

BID Board Meeting Minutes
October 28, 2025

In Attendance: Kelsey, Sara, Zack, Shannon, Shelly, Pat, Leanne, Gail, Rachael, and Derek

Absent: Akari, Brian, Tammy S., Glenn

Call to Order: 8:35 AM

Zack called the meeting to order.

Approval of Meeting Minutes for September 2025:

Sara motioned to approve the minutes, Pat seconded, all approved.

Treasurer's Report:

Glen was absent so Shannon asked that I look over the financials. Nothing looked out of the ordinary except that the only income thus far was wine walk. Shannon said yes that half of the money was reported in September, and the other half will come through Event Brite in this month. There were no questions about items.

Committee Reports:

Wine Walk: The conversation went on about the Wine Walk and how successful and calm the event turned out. Registration went really smoothly at the Geico office. It was so efficient that within a half an hour more than half of the participants were processed and had started the walk. There were no complaints or bad press about the Wine Walk. The only snafu was that the new bar Euphoria was offering free Jello shots which is illegal. Shannon reached out to talk to the owners about participating through the BID going forward.

Trick or Treating: Everyone had a great time trick or treating downtown. The weather could not have been better for it and there were many people participating – police dept, fire dept, city council, and many more. It was another successful event geared towards kids which is great for the community.

Christmas in the City: Kelsey has begun emailing those who participated in the parade last year. She's already heard back from several who will participate again this year. She hopes to reach out to more clubs and organizations to join us for this year. If you know anyone who might be interested, please refer them to Kelsey.

Director Update:

Continuing on with Christmas in the City – Santa, the horse and carriage rides, the Brass Band have all been booked and Shannon has also scheduled the Batavia Concert Band for the parade. She's also acquired some igloos and snow globes and other decorations to make the downtown festive. Rachael also said that they are talking to Matty about turning JC Penny's into a kids zone for the day with bounce houses etc. Shannon asked if anyone knew a photographer for the photos with Santa.

Instead of paying a photographer, it was recommended that we use volunteers to take photos with parent's phones/cameras to save money. That way there is less admin with QR codes and parents can get access to the pictures immediately.

Shannon requested votes for two changes to the budget for this season.

First, several of the lit garlands that were used last year are no longer working. She asked for approval to spend \$5,000 of the capital account to replace the ones not working. Rachael motioned for approval, Pat seconded and all approved.

Second, approval to spend \$5,000 to replace the hanging flower baskets for next summer. The baskets and liners are growing weak. Baskets cost \$34 each and liners are \$12 each and there are approximately 100 to replace. This would mean spending about \$4,600. I (Gail) motioned, Leanne seconded and all approved.

Last we talked about a potential tree lighting ceremony downtown for the new tree that has been donated by the Lord Family. Rachael and Shannon will work on details together to potentially be held the Saturday after Thanksgiving which will kick off the Christmas season and be an announcement about the parade the following weekend.

City Update:

Rachael didn't have much to update other than the DRI grant is set to be submitted in the next week or two. There are a lot of potential projects coming to City Centre. There are a lot of meetings with business owners about progress in the city.

The meeting was adjourned at 9:15 am.