

BID Board Meeting Minutes
February 25, 2025

In Attendance: Glenn, Tammy S., Leanne, Zack, Shannon, Sara, Stephanie, Brian, Tammy H., Akari, Pat, Shelly and Gail

Absent: Carrie, Michelle, Kenny, Rachael

Call to Order: 8:42 AM

Zack called the meeting to order.

Approval of Meeting Minutes for January 2025:

Pat motioned to approve minutes, Glenn seconded, all approved.

Treasurer's Report:

Glenn spoke briefly about the financials. There were no questions about items. Glenn recommends that if there are questions or concerns about financials ever to email him so that he can look into them before our meetings. Zack suggested that Shannon provide an income & expense report on each of the BID events after they happen.

Executive Committee Nominations Update:

The Executive Committee met last month to discuss nominations for a new Board member to fill Kenny's position that is coming available.

There were several suggestions but the decision was made to nominate Kelsey Dilcher from TVFCU. Kelsey is the Marketing Director at the Credit Union and has been a great asset to the BID, volunteering for several events, including coordinating the Christmas in the City Parade, helping with the Boxcar Derby and several of the walks. She has great ideas for marketing BID events and we look forward to welcoming her on the Board.

Gail motioned the nomination of Kelsey, Shelly seconded and all approved.

Director Update:

Shannon reminded everyone that the BID's Annual Meeting will be held April 10th at Center Street Smokehouse from 5-7 pm. All are welcome and encouraged to come. It's a really fun, laidback event where you can meet other business owners. There are several new businesses who are planning to attend so please come out to meet them and make them feel welcome.

One item discussed is the idea of working with the city to pass an ordinance allowing open containers in the downtown BID District. Shannon and Zack have looked into how other small cities like East Aurora and Lancaster have done this and have had great success raising additional funding and promoting business in the downtowns. The idea is to design and promote a “BID Cup” available for purchase at restaurants and bars that people can use to purchase drinks and walk around downtown to shop and socialize. The idea is to get people downtown to spend money.

Another benefit is that it will save the BID time and money on the wine and beer walks. Currently Shannon has to apply for liquor licenses for every participating business and building. This will put a blanket license on the downtown area so she won’t have to pay for each application and contact insurance companies for every business.

We had a brief discussion about suggestions and concerns, which included the promotion of underage drinking, alcoholism and potentially businesses not wanting the containers in their storefronts because of liability issues or concerns about damage to products etc. The businesses have a choice as to whether to participate and can put signs on their doors. And it is and always is the responsibility of the bars and restaurants to card every person before serving them alcohol.

This idea is still new and developing and a lot of details will still have to be worked out.

Erik said that in order for City Council to bring this proposed ordinance to discussion, the BID would have to write a letter to Council recommending that they put it on their agenda.

Zack motioned, Gail seconded and all approved.

Chamber Update:

Brian gave a brief summary of events coming up. The annual awards ceremony is coming up in March and several BID businesses have earned top honors this year. Congratulations to all! March 15th is also the Ag Dinner in Alexander which always sells out if anyone wants to attend. The Home Show is coming up in April. And the County is working on a new Branding Campaign.

Committee Update:

I reported that Febrewary was a success this year. The weather cooperated and though ticket sales were down this year, everyone who participated had only great things to say about the event.

BDC Update:

Tammy reported there is a lot of exciting progress coming to the downtown and throughout Batavia. A lot of new businesses are leasing and purchasing space in the City Centre. Game of

Throws is relocating from the Harvester Building to City Centre. There is a new golf simulation business called the SIM that also participated in the beer walk. They had a lot of interest as this was their grand opening. Matty closed on the JC Penny's space. What he is planning to do with it we are all eager to see!

City Update:

Rachael was unable to make the meeting so updates will be given at the next meeting.

Executive Session:

Non-voting members were excused and the executive committee went over the Director's annual review. As there was no official evaluation process in place, we did a little research and came up with a Rubric to follow going forward. The Rubric includes an evaluation questionnaire on the most important aspects of the Director's job including communication, finances and fundraising, vision for the future and lastly, work ethic. The Executive Committee will evaluate his/her performance in these areas on a scale from one to three on an annual basis. Whatever the percentage of points the Director receives will determine his/her raise – between 3 to 5% increase.

A motion was made to adjourn the meeting by Pat, seconded by Tammy S and approved by all.
9:42 AM

Thank you everyone for coming to the meeting!