



Batavia Business Improvement District, Inc.
Board of Directors Meeting Minutes
Date: Sept 26th, 2017

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

Absent: Steve Krne

Guests: Tom Turbull (COC), Gregory Hallock Director of GO ART!

- I. **CALL TO ORDER (8:38)**
 - August minutes approved: Paul and John R.

- II. **CHAMBER REPORT: Tom Turnbull (8:40)**
 - Farm tour update, Foodie Challenge at GVEP went well, new business directory is out, workshop series schedule distributed with 2 remaining. Nov 8th- business after hours at T-Shirts Etc. to celebrate 20 years in business. Annual lunch scheduled for Nov 2nd.

- III. **CITY REPORT: Jason Molino- absent**

- IV. **TREASURE REPORT: Kristine Duran (8:46)**
 - Audit by Freed Maxick last month went well, concern over the capital money being held in the accounts. Money needs to be earmarked for a project soon.
 - Approved: Paul, Marty

- V. **COMMITTEE REPORTS: Various (8:56)**
 1. Public Market, (Beth)- nothing to report.
 2. Promotions, (John R.)- looking at downtown business promotion options and cost analysis. Social media, TV and newspapers. Committee is discussing all media outlets. Board asked about possibly hiring a marketing consultant to coordinate all advertising.
 3. Wine Walk (Beth)- only 35 tickets remain. Looking to put up decorations on Friday before. Weeds are an issue as the City doesn't seem to be keeping up on the beds. Shop owners are doing them their selves. Most wineries have donated all the wine.

Looking at possibly moving the date of the walk due to conflicts with wineries/harvest time. Leanna brought up the issue that the bike racks purchased by BID still haven't been installed or painted. Leanna will check with Ray Tort from the City for the DOT issues that might be involved. Paul suggested the scouts help paint them. Suggested that Jeff bring photos of the racks for next meeting as most do not know what they look like.

4. Business Development, (Beth)- canceled.
 5. Design, (Paul M.)- the committee is exploring the public market building further. The committee was developing an RFP to send out, but Beth explained that because all that work was done in the development of the grant, that the granting authority said it was ok to go with the business already identified on the grant, Architectural Studios out of Rochester. Marty made a motion to move forward with Architectural Studios to develop the plan as identified in the grant. Paul, John. Approved. Opposed: Jen Gray, felt it couldn't hurt to get additional plans and she hasn't seen the plan that was proposed.
- VI. **EXECUTIVE DIRECTOR REPORT:** Beth Kemp (9:25)
- would like to see more options in insurance quotes to shop around for best rates. Fresh Lab Foodie Challenge went well. Many different flavors and entrepreneurs. Additional BID workshops will be Oct 17th and Nov 14th. John R brought up a concern about the fluid leakage from the trucks parked in Jackson Square. They may be from Artic or Thompson who are working on the Newberry's building. Beertavia went off great. RG Brewery won will be presented with a certificate award. City Council voted down installing car charging stations in downtown.
- VII. **OTHER:** none
- VIII. **ADJOURNED:** (9:40)
- Approved: Jeff, John B
 - Next meeting: Oct 24th location TBD

Minutes submitted by Jennifer Gray.