

BID Board Meeting Notes from October 24th, 2023 by Lauren Becht

Attendance: Shannon, Rachael, Brian, Glenn, Ken, Akari, Pat, Shelly, John, Lauren, Derek, Sara, Carrie, Tammy S

Excused: Tammy H, Peter, Marty

Meeting called to order at 8:31am by Derek

Approval of September Board Meeting Minutes:

Motion to approve by Pat, 2nd by Glenn

Treasury Reports: Glenn

Review of Profit & Loss statements for September emailed to Board members by Shannon. Glenn noted that there was more expenses in September, leading up to October for the wine walk, but that we should see a rebound with next month's posted financials.

Board President Update: Voting for interim board President, Derek will be stepping down as board President in January. Motion to nominate John Roche, 2nd by Carrie. None opposed. Motion passed.

Advertising for events. Issues regarding BIDs advertising and accusation that BID isn't supporting local media. Shannon reviewed the situation and the conversations she has had \$200/month for a "tile" on their website and we have not seen return from that type of advertising. BID utilizes Facebook boosts to reach a wider audience and has been very successful with seeing a rise in ticket sales after boosting posts. She is not opposed to advertising locally, and will still continue to do so, but for some events will continue to advertise where the BID will get the biggest return at a lesser cost. Financially speaking, local advertising is far more costly and as a non-profit we are seeking less costly alternatives or other local advertisers. Local Media was invited to come to the meeting to speak on this and declined.

A motion was made by Derek to keep advertising the way the Executive Director sees fit seconded by Lauren and approved by all.

Director Updates: Shannon

The new website is scheduled to be published within the next couple of weeks.

New banners and new garland have been ordered.

Applying for grant funding on behalf of businesses for next year, looking to start adding larger names and more dates to the Jackson Square concert series.

Shannon is working on updating local business information to include more and accurate contact information for her emailing list.

Letters have gone out to businesses regarding participation in CITC

Committee Reports: Lauren/Shannon

Christmas in the City is coming up on Saturday December 2nd. Horse and sleigh ride. Santa 2-5. Working to have less BID activities in the mall in order to get people out of the mall and into the downtown businesses. Pat shared that theater is expanding their events within the mall and continuing to grow the craft show.

Chamber of Commerce Update: Brian

Hosting workshop with GCEDC and other organizations at GCC. "Local resources to grow your business"

Chamber annual meeting next month - November 16th, 2023 at Terry Hills. Next after hours at Go Art in December. Eclipse merchandise is posted online, the Children's book has been published and the Chamber is expecting to receive a shipment within the next few days.

Gearing up for April

City of Batavia Update: Rachael

Jackson Square is under construction, the base of the stage is up. Silo project has been bid out and awarded. Working with businesses to ensure there is access by only doing one or two entrances at a time. Jackson Street water line work will begin soon. Bank St water line work is expected to begin after the new year. Main goal to keep traffic flowing and keep the community aware. Press release can be received in your email by going to the city website and signing up.

Batavia Development Corp Update: Rachael on behalf of Tammy

Main St Grant and Biff program finishing up. Hoping to hear more details in the next few months regarding other grant funding from NYS. Planning developers tour for Creek park, city center, the harvester, and more. Ellicott Station building is being winterized and waiting for next steps with that.

Meeting adjourned at 9:02am. Motion by Rachael, 2nd by Pat.

Next meeting: November 28th 2023 at 8:30am at Iburi Photography