

SCOTIA DISTRICT MANAGEMENT ASSOCIATION

SCOTIA BUSINESS IMPROVEMENT DISTRICT

MEETING MINUTES DECEMBER 12, 2013

A monthly meeting of the Scotia Business Improvement District was held on Wednesday, December 12, 2013 at the Turf Tavern, Mohawk Avenue, Scotia, NY

The meeting was called to order by Chair Cathy Gatta at 8:06 a.m.

Present: Nell Burrows, Cathy Gatta, Kris Kastberg, Gail Hopper, Alan Payette, Cheryl Hill, Sandy Lattanzio, Richard Adams, Rod Rowledge, Charlie Palmer, Tina Koehler

Special Presentation: Cathy introduced Cheryl Hill, publisher of “Your Hometowne” magazine, to discuss advertising possibilities for the BID. Cheryl distributed some copies of her publication and said she has been producing “Your Hometowne” for four years and has a mail distribution of 13,500 in the Scotia/Glenville; Burnt Hills/Ballston Lake market. She does not accept advertising from big-box stores and tries to stick with local small businesses. The Town of Glenville has placed its newsletter in the paper which involves a distribution of 20,000 with the Town paying for the extra distribution.

Cheryl said she has partnered with Jimapco and could do a map of Scotia and pick a mail route which would bring in people from other areas. To publish a map and a directory of businesses would cost \$350 per page--\$700 total. Questions were whether to open something like this to other Scotia businesses. Cathy asked if Cheryl would do the legwork for something like this—Cheryl said she would contact people by email first and then follow up. Nell said if we limited an ad to the BID we could subsidize some of the cost; Tom said we could allow others to advertise and let them know the rate for their ad. Cheryl added that she re-evaluates her mailing list and would be willing to add other areas within the Village if we thought it would be worthwhile. The suggestion was made to subsidize BID members and the charge other businesses within the Village. Gail asked about doing an editorial for the BID in the paper and Cheryl said she would welcome that.

Tom asked the rate for the back cover; Cheryl said it is \$650 and \$350/page inside. The inside front cover is a premium rate and tends to be reserved months in advance. Cheryl’s email is yourhometowne@gmail.com and asked that people join her facebook page. Cathy indicated

that the BID would discuss the offered possibilities and contact Cheryl. She thanked Cheryl for her presentation.

Approval of Minutes: MOVED by Tom and seconded by Charlie to approve the minutes from the November 2013 meeting; unanimously approved.

Treasurer's Report: Ken Swain was not present but had emailed the report showing little change from the previous month. MOVED by Cathy and seconded by Tom to accept the Treasurer's report; unanimously approved.

Executive Director: Nell gave the floor to Rich Adams who announced that he would be offering on-screen advertising at Scotia Cinema which is being coordinated by Peter Rousseau; these spots will be 12 minutes before the movie and a production company is lined up for 30 second and one minute ads interspersed with photos of area landmarks. These will be live ads trying to maintain local flavor. Rich said he is looking to start this after the holidays—around March 1 and the production company will put these together. He doesn't have prices yet. Gail asked about still ads which would involve lower cost; Rich said he would consider these and doesn't yet know what the production costs will be but said he should have more concrete information at the next BID meeting.

Nell reported that Holiday on the Avenue went well; the picture booth was busy as was Santa. The Scotia Diner was the winner of the Chili contest—Tom noted that the Turf would have taken part in this but somehow got lost in the preparation. Nell said she would talk to the coordinators. Nell also felt we should have a banner to display at various events.

Nell showed pictures of some of the businesses on the Avenue which did not have usable photos previously. Rich asked about moving HOA later in the day to bring dusk into the time frame—maybe 2-5. Nell will suggest this to the coordinators.

Municipal Report: Mayor Kastberg said the Village has a new Trustee—Gregg Zemen, a GE employee. He said the Village has contracted with Elite Media to run the Village website and will include Facebook and Twitter adding that they will design the website for free because it's for a municipality.

The Mayor said new water bills are coming out from the newly installed remote meters which will be based on actual usage and will be sent two weeks earlier than usual so people can plan for what might be a larger bill. He felt there might be the ability to lower rates eventually because of more accurate readings and actual day-to-day usage.

Kris said that every January he asks his department heads for initiatives for the coming year which include measurable objectives. Those that affect the BID are:

1. Listing business opportunities on the website, vacant properties. He felt that Tom Gifford could take this on.
2. Code enforcement zones—he would like to divide the Village into zones in order to enforce the property maintenance codes.
3. Resurfacing Sunnyside Road bridge next summer.
4. Home-buyer incentive program—both banks will be involved in this and might include forgiving fees for permits to fix homes. He added that the loan program will have increased income levels for this purpose.
5. He would like to put together an outreach program to construct a dog park, and would like to establish zoning, planning, park and traffic safety boards composed of local citizens but added it is difficult to get people to participate. There will be notices for volunteers with descriptions of the positions and responsibilities.

Old Business: None

New Business: Alan asked about the BID website. Nell will follow up again. Tina brought up the discussion of bi-monthly meetings rather than monthly. Further discussion will follow.

MOVED by Charlie and seconded by Cathy to adjourn the meeting; unanimously approved. The meeting adjourned at 9:18 a.m.

Tina Koehler

BID Secretary