



Board of Directors Board Meeting

February 23, 2021 at 8:30 a.m. via ZOOM

Present: Don Brown, Beth Kemp, Derek Geib, Marty MacDonald, Andrew Maguire, Rachael Tabelski, Jeff Gillard, Wesley Bedford, Marc Johnson, Patti Pacino, Peter Casey, Tom Turnbull

Excused: John Roche, Rick Mancuso

Absent: Ted Fortuna

Call to Order: (8:33 a.m.)

I. Approval of Minutes:

January 26, 2021 Board Meeting Minutes: M. MacDonald made a motion to approve, seconded by P. Pacino and approved by all.

II. Chamber Update:

Tom reported that their Awards Night will be virtual this year. Paul Figlow is recording the winners and the Chamber will have a video debut on YouTube and Facebook. They will be inviting the winners back to be recognized at next year's event as well. This year's Award Winners are: Business of the Year- Pellegrino Auto Sales, Ag Business -L & M Specialty Fabrication, Special Service- UMMC, Geneseean of the Year- Tammy Hathaway. The Home Show is postponed until later and they will have a safety plan in place. The next virtual workshop is Business Tips on coming out of the pandemic, April's workshop is online reputation for marketing. Tom will be retiring on March 22nd, Erik Fix has been selected as the new Chamber Director.

III. City Update:

R. Tabelski reported the City of Batavia is currently going through several budget meetings. Some items coming out of budget for this year are a few positions that will go unfilled, total assessed value of taxable property for this year is \$9.73 per thousand (\$.14 more than last year). The Muckdogs stadium has a confirmed new owner: Robbie Nichols. The Batavia Police Reform draft will be available for public viewing on the website. The BID District Plan amendments went to City Council last night to be moved forward for public hearing meeting on March 8th.

IV. BDC Update:

A. Maguire reported on project updates for Downtown: Eli Fish, 99 Main, Healthy Living Campus, Theater 56. A. Maguire thanks everyone that participated in the stakeholder meetings for the Jackson Square DRI project. Reported on a grant agreement for BOA sites, progress at Creek Park, and Housing Survey that has been sent out and seeks to gauge our market demand. Asks if we can please send along to others to get more input. Andrew presented to City Council in January on \$6 Million increase in total assessed value of properties and assistance to over 100 businesses.

V. Treasurer's Report: W. Bedford reported on the financials for January 2021: Operating Account: \$6,241.57 Events Acct: \$64,492.81 Capital Acct: \$260,009.42. B. Kemp reports a transfer of \$4,000 from Events Acct to Operating Acct on 2/18/2021 for low balance in operating account. J. Gillard made a motion to approve the Treasurer's Report for January 2021, seconded by M. MacDonald and approved by all.

VI. Committee Reports

a. Promotions Committee: B. Kemp reported that the committee discussed a year long raffle option to raise funds and give away a large item like an ATV. M. Johnson noted he had experience with similar raffles and they take a lot of time and money. P. Casey notes it's not the best time spent for the ED. After further discussion the board decided not to move forward with a raffle. B. Kemp and D. Brown also report doing a Downtown Donut Day to show our appreciation and support of other organizations and businesses downtown. Board would like to see that idea move forward for promotions committee.

b. Design Committee: B. Kemp presented a second banner design for the right side of poles down the median of Main Street for approval. Some board members noted you could not see the word "Explore" well enough on the banner and was decided to remove the word from the banner image. Board members discussed any controversy over including a monument on the banner with current culture climate. D. Brown took a vote for approval on banner: 7 yes, 1 no; banner is approved. B. Kemp also presented Design Committee options for holiday decorations: 32 Spiral Snowflakes from Raleigh's Outdoors \$14,900 total, 32 Poinsettias from Creative Displays \$17,440 total. J. Gillard made a motion to approve the chosen decorations to be purchased with capital funds, seconded by M. MacDonald and approved by all.

VII. Director Updates

B. Kemp reports that there is still no feedback from Bernard at Spectrum in regards to Wifi etc. The EV Car Charging stations are moving forward and both M. MacDonald and R. Mancuso continue to work with electrician Art Nicometto on the install. B. Kemp received a quote for payroll processing from Paychex, when compare to current plan with Complete Payroll the savings would be \$579.00/yr. Board agreed to switch over the payroll processing to Paychex. B. Kemp noted that given the pandemic situation still and event planning delay, that the office would not send out sponsorship forms until later April.

VIII. Board of Directors

a. By Laws & Responsibilities: J. Gillard made a motion to approve the amended bylaws with change to Article VII, Section F to read: "Executive Director / Downtown Manager shall receive 5% of all grants, sponsorships and donations, provided however, that additional compensation not to exceed 10%, may be approved by the Board of Directors from time-to-time at a regular or special meeting of the Board. This amount shall be paid quarterly through payroll with appropriate withholdings. The Treasurer is to be notified of any payments that are due", seconded by P. Casey, and approved by all. D. Brown noted that per our bylaws it is important that as a board member you are not to miss more than 2 consecutive meetings in a row and to make sure if you are not able to make a meeting that you are letting himself or Beth know for an excused absence.

b. Board Seat Nominations: B. Kemp and D. Brown presented 3 board member nominations to fill the current vacancies: Kourtney Kunichika (Islands Hawaiian Grill), Carolyn Houseknecht (Farmer's Insurance) and Ken Mistler (property owner). D. Geib makes a motion to approve Kourtney Kunichika

to the board, seconded by R. Tabelski, and approved by all. M. Johnson makes a motion to approve Carolyn Houseknecht to the board, seconded by P. Pacino, and approved by all. W. Bedford makes a motion to approve Ken Mistler to the board, seconded by M. Johnson, and approved by all. B. Kemp noted that all 3 new board members have agreed to be on the 2021 Annual Ballot for membership voting, and asks that any other nominations for board seats come forward by March 12th for BID Ballot mailing.

IX. Events/ Annual Meeting 2021 Discussion

B. Kemp would like full board discussion on events for 2021 as we start to open back up as well as desired format for the Annual Meeting. Jackson Square concerts have started to schedule in and she would like to plan on those for July and August with possible guidelines for masking and spacing in the outdoor space. Board agrees to plan on Jackson Square concerts. B. Kemp is questioning the Beertavia beer fest, and would like direction on if she should start planning that. Typically the BID plans Beertavia 5-6 months prior. M. Johnson notes the amount of work and cost that goes into that large of an event and would entertain a different format similar to the Beer Walk. After discussion board agrees to cancel Beertavia for this year, and look at a different format or event in its place. W. Bedford suggests a virtual annual meeting as we still are not able to have more than 50 in a space. Board agrees to do a virtual annual meeting presentation to the public. B. Kemp will work on putting the materials and video together. BID Board will recognize the 3 Award Winners from last year again with Video segments.

X. Other

M. MacDonald made a motion to adjourn the meeting at 9:28 AM, seconded by M. Johnson, and approved by all.

Next Meeting will via ZOOM on Tuesday, February 23, 2021 at 8:30 AM

Minutes respectfully submitted by: Beth Kemp