

Scotia District Management Association

Scotia Business Improvement District

Meeting Minutes April 8, 2015

A monthly meeting of the Scotia Business Improvement District was held on Wednesday, April 8, 2015 at the Turf Tavern, Mohawk Avenue, Scotia, NY.

The meeting was called to order by Chair Charlie Palmer at 8:02 a.m.

**Attendance:** Charlie Palmer, Ken Swain, Tom Gallant, Alan Payette, Gary Kelly, Ed Rosenberg, Frank Deluca, Jack Collins, Gail Hopper, Art Olson, Nadine Cerniglia, Kris Kastberg, Rich Adams.

**Approval of Minutes:** Moved by Ken Swain and seconded by Tom Gallant to approve the minutes: unanimously approved.

**Treasurer's Report:** Ken reported the BID had only a few expenditures last month and we are under budget. Moved by Alan Payette and seconded by Rich Adams; unanimously approved.

**Facebook:** Ed reported that our campaign to promote the March gift certificate never got promoted because of too many words. We had low participation and will strike this up to learning the hard way. A winner will be chosen and the prize awarded to one of the respondents.

**Guest Speaker – Nadine from Albany Broadcasting:** Spoke about radio advertisements (maybe supporting a traffic report) that would be spread out between many different stations with different market demographics. The idea is for the BID and business owners to co-advertise thus benefitting all of us and making the cost less for the individual business owner. These would run on a rotating basis across all stations. Nadine will get together some numbers for us so we can share it with the BID and gage how much interest we have.

**Guest Speaker – Art Olson from Olson Signs:** Art has replaced the winter banners with the "Village of Scotia" banners and showed us a few samples of vinyl banners that can be hung on the black lamp posts that will not be in danger of being hit by trucks and will also allow us to be more flexible in promoting events like the car show or Freedom Park. There will also be a spot for a business to advertise or sponsor a banner or two. He is drawing up a few examples for us to view and make a decision on. We are hoping to have these in place before the parade.

**Guest Speaker – Kris Kastberg – Mayor update:** Kris gave us many updates on what is on the agenda for this year.

- The McDonalds property has been purchased by the Mazzone Group and a nice office building is in the planning stages for that location with half retail and half office.

- The parade is May 20<sup>th</sup> and power washing of the sidewalks will be done in the week prior. We will be notified when a firm date is established.
- Bike paths will be paved this year and sidewalks will be added to Schermerhorn St.
- Car show will be on Father's Day and will be organized by the Elks.
- Docks will be installed around mid-June.
- Fireworks show at Jumping Jacks is Friday 6/26<sup>th</sup>.
- They are also looking at replacing the sign to an electronic digital sign.
- A committee is in place to look at putting in a dog park by the Flint house.

Annual meeting to be May 13<sup>th</sup> at 8:00am at the Turf.

Moved by Ed and seconded by Gary to adjourn the meeting: unanimously approved. Meeting adjourned at 9:21am.