

# SCOTIA DISTRICT MANAGEMENT ASSOCIATION INC.

## SCOTIA BUSINESS IMPROVEMENT DISTRICT

### SEPTEMBER 11, 2013 MEETING MINUTES

A monthly meeting of the Scotia Business Improvement District was held on September 11, 2013 at First National Bank of Scotia, Mohawk Avenue.

The meeting was called to order by Chair Cathy Gatta at 8:05 a.m.

Present: Gail Hopper, Sandy Lattanzio, Nell Burrows, Ken Swain, Tom Gallant, Cathy Gatta, Gary Kelly, Rich Adams, Jack Collins, Charlie Palmer, Tina Koehler

1. **Approval of Minutes:** MOVED by Gary and seconded by Ken to approve the minutes from the July 10, 2013 meeting; unanimously approved.
2. **Treasurer's Report:** Ken reported no expenses in July and \$1475 for August. He said we have not received our assessment funds from the Village but that should be forthcoming. He added that we are below our budgeted figures so far and the tractor will be fully depreciated this year. Account balances are: checking-\$58.75; money market-\$39,937.35

MOVED by Tom and seconded by Gary to accept the Treasurer's report; unanimously approved. Ken added that Jim Amell will complete our 990 return by October 15.

3. **Chairman's Report:** Cathy said she met with the Village attorney to review the BID contract with the Village as well as the District Plan. She said that based on the original BID contract, our assessment should be based on a percentage of per-thousand-assessed value of BID properties. The attorney will look into this. She is also looking at Directors' and Officers' insurance and having the contract renew every year automatically with an opt-out clause. Cathy said she also wants to determine what duties the BID is responsible for and what the Village is responsible for within the BID.

There was discussion about having a year-round maintenance person as a contract employee, the limitations of our current tax rate structure, and holding some type of fundraiser to increase the BID budget. Cathy added that Nell is not considered an employee so we don't need workers' comp insurance. Tom asked about the possibility of the BID paying a Village employee to do the necessary maintenance work.

Cathy reported that she met with a representative from the Daily Gazette regarding advertising. We can do a half page ad for \$750 and the BID could pay for that under our marketing budget. There was discussion about sharing the cost with interested businesses on the Avenue. Gail suggested sending everything to the website and doing a smaller ad. She also mentioned using the dining guide or restaurant week and real estate sites or publications. There was further discussion about the effectiveness of newspaper advertising versus cable or radio. Cathy added that the website is not where we need it to be yet.

Gail said the Chamber is going to partner with the SBA to present short courses regarding business development etc—these will be at the Chamber office and cost \$20-\$30.

Gary asked about finding help to fill vacant buildings. Cathy said she will speak to Ray Gillen about this. She added that the cleanup of the McDonalds property is complete and Mazzone will be purchasing this property.

4. **Executive Director:** Nell said the brochure is being worked on but didn't have a sample yet. Bill Pytlovany said he will take a photo of the clock on the Village green. Nell will send this when she receives it. She added that she requested the assessment funds from the Village after our last meeting.

Nell had received a request from the McEvoy's regarding a 5K race for the benefit of Dyslexia—the "D Dash" on October 19—sponsorships are available and they are looking for donations as well.

5. **Special Events:** Jack Collins said this committee has started planning for Holiday on the Avenue; he noted that this event has traditionally been held on the first Sunday of December which, this year happens to fall on Thanksgiving weekend. The committee will decide whether to hold the event on Dec 8 or possibly before Thanksgiving.
6. **Municipal Report:** None
7. **Old Business:** Tom asked about grants. Nell said there was nothing in the current quarter cycle that we would qualify for but we are on the calendar of our grant-writing firm. Gail mentioned that Canal grants had been available.

Cathy said the bowling alley had received a façade grant and suggested inviting Ray Gillen to the next meeting to try and get more participation. She will contact him.

8. **New Business:** Jack mentioned a concrete cutting company which fixes or shaves concrete sidewalks to eliminate tripping hazards rather than having to replace whole sections of walks; he suggested this might be an alternative for those who want to reduce the expense of replacing sidewalks—[www.safesidewalks.com](http://www.safesidewalks.com). Nell said if there is enough interest on the Avenue we could coordinate a sidewalk repair day.

Jack notified the BID that he and Vince are dissolving their company—they had worked for the Village and the BID to place and remove the benches and flower pots from the Avenue—so they will no longer be performing this service. Gary suggested asking respective businesses to take in the bench which is at their location before Halloween. There was also more discussion about what to do with the flower pots; Gary suggested a contest to decorate them among high school students—he will contact the high school art department.

MOVED by Ken and seconded by Tom to adjourn the meeting; unanimously approved. The meeting adjourned at 9:25 a.m.

**NEXT MEETING: October 9—at the Turf Tavern. ????**

Tina Koehler  
BID Secretary