



**BASWA General Meeting  
February 9, 2005 @ 6:00pm  
The Keg**

**BASWA Thanks Ed Schram for hosting this month's meeting, Thanks Ed!**

Attendance: Philip Duquette, Tracy Saville, Dick Poole, John White, Eileen Thomas, Ed Schram, Lauren Daley and Joe DiDonoto. No questions were presented regarding last meeting and or minutes.

**Street Banners**

The street banners are complete and can be seen at SWPC offices. Install has been delayed pending street pole painting (hunter green.)

**SEI Marketing Project**

South Clinton Merchants Association has joined BASWA for the SEI marketing project. SCMA and BASWA will have over 30 restaurants in the brochure. Lauren will confirm all participating business listing information and printing should begin by the end of February. \$6000 has been set aside for current printing. Once the restaurant brochure is complete a retail version will be initiated.

Brochures will be distributed in BASWA/SCMA neighborhood businesses, local colleges, and hospitals. HUD funding will only pay for brochures distributed in BASWA/SCMA neighborhoods; SEI will pay for brochures out of merchant association neighborhood areas.

The Little Theatre has begun displaying a slide in all theaters featuring "South Wedge Savor our Flavor" logo. Slide encourages movie goers to consider a dinner in the South Wedge and a movie.

**UR RED Site**

After reviewing the UR RED web site Philip will meet with Neil Pawlowski to discuss current site maps and info. Current map doesn't show South Avenue and incorrectly maps other streets that don't actually intersect.

**NYS Main Street Grant**

SWPC has sent letters to eligible South Avenue commercial property owners regarding grant restrictions, applications and area eligibility map. The current version of The Wedge includes an article by Eileen Thomas on the grant. Exclusions include improvements on existing structures only with mixed use buildings also must meet credentials for affordable housing. On a positive note, no owner income ceilings are exist.

**Library Valentine's Day Fundraiser**

The library will be blanketing the surrounding area with notices that when returned to the library the holder receives a free gift. The library is trying to create a Library District and generate increased community interest in the library.

**Donation Request**

Jeanne Stillman is accepting donations from area businesses for participants of the NYS Chapter of Rochester Association for the Education of Young Children. Jeanne would like to create baskets for the student volunteers who will assist with the event. Suggested donations include buy 1 get 1 certificates. A total of 200 baskets are being generated. Please contact Jeanne Stillman to participate at [jstillman50@msn.com](mailto:jstillman50@msn.com).

**2005 GAGV Gay Parade**

In July the GAGV parade will start at Goodman Street to Gregory Street and then proceed up South Avenue to Highland Park Bowl. 4,000-6,000 people will be lining the parade route and presents a unique opportunity to businesses in the area. Event activities will be at Highland Bowl (music and drinks) but post party participants could spill over into the BASWA area. If you have any ideas for capturing post event participants please contact

[TSaville@rochester.rr.com](mailto:TSaville@rochester.rr.com). Tracy will contact GAGV for additional details on event to coordinate BASWA response.

### **BASWA Monthly Meetings**

Starting in 2005 BASWA meetings will alternate between 2<sup>nd</sup> Monday at 8:30am and 2<sup>nd</sup> Wednesday at 6:00pm. Meeting locations will rotate between volunteering businesses. If you would like to host a BASWA AM or PM meeting please email contact Philip at [PhilipDuquette@MSN.COM](mailto:PhilipDuquette@MSN.COM). Email meeting reminders will be sent 1 week and 1 day before meeting time. All email address changes should be forwarded to [TSaville@rochester.rr.com](mailto:TSaville@rochester.rr.com).

**Next BASWA meeting will be Monday, March 14 at Premier Pastry (433 South Avenue.)  
Meeting time is 8:30 am.**