

SCOTIA DISTRICT MANAGEMENT ASSOCIATION

SCOTIA BUSINESS IMPROVEMENT DISTRICT

MEETING MINUTES NOVEMBER 12, 2014

A monthly meeting of the Scotia Business Improvement District was held on Wednesday, November 12, 2014 at the Turf Tavern, Mohawk Avenue, Scotia, NY.

The meeting was called to order by Chair Charlie Palmer at 8:10 a.m.

Approval of Minutes: **MOVED** by Ken and seconded by Tom to approve the minutes.

Treasurer's Report: Ken reported the BID spent \$1200 for tractor maintenance and the ad at the theater. We received the money from the Village. **MOVED** by Sandy and seconded by Tom to accept the Treasurer's report; unanimously approved.

Municipal Report: Charlie read the Municipal Report from Kris. The new resident packs were ready. He suggested that the businesses throw in a key chain or pen from their business as an advertising tool. Holiday on the Avenue is on December 7th. Kris asked that the businesses clean their sidewalks before Friday for street sweeping.

Complete Streets Program: Charlie reported about the Complete Streets program. Cathy and Kris were in attendance, along with public works. The master plan for the strip is safety, access, roads and to draw people to the village. The engineering firm comes up with a plan that is free and the village can apply for grants.

Glenville master plan needs a representative from the BID. Tom said he would attend the meeting in January. The meetings are in the evenings at the Senior Center.

They are assessing where the town is now and looking ahead at re-development. Charlie will send out an email about the meetings.

Brochures: Ed asked whether the Village needed brochures for the new family packets. Charlie said he would store the brochures at his office.

Advertising: Tom has 300 water bottles to hand out at events for advertising the BID. Jack mentioned he would take the boxes of bottles to the bank for storage. He suggested that we could give some of the bottles to Santa to hand out at Holiday on the Avenue, and the car show entrants.

The water bottles cost \$1.60 each including shipping. Amsterdam printing printed the BID information on the bottles. They cost \$1.01 for bottle set up charges and shipping.

Holiday on the Avenue: Ed has the banner to use. The BID was a sponsor for Holiday on the Avenue donating \$1,000. Tom said he spoke with the woman from Your Hometown regarding Holiday on the Avenue. There is a half-page ad in the Gazette promoting the event. Ed asked if there was money for advertising to get our logo in the ad in color.

It was mentioned that Karen needs help with special events. Jack has been helping Karen with special events in the village. The posters are going out. This week is the deadline for Holiday on the Avenue. Alan mentioned that Karen asked him to play music for the event.

Facebook: The BID's website and Facebook page is up to 600 people. Ed uses Facebook and connected other businesses. We could create an event on Facebook to promote the Village special events. Ed said he would be a resource for Facebook if businesses were interested in using Facebook as an advertising tool for their business. Charlie mentioned we could even post ribbon cutting ceremonies on the Facebook page. Alan advertises on Facebook for his band gigs. He said the average cost for advertising on Facebook is about 26 cents. We all agreed that more events should be posted on Facebook.

Benches & Flower Pots: Charlie mentioned the benches and pots should probably be removed soon before Thanksgiving. They are being stored at the bank. The extra benches that were stored at the old sewer plant were put along the walking path by the Parks Department. We talked about asking the businesses to adopt a bench and store it for the winter.

MOVED by Jack and seconded by Tom to adjourn the meeting; unanimously approved. The meeting adjourned at 9:15 a.m.