

Batavia Business Improvement District, Inc.

Board of Directors Meeting Minutes

December 19th, 2017

Present: Marty MacDonald, Jennifer Gray, Patti Pacino, Jeffery Gillard, Steve Krna, Paul Marchase, Beth Kemp, Paul Marchase, John Roache

Absent: Don Brown, John Bookmiller, Rob Walker, Kristine Duran, Leanna DiRisio

Location: TF Browns Restaurant

Guests: none

Call to order (8:52)

- I. **Approval of Minutes:**
 - Two corrections to November minutes; spelling of Patti Pacino's nameApproved: Marty, Patti
- II. **Chamber Report:** n/a
- III. **City Report:** n/a
- IV. **Treasure Report:** (8:54) Beth Kemp
 - review of current accounts: \$30,554 current balance
 - meeting with Jason Molino tomorrow to finalize budget for 2018
- V. **Committee Reports:** Various (9:00)
 1. Promotions, (John R)
 - review of next year's promotions and advertising, focusing on helping BID small businesses with start-up and sustaining when opening.
 2. Christmas in the City
 - 30 floats, needed more time for horse and buggy rides as there was a line all night. May need to close Center Street because of traffic and safety.
 - Moving the event to Saturday next year. Voted by the committee.
 - Rossicki & Rossicki were the winners of the float contest and Sunny's for the window display contest.
- VI. **Executive Director Report:** Beth Kemp (9:08)
 - DRI update for public market and re-branding/marketing submissions
 - Plan Architectural Studios helped with the submission of the DRI (for a fee) and a rough draft/plan of the market has been created for review.
 - January 22, 2018 will be a forum with Plan Arch. Studios for a visioning process. Will be a half day process.
- VII. **Other: (9:18)**

- Executive Committee have met and would like to recommend amending the by-laws to change the language that outlines the benefits offered to the ED for sponsorships obtained throughout the year. Currently the ED is given 5% bonus of all sponsorships over \$500 in a single sum. Would like the language to allow a 5% bonus of all sponsorship monies, regardless of the \$500 single-gift threshold.
- In addition the Executive Committee would like to recommend a salary increase in the amount of \$5000, for the ED, based on past year's performance. Needs to come to a vote to the entire board when there is a quorum.

VIII. **Adjourned:** (9:30am)

- Approved: Steve, John R