local vendors/businesses for give-aways at the event. Event set for August 12<sup>th</sup>.

3. Promotions, (Beth)- Brainstorming for all major media outlets has been done to create an overall plan of where and how to advertise all BID events. They will create a master plan for the upcoming year.
4. Wine Walk (Beth)- Committee decided on 600 tickets to sell and raised ticket prices by \$5 (\$25 for general adm, \$35 VIP, \$5 DD). Letters will go out to BID businesses interested in hosting the event with only 22 spots available first come first serve. 4 wineries already secured.
5. Business Development, (Beth)- Focusing on current business outreach, hosted workshop on social media with 16 attendees both BID members and non-members attending. 2 new businesses have been established in the last two months alone. Working on a business appreciation program to recognize the current businesses. Met with GCC about the Carr's Building projects and got some interest. Engaged local developer about the boutique proposal as well for the same space. Ellicott street merchants have banded together to form a mini association to promote Ellicott street businesses specifically. Several promotional ideas are being explored.
6. Design, (Paul M.)- Discussed the public market grant further and explored the overall concept, design, function of the conceptualized space. Looking at both Alva Place (current location) and Ellicott & Center corner.

VI. **EXECUTIVE DIRECTOR REPORT:** Beth Kemp (9:35)

- Update about the DRI proposal. Beth helped as a presenter in that process and felt it went extremely well.
- Was contacted by ARC to establish a placement for an individual to help in the office with cleaning and organizing.
- Took on an intern from Oswego that will work Thursdays and Fridays with social media and advertising.
- Movie night was rained out as well as Jackson Square, which moved to the mall because of inclement weather. Looking for a better indoor space should it happen again as the mall is not the most ideal setting.
- Looking for board members to sign up and volunteer for BID events, specifically Jackson Square, Movie Nights and the upcoming Ramble.

VII. **OTHER:** (9:40)

- 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.

VIII. **ADJOURNED:** (9:45am)

- Approved: Jeff, Marty
- July 25<sup>th</sup> is next month's meeting: St. Anthony's facility hosted by Marty MacDonald.

Minutes submitted by Jennifer Gray.