

BASWA MEETING/ APRIL 8, 2009

South Wedge Colony

Attendance:

Leonard Petix

Chris Jones

Lee Iannone (City Newspaper)

Karrie Laughton

Rose O'Keefe

Philip Duquette

Lori Bryce

Lyjha Wilton

Robert Boyd

Jim Wolff

Financial Report:

Philip started off the meeting with a review of the BASWA finances; BASWA is expected to receive a \$4,000 Arts Council grant to use for the upcoming Totem Project. A budget surplus of around \$5,000 is expected to last through the end of June, at which point the new Membership Drive begins. A handout was provided members showing the BASWA financial report from Feb.- April 2009 currently showing a surplus of \$5,442.33

Membership discussion regarding possible use of the budget surplus included increasing the number of totems to be installed during the upcoming summer from 8 to 11. Karrie suggested the possible construction of a Kiosk in Star Alley, which would enhance the park's appearance during the upcoming "Third Thursday" events. It was also agreed by committee that the purchase of 2 additional picnic tables for Star Alley (at roughly \$100 per table) was acceptable. Lori Bryce proposed having School 12 students doing a "Kid Art" decoration of the tables.

Chris followed with discussion regarding possibly leasing Star Alley from the City of Rochester. The logic is that leasing the property would give BASWA more freedom to expand activities during the summer in part by freeing the city of certain risks and liabilities. Cost of the lease would be \$100 per month, and is expected to be beneficial

with planning upcoming Third Thursday events, in addition to possibly increase involvement with the South Wedge Farmer's Market. Additionally, Chris called for volunteers to help at Star Alley for the South Ave. Clean Sweep which is scheduled for May 2nd. Help is needed for cleaning the flower beds and doing new plantings; installation of new picnic tables, and general maintenance around the park. It was also noted that the United Way Day of Caring is scheduled for May 7, and various projects are planned in the South Wedge involving volunteers from Xerox and other organizations.

TOTEMS- Chris announced that the unveiling of the new totems is scheduled for June 18, in conjunction with the Third Thursday event. Final discussion regarding the placement of the totems and the necessary clearance from property owners was still in the works, but tentatively all totems will be placed on South Ave. between Averill Ave and Byron Street, with the exception of two which will be placed at the intersection of Gregory and Cayuga Streets.

"GREEN NEIGHBORHOOD"- Ideas regarding the marketing of the South Wedge neighborhood as a "green business zone" were discussed with suggestions such as reusable shopping bags with South Wedge logos and possible purchase of recycling totes for various parts of the Wedge. Chris suggested purchasing items such as reusable water bottles which would carry the BASWA or similar logo which would then be sold in local stores. Other promotional ideas for the neighborhood were discussed.

MARKETING SURVEY- A call for businesses to provide information for the upcoming business survey was put out. Discussion regarding options for the survey determined that it should be done the same way as the 2005 survey for consistency. The first survey was done at a cost of \$3,000, and although there was discussion as to whether BASWA would contribute to the cost of the upcoming survey, no decision was made at this time.

PLANTERS- Chris announced that all of the planters on South Ave and Gregory will be refilled by Mid-May. The Garden Factory will be selling the baskets to BASWA as they did last year. The plants are expected to be varied somewhat from last year; there will be two different combinations of plants to provide contrast at intersections where there are planters on each corner.

Lee from City Newspaper discussed the advertising promotion for the upcoming Spring. The "Recession Procession" will be a campaign to

promote the entire South Wedge neighborhood with the opportunity for all business to be listed with promotional specials intended to draw people to the community. City Newspaper is donating advertising spots to promote the upcoming event.

Lori Bryce recruited Philip and Bob Boyd to help with the PANCAKE BREAKFAST to be held at School 12 sometime in the Spring. Additional volunteers were called upon to help with the event.

Finally, Chris mentioned that during the upcoming Lilac Festival, the City of Rochester was planning on either altering or closing certain roads in the Highland Park neighborhood to help with the traffic flow. Handouts were provided showing which routes were going to be changed.

END OF MEETING.