

**BID Board Meeting Minutes**  
**June 24, 2024**  
**Eli Fish**

**Call to Order:** 8:35 by Zach

**In Attendance:** Stephaine, Pat, Zach, Sara, Tammy S., Shelly, Shannon, Gail, Michelle, Leanne, Rachael

**Absent:** Glen, Kelsey, Akari

**Approval meeting minutes for May 2025:** Rachael made motion to approve the minutes, Tammy S. seconded and was approved by all.

**Financials:** Glen was absent but Shannon asked me (Gail) to take a look at the financials for May. I did not see anything that stood out to question. Shannon and I have worked toward fixing the problems still lingering since 2019 and all adjustments are now made. There were no further questions. Rachael made the motion to approve the financials, Pat seconded the motion and all approved.

**Director Update:** Shannon began by saying that Kelsey was absent because she had some important work related obligations that needed to be completed today. She will be attending meetings in the future and apologizes for missing it.

Shannon said that she and Kelsey have been working on ideas for the BID website. Kelsey has a lot of ideas from a marketing standpoint for updating it further, by including links to the businesses listed.

For many years there were tech savvy people on the Board who volunteered to update the site. In the past few years, Beth Kemp, the previous Director, has offered to keep it updated as she has time. Since the BID needs more time committed to the website and Beth has a full time job, Kelsey suggested that Shannon look into outsourcing and paying a professional to update it regularly. Krysia Mager provided a proposal for not just updating it, but also providing some marketing and social media updates. The proposal was not cheap - \$700 per month – but Shannon believes we can pare it down to suit the BIDs needs. Tammy questioned the pricing for it but as stated above, Shannon will try to negotiate a better deal.

Rachael asked if she would also use Constant Contact to update the BIDs contact list since many of the emails are not making it to business and property owners and are being returned.

Zach said that the new marketing technique is to put videos out to the public and suggested Krysia create videos at various businesses and sites downtown to post to Facebook, Instagram and other outlets. We all agreed this was a good idea and an opportunity to show our Downtown in a positive light.

Rachael asked if Shannon needed us to provide her with the authority to spend \$3000 to start the process of hiring this person. Shannon said yes. Rachael motioned that the Board approve Shannon's authority to spend \$3000 to get started, Pat seconded and all approved.

Next we discussed the Jackson Square audio improvements that were mentioned at a previous Board meeting. Shannon received several quotes based on quality of the products - \$5,000, \$10,000 and \$15,000 projects. Shannon said by investing in the equipment, the BID will save on concerts in the long run because most bands charge the BID to bring their own audio equipment.

Zach said that sound quality is very important to concert-goers. He believes that since the BID has the money in the bank to pay for the equipment we should approve to spend it. The equipment then could also be used in the City Centre if and when concerts begin to be held in the colder months.

Rachael also spoke on this and said that the BID has quite a bit of money in the operating budget and it would be good to use it.

Pat said that the \$15,000 package is probably necessary because of the line array speakers. These types of speakers can provide the largest amount of sound and some bands actually would require them to play. He suggested we go big or go home.

Pat made a motion to approve the \$15,000 package, Sara seconded and all approved.

Shannon also mentioned a discussion had started to have frames commissioned to display posters on the Jackson Square stage. They could be used for upcoming events to be held back there, for sponsorships, for advertising which could possibly even make money. Rachael asked if the BID would coordinate the usage of the frames with those who requested to use them instead of the City so that there wouldn't be confusion and overlap of duties.

Rachael also suggested to use the capital budget to pay for them, though Shannon was having trouble finding a business to even give her a quote. A few Board members suggested Batavia Sign Company.

Zach asked for a motion to approve getting quotes, Tammy made the motion, Gail seconded and all approved.

July 11 marks the start of the Jackson Square concert series. Songbirds will kick it off which always has a great turnout.

Rachael brought up the new open container law that passed the City Council 2 weeks ago. As it turns out, when the City Attorney researched into the open container law, the post COVID law whereby you can purchase alcohol to carry out at restaurants is still in effect until 2027 or 2028.

We need to get together to come up with signage for businesses to either participate or not. Stephanie said that Matty has already designed a sign for Eli Fish and she thought that he would be willing to share the design with Shannon and the other businesses so we can create a uniform appearance for all signage.

Pat asked about whether we were going to go ahead with a design for the cup to be associated with the open container which was previously brought up to be a source of revenue for the BID. Shannon said that that idea has been tabled. They will use a clear, plastic cup for now and see how it goes first.

Zach said that even though there were a few people with a list of concerns, our job should be to implement the new law very carefully. If it ever becomes an issue, the police report it to the BID and to Rachael and if it has to be reversed or adjusted, it will be.

Pat suggested that though it is legal already, there should be a kick-off event to sort of advertise it and show those who had concerns that it is not a bad thing. Rachael agreed and reminded everyone that Jackson Square this past summer was like our beta-test of the open container law and there were zero problems reported by the police.

Zach gave a shoutout to Shannon for working so hard to get it passed, to Rachael for facilitating and guiding us through the process, to the Executive Board for supporting it and showing up to the City Council meeting.

Shannon made a side note about the behavior of Marlin Salmon after the council meeting stating that whether you agree or disagree, you still have to be professional and treat others with respect. Board members also commented on The Batavian not fact checking and

writing opinions not facts from Don Brown and Marlin, saying that the comments were slanderous and libel.

A few Board members discussed that the BID Board members are voted on by the BID property owners and represent ALL BID property owners, and those voted on speak for “the BID”.

**City Update:** Rachael only had two brief updates. The BDC is working with the City to apply for a \$300,000 micro business grant which will be for businesses with less than 5 employees. There is a list of businesses who have requested funding.

Lastly the City is applying for an Anchor Grant for 215 E Main St, which is the old Continental School of Beauty Building that Matty Gray has recently purchased. His goal is to put apartments in the top floors and retail on the bottom floor.

And the Carr’s building is almost complete and we will hopefully get a tour of it soon!

Meeting was adjourned at 9:09 am.

Next meeting July 29<sup>th</sup>, 8:30 am at Eli Fish. No meeting in August.