

BID Board Meeting Minutes
May 28, 2024

Call to Order: 8:40 AM

In Attendance: Stephanie, Erik, Glen, Brian, Tammy, Gail, Sara, Tammy, Kenny, Marty, Rachael and Pat

Director began by welcoming new Board members (Zack, Stephanie, and Gail). Shannon talked about the BID Board make up and we went around and introduced ourselves. The BID was in a strange position where all 3 Officers went off the Board so Shannon discussed who she wanted to nominate for new Officer positions.

Zack was nominated as Board President. Glen motioned, Rachel seconded, and all approved. Sara was nominated as Board Vice President. Glen motioned, Rache seconded and all approved.

Gail was nominated as Secretary, Glen motioned, Rachel seconded and all approved. Glen continues on as Treasurer.

Approval meeting minutes for March 2024: Glen made motion to approve the minutes, Kenny seconded and it was approved by all.

Treasurer's Report: Glen forgot his notes but they were sent out to all Board members. There was nothing out of the ordinary. Rachael mentioned the \$75,000 sitting as an "Other Expense." Shannon said that she and Gail are planning to go through and itemize these correctly but the largest portion of the "other expense" was the \$53,000 assessment. Most of these expenses will be moved before the next meeting. There were no further questions.

Committee Reports: Shannon has been working with the marketing committee to approve new banners for the BID District. The banners will include designs promoting Dining, Arts & Culture, Jackson Square, Farmer's Market and Shop Local. Shannon will email new designs to Board members this week. Colors are vibrant and will jazz up Main Street and the side streets with BID businesses.

Shannon mentions the Cider Walk is coming up June 22nd. 100 out of 300 tickets have already been sold. Although it is close, it has not been promoted heavily and should sell out before the date of the event. Police will be on hand but it is a friendly crowd so she does not foresee any trouble going on.

BID Boxcar Derby is coming together. Shannon, Gail and Kelsey attended the John Kennedy School Mud Run where all slots were filled up. Several local businesses and organizations have sponsored cars – My Cutz, Batavia Downs, Lizzie’s Ice Cream, Yn Goddess, and Police Department. There is a gap in funding at this point but the GCEDC had promised to make up any difference though all should continue to look for sponsors. This is the 3rd year of the Derby and there are many volunteers to help make this happen.

Shannon mentioned that at the previous meeting in March there was discussion about creating a panel of Board members to review the BID Director’s performance and asses any salary increase every February. It was found in the Rules and Regulations that the Officer Board members are assigned to this task.

Zack found the rule that Director is allowed to receive 5% of all grants and donations in excess of \$500 from a single source. Marty brought up that Shannon has never taken the 5%. He motioned that she begin doing so and Rachel seconded that she should at least quarterly. All approved.

Chamber Update: Brian brought up that the Chamber’s business directory is gearing up for print so for all business owners to get their information in. Ads are also due by Friday. They have a Chamber 101 event for new and existing members to learn about what the Chamber can do for them. Their next Business After Hours will be held at the Jello Museum June 20th.

City Update: Rachel suggested that after the meeting the Board go out the back door of Eli to look at the Jackson Square updates. The stage and concrete work are nearly complete and it looks great. The City is talking about putting a fence in behind Carr’s to shield the apartments from looking into kitchens and back doors.

Jackson Street paving should be completed by June 11th barring any bad weather.

Wayfinding signage is going up to help navigate to Jackson Square. Permanent seating is also going to be installed soon.

The new police station has broken ground. Rachel invited to Board members to attend the groundbreaking event to be held Friday May 31st at 11 am.

Erik took over to talk about the entrances to the mall. Demo is completed on 2 of the 4 old silo entrances and will be glass doors when completed within 60-90 days.

The Farmer’s Market has moved to the parking lot off School Street and everyone seems happy with this move.

BDC Update: Tammy discussed some exciting new funding opportunities for our downtown. A DRI grant is being applied for to update 8 to 12 businesses. Shannon and Tammy have

communicated with business and property owners in the BID District about this opportunity via email and Shannon only had one response. They will go door-to-door in the coming weeks to drum up more interest.

Rachel had exciting news that the State has announced a new round of funding for the Downtown Revitalization Initiative. 10 new communities will receive the funding and Batavia is in a position to take advantage of the new funding. The City and the BDC are organizing a Hard Hat Tour in the coming months to promote and discuss this opportunity.

Last question was from Pat who suggested that the BID promote more positive stories about what is happening in Batavia in order to thwart all of the negative comments that are posted on social media with every news article. Brian said that this is the new method of "changing and controlling the message" rather than being reactionary. Pat used the example of the police station. Shannon is hesitant to put anything out there for the naysayers to bash. There was some discussion on this topic and it seemed as though all were in favor, but nobody really knew how to begin doing this. Perhaps it's a discussion to continue on in the coming meetings.

At this point Rachel recommended we go out back to look at Jackson Square. The meeting was adjourned after a few minutes of discussion and a tour of the alley.