

BBID Board Meeting – October 23, 2018

Present: Jennifer Gray, Beth Kemp, Wesley Bedford, Don Brown, Marc Johnson, Lisa Casey, Patti Pacino, JoAnn Baiocco, Kristine Duran, Tom Turnbull, Leanna Di Risio

Absent: Rick Mancuso, John Bookmiller

Ex Absence: Tina Rose

Location: GO Art!

Documents: Sept Minutes, Financials

Call to Order: 8:37 am Motion Leanna Di Risio Second Marc Johnson

Recognize GO ART! Greg has been phenomenal restore Go Art! Doing a fabulous job! 20K in for the fundraiser. Will be given extra time to raise the rest. Will start up the Thursday Bar Challenge again for fundraising, culinary, open mic, jazz and jam, art classes, belly dancing. GoArt won best location for The Wine Walk. Doing Zombie OZ. Nov 1st Day of the Dead in Medina – Go Art! GO to website for events.

- I. Approval of minutes – September - Motion Leanna Di Risio Second Marc Johnson

- II. Tom Turnbull – Nov 1st Terry Hills 11:30 Annual Mtg. Small business workshops Wed Nov 14th how to grow your business on Twitter”. Talking to Greg Lindberg about small business workshops for next year. Any idea forward to Tom and he’ll try to plan for you. Nov 15th Smoozer – Harvester Incubator open to all “after hours networking”. Sam Campanella is retired and Tim Bock has taken his place. Any kind of small business counseling. Office at the GCEDC Office.

- III. City of Batavia
 - DPW
 1. Leaf pick up will be starting late October and all of November - A press release will go out
 2. Finishing up on all street repairs - Clinton/Liberty Street - Expected to be done on Thursday/Friday this week.
 3. Cleaning sanitary sewers throughout the City along with storm sewers and catch basins also on the list for repairs.
 4. Applications being submitted for TIP/STIP grant projects: 2020-2023 - Hoping to be awarded for the following streets: Jackson, Bank, Richmond and Harvester
 - City Mgr's Office:
 5. Marty Moore started on Oct 15th. Helping him to get acclimated. He lives here in the City with his wife and 18 year old son. He's happy to be here. I anticipate Marty at the November meeting.
 6. Budget underway - due to Council in January 2019
 7. Looking for Assistant City Manager and PT Clerk in City Clerk's Office
 8. New website rolling out on November 7th. Work is being done to it now, but you can still access.
 9. Will be sending out press release on vacancy of board positions.
 10. Lisa Neary will be contacting the BBID for the transfer of funds

- IV. Treasurer Report – Kristine – Review financials. City holding \$49.5K Kristine to work with Lisa Neary on the funds on reporting. BID Bank Acct Info Like the trending line. 54K assessment from the City following event profit right flow of funds.

Profit & Loss: \$425 Scarecrows and Wine Walk a success. Expense heavy in the professional fees for the filing and auditing due to Freed Maxick. Documents handed out Motion – Patti Second Leanna

Thank you Kristine for always doing a clear precise job.

- V. Promotions –
- a. Scarecrows Contest
 1. Dr Jain “Batavia Pediatric”
 2. Genesee Penny Saver
 3. Adam Toys Shop
 4. November 2nd take down
 5. T-Shirts has 45 posts left for the use of next year
 - b. Shop Small – November 24th - Beth ordered a bunch, received 3 days ago
 1. Do full page ad for Shop Small - received 8 business cards in advertising
 - c. Monitors Promotion – Retail one month, Service the next – Coming to an end.
 - d. Video Contract – finishing up with event videoing.
 - e. Mark Gutman – Wine Walk – working on streetscapes and corners
 - f. Chamber visitor guide – big spend but worth it. 2 full pages – 3600, 18 business covering half of it. Printing 20K additional (Kelly Rapone)
 - g. All year Chamber Visitor Guide (sent Northeast – 100,000 sent – thruway stops, Canada, throughout all of the Northeast – most picked up piece) 2 pages worth – can recoup half of it – vote to spend: Motion Leanna Seconded Joanne

- VI. Design:
- a. Empire Access – met with Jim Baase from Empire
 1. Take over equipment cost
 2. 15 access speed
 3. Speed
 4. Cost 38K
 1. Aerial cable Genesee Bank bldg to the Next Level Gym – was stated they thought the City has held Empire up regarding aerial wiring. 25K cost to bury vs aerial wiring
 2. Cameras can go up for surveillance and wiring for music (equip would be extra but the infrastructure)
 3. Lisa, Jen and Marc to talk to Marty regarding the aerial wiring. Set meeting up for November.
 4. Landing page will provide branding
 5. Medina – music is really nice
 6. Internet access, pockets of poor service, branding, surveillance
 7. After 5 years – pay for new access points and updated equipment but give the other service for free
 8. We have the capital money
 9. Point to Point – Jim Baase – why not?

b. Business Development

1. DRI discussion with BDC
 1. Valuable information to BBID (BDC brings to the table)
 2. BDC is not giving us a responsibility just giving us information for our businesses
 3. Interior and Exterior Façade updates
 4. Carrs Bldg – wants some of the DRI money
 5. 5 Years to complete for the matching DRI monies
 6. Bldg improvement fund is most ready to go to use – forward inquiries to Rachael at BDC
2. Wine Walks
 1. 600 Tickets
 2. 150 was VIP Tickets
 3. Give away best dress – 11 participating (101 Dalmatians), SAW (jigsaw)
 4. Total \$17,612 – Expenses 4K Banked: \$13,019
3. Christmas in the City
 1. Saturday, Dec 1st
 2. Parade 6 p.m.
 3. Events 2 p.m. to 6 p.m.
 4. Wendy's to Liberty/Summit
 5. Mailings ready to go out to business – window decorating contest, sponsoring (200 winner for window decorating, 100 cert to Penney saver). Asking Home Depot if they want to do craft and Habitat for Humanity Elves Workshop, Follow up with vendors (Lisa)
4. FeBREWary – February 23rd 5 to 8 p.m.
 1. Same as wine walk tkts
 2. Letters to breweries
 3. 25 stops max.
 4. Angotti's will sell beer tkts
 5. Beertavia – Expenses 14,000 Income 27,700
 6. Heard from wineries -March and April would be great because the harvest for wineries in Oct. Think about swapping from Oct to Mar/Apr
 7. 5 responses from breweries they will come.
5. Surveys – Hand out- In order
 1. Ellicott St Beautification –
 2. Wifi
 3. Downtown Signage Banners
 4. Electric Car Charging
 - a. Do we recruit more board members from Ellicott St area?
 - b. Façade improvement is most important.
 - c. Fun benches, do arts and culture update
6. Let's create sub-committee for the Capital Projects
 1. Who's interested
 - a. Marc
 - b. Patti
 - c. Lisa

- d. Joanne
- e. Ask Mollie Volks
- f. Jen to send meeting notice

7. Executive Director Resignation

- 1. Motion to accept resignation of Beth Kemp –

Motion Kristine Durand, Second, Wesley Bedford

8. Interim Director Search

- 1. 20 hours a week at \$20 an hour
- 2. Looking to keep the boat afloat in terms of events and administration
- 3. Asked Beth to stay on week or two more to do some training
 - a. Okay to pay Beth and interim?
 - b. Fill permanent position – by January
 - c. Leanna offered to step in interim
 - d. Issue is Leanna is on the board
 - e. Decent decision putting Leanna in position temp while looking for permanent

9. Hiring Committee

- 1. Lisa Casey
- 2. Leanna
- 3. Rick Mancuso

10. Leanna Resignation – Motion Don Brown Second Marc Johnson

11. Hire Leanna – Motion Patti Second Don - all in favor

VII. Web Hosting – quotes/price that currently paying

Millenium - 150

Marchase – 240

Ecompany – 175

Motion Leanna Second Patti

VIII. Recommendations – Board of Directors (2 vacancy)

- a. Reach out to Krysia or John Manger

Motion to Adjournment - Leanna Di Risio and Second Wesley Bedford