



BUSINESS ASSOCIATION  
OF THE SOUTH WEDGE AREA

**BASWA General Meeting  
June 9, 2005 @ 5:00 pm @ LUX Bar**

**BASWA would like to thank Karrie Laughton for hosting this month's meeting.  
Thank you Karrie!**

Attendance: Philip Duquette, Tracy Saville, John White, Karrie Laughton, Terry Bauer, Dave Halter, Lauren Daley,  
Chris Jones, and Daisy Algarin  
No questions were presented regarding last meeting and or minutes.

**Street Banners: Order yours now!**

The street banners (8) are complete and can be seen at SWPC offices. BASWA is going to press SWPC for install of banners ASAP. BASWA would like to install banners to complement South Avenue construction completion. BASWA has decided to purchase an additional (8) banners to increase banner visibility. Several businesses have offered to purchase additional banners for install near their establishments: R Salon (5), Historic House Parts (2), Beale Street Café (1), Cheesy Eddie's (1), Pride Connection (1) and Premier Pastry (1).

Each banner costs \$100 and BASWA will pay banner install costs. If you would like to participate in this opportunity to blanket the neighborhood with South Wedge banners please respond to this email or contact Philip Duquette at [philipduquette@msn.com](mailto:philipduquette@msn.com) by July 8. Adjacent businesses can share the cost of banners to make banner purchase more affordable. This is a great opportunity to help define the South Wedge area boundaries and features.



**Star Alley Puppy Playground**

Project is stalled due to City of Rochester concerns with fence installation (city doesn't want any permanent structures installed on city property.). A walk through has been setup with Councilman Bill Pritchard to discuss fence install and obtain backing for the project. The final steps are fencing, water, and waste bag dispenser installations. BASWA is also looking at different options for trash disposal.

Several name suggestions have been proposed. The City of Rochester doesn't want to refer to the area as a dog park. In the future the "puppy playground" will be referred to as Star Alley Speakeasy.

**South Avenue Planters**

BASWA is researching sources for street planters to match existing planters on South Avenue. With bump out install goal is to place planters at bump outs to increase planting visibility and alert street traffic of bump out construction. 7 planters are currently concentrated around Gregory Street and belong to SWPC.

Option 1:  
The ParkCatalog.com



30x24x12 Available in 33 non-stock colors. Weep (drain) holes available at no additional cost. Seamless Fiberglass design with no sharp edges. UV-stabilized finish with permanent gel-coat.

**Very expensive, have a 20-24 year life expectancy. Not local. ~\$2700**

Option 2:

Ron Maier has constructed 6 planters similar to current planters.

**Affordable, unknown life expectancy. Local. ~\$600**

BASWA will purchase planters from both sources. New planters will be placed at Comfort (2), Alexander (2), and Hamilton (2) Streets. Approval has been obtained to move 2 of the existing planters to the corner of Averill Street and South Avenue (2). BASWA will refrain from putting planters near bus stops to prohibit use as trash cans. Association businesses can adopt a planter and plant what ever flowers they like, however, planters themselves should not be altered. Several businesses expressed a desire to have a planter located near their store front, will investigate if additional planters available from Ron.

## **SWPC News**

### **Recipe Book Fundraiser**

SWPC is selling a cookbook featuring area restaurant and resident recipes. Cookbooks will be sold for \$12 each or free with a \$50 SWPC membership. Please forward recipes to SWPC at SWPC.ORG. The cookbook makes a great gift and will available for the holiday season 2005.

### **Mt. Hope Development**

A \$300,000 development grant has been obtained to construct bump outs on Mt. Hope Street. SWPC will provide additional details at a later date.

### **SUNY Geneseo Marketing Study**

Results are back from Marketing study. SWPC will provide additional data at a later date. Major issue is marketing both the South Wedge area along with the business when marketing. Businesses are encouraged to use the South Wedge logo "South Wedge, Savor Our Flavor" whenever possible. Logo .jpg will be included in minutes for business use in all advertising where appropriate. A large number of survey participants had no concept of what businesses are in the South Wedge is or where it's located.

### **Swillburg Neighborhood**

Swillburg Neighborhood has become a fiduciary of SWPC. Contact SWPC for additional information.

## **Greater Rochester Visitors Association**

BASWA has joined the Greater Rochester Visitors Association. Membership allows South Wedge area retail and business brochure distribution at GRVA locations and entitles BASWA members to join at reduced cost (\$100.) Membership benefits include website link to VisitRochester.com, brochure distribution, opportunity to post special offers/events on GRVA website (receives over 1 million hits a year), member discounts on advertising in Visit Rochester (the official visitors guide to for Rochester) and confidential convention calendars. See the attached word doc regarding GRVA for additional information.

## **Certificate of Use discussion**

The city is going alphabetically by street for Certificate of Use photo processing. If you have any concerns regarding availability for photo processing, please contact Philip. Special arrangements may be arranged depending on need and number of complaints. Please forward all concerns or complaints to BASWA regarding current Certificate of Use requirements.

## International Harvest Festival and Parade

South Clinton Merchant Association is holding an International Festival and Parade Saturday, September 10 at 11am. The parade will host a variety of nationalities and end at a festival site (green space behind South Wedge Diner.) Tables for businesses are available at \$25 each to sell retail items. There will be a wide variety of entertainment and food available. Please contact Lauren Daley at SWPC or Pete Saxe at the South Clinton NET office for additional information. **06/29/05 UPDATE:** International Harvest Festival has been postponed until 2006 season.

## Pac-Tac Bucks

In an effort to encourage Pac Tac participation, the Wedge Point Block Club and BASWA have created Pac-Tac Bucks. Pac Tac Bucks are given to volunteers who walk the Pac Tac beat in the South Wedge. Volunteers redeem the Pac Tac Bucks at participating businesses in the South Wedge. The business then redeems Pac-Tac Bucks for face value to BASWA. This process encourages people to volunteer for PAC TAC while increasing foot traffic to South Wedge businesses. An additional benefit is the face to face interaction with the volunteers assisting in the protection of our homes and businesses.

To review the program,

1. Pac-Tac walkers will receive Pac-Tac Bucks as a reward for their time. The more they walk the more they earn.
2. The Pac-Tac volunteer will "spend" their Pac-Tac Bucks in your establishment. You would deduct the value of their Bucks from the total bill. No cash should be given in exchange for the Bucks.
3. Whenever you have some Pac-Tac Bucks you would like to turn in, let Philip Duquette at Premier Pastry know either by phone (727-2820) or email ([philipduquette@msn.com](mailto:philipduquette@msn.com)). You will receive the cash value of the Pac-Tac Bucks turned in. ( Turn in 4 \$3 Pac Tac Bucks, get \$12 in cash)

All Pac-Tac Bucks will be embossed with a BASWA embosser to prevent Xerox duplication.

## New Businesses

Lavender Dejavue and Thad's Place recently opened on South Avenue. Please stop in and say hello, shop and get a haircut!

## BASWA Executive Committee Elections

The 2005 BASWA officers are:

President Philip Duquette ([philipduquette@msn.com](mailto:philipduquette@msn.com))

Vice-President (unfilled)

Treasurer Chris Jones ([info@historichouseparts.com](mailto:info@historichouseparts.com))

Secretary Tracy Saville ([tsaville@rochester.rr.com](mailto:tsaville@rochester.rr.com))

If you would like to participate in BASWA as vice-president please respond to this email.

## South Avenue Construction

Bump out construction is mostly complete. The brick crosswalks will be installed last. Project completion is scheduled for first week of July. Please use the following phone numbers to contact street construction crew, starting with Bill.

1. Bill from Bergmann (721-4463) who will be on site overseeing the project.
2. Sid Reedhead (737-8004), Bergmann Engineer in Charge of construction.  
Field Office Phone: 254- 5481, email: [sreedhead@bergmannpc.com](mailto:sreedhead@bergmannpc.com)
3. Jim Cortina (281-6262), construction manager from the City of Rochester.  
Office: 428-6781, email: [cortina@cityofrochester.gov](mailto:cortina@cityofrochester.gov)
4. Tom Lichtenthal, Bergmann Project Engineer (Design)  
Office: 232-5137 ext. 308, email: [tlichtenthal@bergmannpc.com](mailto:tlichtenthal@bergmannpc.com)

If you have any other questions, feel free to contact Philip Duquette ([philipduquette@msn.com](mailto:philipduquette@msn.com))

## Membership Drive 2005

BASWA will sponsor 2 membership drives 2005. The July BASWA meeting will again be held at LUX. The meeting is a membership drive and each \$100 membership will get the member a BASWA beer mug and free drink. Existing members will also receive a beer mug and free drink. Due to excessive paperwork required for quarterly membership renewals, annual membership is encouraged.

## Financial Report:

Financial Report  
June 15, 2005

### Cash on Hand

Bank Balance as of 05/09/15	\$ 118.89
Income May 10-June 15	
T shirt sales - \$385.00	
Membership - \$50.00	
EDD Grants - \$6394.79	\$ 6829.79
Expenses for May 10-June 15	
Brochure - \$2500.00	
T-Shirts - \$695.00	
Photocopying - \$7.26	(\$ 3202.26)
TOTAL	\$3746.42
Pending Income	
T Shirt Sales	\$ 382.00
Membership	\$ 0.00
Sector Six Grant	\$ 488.22
City of Rochester Economic Dev. Grant	\$ 3605.21
TOTAL	\$4475.43
Pending Expenses	
T Shirts	\$ 0.00
Banners (8 more)	\$ 800.00
Banner Installation	\$ 400.00
Newsletter Expenses	\$ 75.00
Puppy Playground in Star Alley	\$3000.00
Planters/Street Beautification	\$3000.00
TOTAL	\$7275.00
TOTAL SURPLUS / (DEFICIT)	\$946.85

## BASWA Call For Membership!

BASWA would like to invite you to become a member of the Business Association of the South Wedge Area (BASWA.) As fellow business owners in the South Wedge, we know how hard you work to make your business a success. The Business Association of the South Wedge Area gives us the opportunity to work together to address the issues that affect all of us and present a united front to the community at large. Your participation and individual talents are needed to help make BASWA stronger. Membership is open to any individual who owns or operates a business in the South Wedge as well as those who actively do business with the people or businesses in the South Wedge.

Annual Membership dues are \$100. Membership dues give us financial resources for beautification projects, marketing and advertising for the South Wedge, and the quarterly newsletter. Being a member of BASWA gives you a say in how that money is spent, voting rights, the right to add "Proud Member of the Business Association of the South Wedge Area" on all letterhead and promotional material, and the satisfaction of helping build a strong and viable business community in the South Wedge.

We welcome your input. Please come to our monthly meetings held during the second week of the month at various businesses in the Wedge or contact any of the officers with your ideas or concerns. Just a reminder, executive committee members are volunteers working to help build a strong South Wedge business community. Together with your participation we can build upon our accomplishments and move towards the South Wedge being *the* destination for diverse shopping, food and entertainment.

**2004-2005 List of accomplishments and opportunities**

- BASWA Incorporation and logo development
- Increased grant money from \$5000 to \$10,000 (**dependent upon increased business membership, please Join Now!**)
- Improved BASWA/ business communication via BASWA Quarterly Newsletter and detailed meeting minutes
- Strengthened ties and cooperation with neighboring business associations
- Challenged City of Rochester on proposed Certificate of Use changes (lobbied successfully for lower fee)
- South Wedge Area Retail and Restaurant Brochures
- Development of Star Alley and Puppy Playground
- Holiday Decorating Contest and Scavenger Hunt
- Wedge Wear T-shirt sale for brochure fundraising (going on now, contact Tsaville@rochester.rr.com)
- E-chx payroll plan
- South Avenue beautification via tree pit plantings, banners and street planters (coming 2005)
- BASWA.org (coming 2005)

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**Join BASWA Now!**

**Business Name:** \_\_\_\_\_

Enclosed is my annual membership of \$100

I cannot participate financially but please add me to your  mailing list  email list

Email address: \_\_\_\_\_

Please make check out to Business Association of the South Wedge Area (BASWA) and mail to  
BASWA, PO Box 18576 Rochester, New York 14618

**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 2 days 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 Wednesday, July 20 at LUX (666 South Avenue.)  
Meeting time is 5:00 pm.**