



Batavia Business Improvement District, Inc.
Board of Directors Meeting Minutes
October 24th, 2017

Present: Marty MacDonald, Jennifer Gray, John Bookmiller, Paul Marchese, Patti Pacino, Jeffery Gillard, Leanna DiRisio, Don Brown, Kristine Duran, Jason Molino, Rob Walker

Absent: John Roche

Excused: Steve Krna

- I. **Call to order** (8:31)
 - Approval of minutes: Paul, Jeff

- II. **Chamber Report:** Presented by Beth (8:32)
 - Annual Luncheon is coming up as well as a small business class “Employee Life Cycle”

- III. **City Report:** Jason Molino (8:35)
 - 10 million DRI was awarded to Batavia. Subsequent meetings and organization of how that will be presented to the public and carried out to be determined. BID has been identified as the area of focus for investment. Labella (Ed Flynn) appointed by the state as the official consultant. Non-profit and for profits will all be able to present an RFP. Projects should align with the cities comprehensive plan.
 - Initial settlements with the mall merchants association was approved. Now property owners need to sign off on the deal.

- IV. **Treasure Report:** Kristine (8:53)
 - Review of current accounts, review of Wine Walk. Net income of \$48,633 at present. Nov 16th is the budget review meeting. Comparing Wine Walk vs. Beertavia, 2016 vs. 2017 YTD comparisons.
 - Approved: Marty, Jeff

- V. **Committee Reports:** Various (9:11)
 1. Promotions (Beth)- all media outlets attending next meeting to pitch their ideas for promotions and marketing. Committee is looking to plan ahead for the year all marketing.

2. Christmas in the City (Beth)- Letters are out about the parade, window contest.
3. Business Development, (Beth)- updating business resources brochure. Updating vacancy listings. Business survey going out to gather info on all BID businesses for use in marketing, appreciation and communication. Workshops being reviewed. Trying to address the need to get more business owners involved.
4. Design, (Paul M.)- Group is looking to identify the area of investment for the capital improvement money and possible paring with the DRI. Areas identified: public market, banners, downtown music & wifi.

*Motion: Approval of a \$200 cash prize to be given to the winner of the best window display.
Approved: Leanna, Don*

VI. **Executive Director Report:** Beth Kemp (9:20)

- T-Shirts will be having their 20th year anniversary party on Nov. 8th.
- Welch & Crane will have a 6th month celebration.
- Escapology will be a new business located in the mall and opening in time for Halloween.
- Fresh Lab boot camp has started.

*Motion: to approve the purchase of a two page spread in the yearly Chamber Vacation planner guide in the amount of \$3600.
Approved: Paul, Patti*

VII. **Capital Planning** (Beth 9:25)

- The board brainstormed on what projects they feel are the most important projects that the BID should focus on for using the capital funds. Several ideas were brought up and each board member identified their top three:

Public Market- 5 (votes)	Compacting Garbage Cans: 1
Music & Wifi- 4	Website- 1
Charging Stations- 5	Jackson Square- 2
Ellicott St enhancement- 1	Update pole lights to LED- 1
Façade Coop Program- 1	New Banners- 2

*Motion: Approval to purchase a PA system for use at BID events for no more than \$600.
Approved: Paul, John B.*

VIII. **Adjourned:** (9:58am)

- Approved: Jeff, Jen
- Next month's meeting is on November 28th.