

Batavia Business Improvement District, Inc.

Board of Directors Meeting Minutes

February 27, 2018

Present: Jennifer Gray, Patti Pacino, Beth Kemp, Lisa Casey, Don Brown, Kristine Duran, Marty Macdonald, John Roche

Absent: Rob Walker

Ex Absence: Jeff Gillard, Paul Marchese, Leanna DiRisio, Steve Krna

Location: BID office

Documents: January financials, 2018 Event Flyer & Sponsorship Form, Chamber Vacation Planner, changes to by-laws regarding ED compensation.

Guests: Tom Turnbull

Call to order (8:39)

I. **Approval of Minutes:** (8:39)

Approved: Patti, John R

II. **Chamber Report:** Tom Turnbull (8:40)

- New visitor guide is out. 100,000 printed and distributed throughout the Northeast and Canada. Copy in Genesee Valley Pennysaver.
- Annual Awards this Saturday. March 17, celebrate Ag Dinner, April 6-8th Home Show
- Small business workshops March-June in conjunction with the BID

III. **City Report:** Lisa Casey (8:44)

- Council approved for new City Manager search. Local Law 3 was approved. DRI meetings are still rolling. Pot holes in the city have been an issue being addressed. Budget for approval will be March 12th. Public is allowed to join the DRI meetings, next one is Friday, March 2nd at the City Center 8-11:30am. Kristine asked if Lisa's opinion would be considered with the new manager search. Patti affirmed that yes it would because the staff has to work closely with the next manager and that the public will have input as well.

IV. **Treasure Report:** Kristine (8:51)

- Review of current account balances.
- Marty asked why we hold money with certain banks and if Beth is happy with them. She is.
- Monthly expenses look normal.
- Fiscal year ends March 31st.
- Beth stated that the City issued a check for flowers and signage for Jackson Square Concerts.

Approved: Don, John R

V. **Committee Reports:** Various (8:59)

1. Promotions: (John R)

- Committee is finalizing on promotions for the year. Nailing down the best and most economical options to get the most for the money. Biggest push is to get the public to know who the BID is. Wine Walk theme is Casting Call, Movie Actors. 600 tickets and prices are the same. Working on enhancing the VIP experience.

2. Beertavia (Beth)

- July 28th. Promotions have started already, official sales will start March 17th. Looking to enhance the VIP experience as well. Beth stated there are all ready calls for tickets coming in.

3. Design: (Jen)

- As a committee there were tangibles set to attain for the year. Wifi downtown, trash cans, banners and public market.
- Did get some feedback from the consultant about the public market. The plan addresses one for 2.5million. Getting some push back from Ed Flynn about the budget. BID doesn't want to see a simple poll barn and would like the project to be a statement for the City.

4. Business Development: (Beth)

- Looking to redesign the new brochure for BID for businesses. Will be on the website as well.
- Trying to designate two blocks in our downtown as a historic district.

5. Public Market: (Beth)

- Opening day is June 8th

VI. **Executive Director Report:** Beth Kemp (9:13)

- DRI process is still continuing. Beth will be presenting on Friday for the Marketing and Public Market grants.
- 2018 Events flyers are out.
- Review of possible new board members to add. Looking for owners and tenants.
- Annual Meeting is Friday April 27th at 8:30am at the Generations Center.

MOTION: to approve the proposed changes to the compensation of the ED for sponsorships.

Approved: John R, Patti

VII. **Other:** (9:41) n/a

VIII. **Adjourned:** (10:08)

- Approved: Patti, John R