

Batavia Business Improvement District, Inc.
Board of Directors
Monthly Board Meeting @ Eli Fish Brewing Company
February 26, 2019

Present: Don Brown, Lisa Casey, Kristine Duran, Rick Mancuso, Leanna Di Risio, Patti Pacino, Tina Rose, Joanne Baiocco, Wesley Bedford, Barb Dietrich, Marc Johnson

Absent: Rob Walker

Ex Absence: Jennifer Gray, John Bookmiller

Guest: N/A

Location: Eli Fish Brewing Co.

Documents: January Minutes

Call to Order: 8:33 am Leanna DiRisio

Approval of minutes – Wesley Bedford to motion approved Seconded by Patti Pacino

- I. Eli Fish Brewing Company – Shannon Mott introduced a new menu. Changes made due to the fryers. Slowly rolling out new menu to not overwhelm patrons and staff. Eli Fish did some renovations, put up sound barriers and put a wall up to separate the dining area. Everything on the wall is sound proofing. Will be rolling out new beers. John created a bourbon beer. Very good! Continuing with the music on Fridays. Kitchen changes as well. Leanna, how about the FreshLab, what’s going on there? We would love to see someone new in the FreshLAB. Eden has baked goods and would like to expand her menu. The desserts are fantastic she has amazing pies and cakes. Working on weddings and other events. Please join us for the 1st anniversary party on March 30th.
- II. City Update – Lisa Casey
 - i. Business Meeting March 11th – to approve Budget
 - ii. Roof bids for City Centre to open shortly
 - iii. Not much damage in the City from wind storm (3 trees down)
- III. Finance update – Kristine
 - i. No treasurer report this morning, Kristine apologized. She will send one over for Jan and Feb. Kristine requested meeting with Barb.
- IV. Promotions – Leanna and Barb
 - i. Promotions meeting was cancelled last month due to attendance. Barb was informed that basically all committees have been dissolved except Promotions and FeBREWary, at which point, that committee obviously asked why they are still a committee? Barb will send out the next promotions committee reminder and also copy all members of FeBREWary, if they should choose to continue to work on that event.
 - ii. Leanna asked about bringing Business Development and Design committee back –Wesley can do a monthly update on BD since he’s on the BDC board.

Wesley is willing to report on DRI and other business development that is discussed in his board meetings. Design would require another group. Leanna thinks it would be a good idea to bring it back. A decision has not been made off of the survey that went out during the summer.

- iii. Bike racks and trash receptacles to be placed when weather turns over.
Leanna spoke with Ray.
- iv. FeBREWary Beer Walk –
 - Patti Pacino was at GoArt! – Fabulous time! Over 200 people at GoArt!.
 - How many tickets were sold? – Barb (not sure yet, need to count and report to Kristine) There was about 7K showing from paypal. Barb did not have the spreadsheet to go off of (she was not aware of it at the time to track). Barb said she received feedback about DD not paying next year. Comments: It's only \$5, we can't separate them out because then they won't be part of the group. There are advantages to pay the \$5 for DD. You get bottle water, bag with promotions/coupons, and entry into the locations.
 - Recap – some breweries not happy and some stores not happy. Mixed reviews. Lisa received good feedback when being at the different locations.
 - Barb to send out email for stores to get back with feedback on beer walk. As a committee we should have been more clear on the pour line – it needs to be smaller. Too many people had their mugs filled way to full. People complained that they didn't feel they got their money worth.
 - Barb will plan on a follow up meeting with the FeBREWary Committee and will have a full report at March's meeting. At that time, the BID board can make a decision about moving forward.
- v. Beertavia - Domain name needs to be switched over to Eli Fish if we move forward with turning the Beertavia over to Eli. Leanna to vote on changing the domain – no one opposed. Don said who decided that it should go away? He doesn't remember reading anything in the minutes about this. Lisa: I believe it's in the minute's couple months ago, it was discussed and decided that it would be in the best interest to let that event go because of the cost and intense amount of work related to run it. Looking at the Wine Walk proceeds and the little amount of work that goes into it moving to the Beer Walk seems most appropriate and least amount of work. Leanna said it was discussed.

- V. Nominating Committee – According to our By-Laws we do have to have a nominating committee. It looks like the last time there was compliance with the By-Laws was in 2008. President of the Board appoints the nominating committee – to be used for all Board Seats and Annual Awards. Ballots with new nominees will go out early March. We need to select so that we can select board members officially. Who would like to be part of the committee: Rick, Tina and Jen (per Leanna). Lisa brought up in last meeting there was a committee formed with Jen's direction. Don Brown, Marc Johnson and Jen. Marc to contact Jen to confirm if it was Nominating Committee since the minutes did not mention the type of committee.

- VI. Annual Meeting is confirmed for Generations Center April 26th from 8:30 a.m. to 9:30 a.m. After review 10 years of records – it seems to have an average of 80 attendees. Barb will be sending out RFQ's this week for breakfast menus and pricing.
- VII. IT Discussion – BBID: Barb enlisted the services of Millennium Computers for monthly reports and security. Barb was under the impression that the back-up services on the tower were operational – they were not. Noticed there are external hard drives (2) at office that has not been backed up in years– Marc realized nothing was being backed up. Historical information along with financials. Marc has corrected and backed up information and it is now secure. There is a charge through Millennium \$40 a month to handle the secure system. It's up to the board to move forward with service for security on the network. Kristine Duran to motion and Seconded by Leanna Di Risio.
- VIII. Word Press (Website) – backend - to work on Word Press needs extensive training. If we want to hire Beth to do this type of work she is available, however it doesn't need to be Beth. Barb does not have the experience in this. This is a web developer position. Barb could do limited changes to texts but not for large items. Leanna: should keep Beth to do the web developing. Barb to look over her shoulder to learn some basic things. There are some big changes that have to happen to website because of the events. Need a quote as web developer. Beth to provide. Leanna thought she remembers a quote for \$50 an hour. Rick stated we still need a quote to make a decision. This quote is for maintaining, training and creating – Barb to obtain from Beth Kemp.
- IX. Dave Howe offered to provide Barb with a desk to make the office look more professional. Dave asked Barb not to go in the common area and move things around. Leanna suggested just go in and see what's in there, Don said it's okay to go in and store a few things, Leanna said they only have a few boxes on that one wall and that's it.
- X. Sponsorship totals to date supplied by Barb in the packet handed out.
- XI. Rotary approved a donation of \$500 for flower pot request and M& T Bank approved a donation of \$3,000 for flower planters. Question – Wesley – Flower Planters? (Sponsor Jackson Square not Flower Planters) Rotary is giving \$500 not \$1000 this year. M&T 5K down to 3K. Barb to double check on that for Wesley. Barb to reach out to more businesses to see if they can assist in cost of flowers. \$1,350 the City will contribute towards hanging baskets. Barb asked Lisa didn't the email that she sent said the City did not have the funds. Lisa said that what she remembers is that there were funds set aside but not specifically mentioned for what (just flowers) but thought it was for hanging baskets not pots.

Barb please let me know if there is something I'm missing. I don't know what I don't know.

Next Schedule March 26th at GoArt!

Closed: 9:24 a.m. Motion to adjourn – Leanna Di Risio Seconded by Patti Pacino