



Batavia Business Improvement District, Inc. Board of Directors Meeting Minutes November 28th, 2017

Present: Marty MacDonald, Jennifer Gray, John Bookmiller, Jeffery Gillard, Leanna DiRisio, Kristine Duran, Jason Molino, Steve Krna

Absent: Don Brown, Patti Pacino, Rob Walker, Paul Marchese

Location: Tompkins Bank of Castile operations center, Main Street

Guests: none

Call to order (8:36)

- I. **Approval of Minutes:**
 - Two corrections to October minutes; spelling of Steve Krna's name and a typo under committee reports "plan ahead" not "play ahead".Approved: Jeff, John R
- II. **Chamber Report:** n/a
- III. **City Report:** Jason Molino (arrived late and presented the City Report at 8:57)
 - DRI process is being discussed and carried out with RFI meeting happening today for anyone interested in understanding that submission process better. Submission due date is 12/18/2017 (extended from original due date of 12/8). Jason spoke of the overall process and the local vs. state committees and their roles in selecting the finalists. Described the difference of BID applications vs. City application and how perhaps some projects that have been identified by BID could be rolled under a City application to stream-line and uncomplicated the RFI as they are projects that have already been identified by both entities as areas of interest (permanent farmers market). Jason suggested that BID get more solid plans together quickly for the selection process. Beth reported that Plan Architectural Studios would like to come out and consult with BID members on the overall scope of the project. Would be an all day thing possibly and include other outside the BID directors for input and feedback.

- Engine House property (outside BID district) is slated to be sold and rehabbed as per the county, for a mixed use facility. Thompson Builds is the buyer, County is the seller. City needed to be the entity to apply for the grant being used to rehab the project and will be the pass through for the grant.

IV. **Treasure Report:** Kristine Duran (8:39)

- Review of October P&L's -\$5,154.86
- YTD review shows \$37,213.57 balance
- Review of bank account balances. Beth was paid her stipend for sponsorship acquisitions for about \$600 total. Question was raised about the wording in the by-laws that restrict the stipend based on the singular sponsorship rather than the overall amount raised. (\$500 or more SINGLE donation before the stipend kicks in). Committee will review policy in Executive Meeting.
- Questions were raised over the amount being paid for tax and EOY filing preparations. It is unclear as to what the total amount charged for these services. Beth will speak with Freed Maxick and report back. An initial engagement letter was received by Steve from Freed Maxick stating no more that \$2700 would be charged for these services. Signing that document was tabled pending further review.
- An initial budget was presented and a final budget will be sent for approval by the end of the month. Some initial changes included: Summer in the City and Public Market line items were removed. Ink, Toner, Copier increased as all paper promotions are being printed in house. Payroll is currently \$33,000 but \$46,000 was budgeted (carry over from last year), pending ED and by-laws review for salary adjustments. City Assessment was a carryover from 2017 figures, will change pending 2018 assessment announcement from the city. Looking to increase the Promotional budget to better market BID operations, services and events.

Approved: Jeff, John B

V. **Committee Reports:** Various (9:23)

1. Promotions, (John R) – same as before. Budget and scheduling review meeting happened with little input given for pricing from the various media outlets. More review being done. CITC program reviewed for Friday.
2. Business Development, (Beth)- did not meet, survey went out to BID members with only one response so far. Sent electronically and most believe it was caught in their spam folders. Another will be sent.
3. Design, (Paul M.)- absent
4. Christmas in the City- overview given by John R during promotions update.

VI. **Executive Director Report:** Beth Kemp (9:32)

- DRI process updated and timeline scheduled. BID would like to submit multiple applications for both the Public Market and a Comprehensive Marketing Plan.
- ED evaluation document will be sent out for review and should be submitted by Dec. 4th.
- By-laws review will take place with the Executive Committee to update and review current practices. Will also review Beth's compensation, salary and performance.

VII. **Other:** PA system purchased and will be available for use during CITC on Friday.

VIII. **Adjourned:** (9:43am)

- Approved: Jeff, John R
- Next month's meeting: December 19th at TF Browns meeting/party room.