

BASWA Meeting Minutes

Jan. 14th, 2009 Tap and Mallet

Present: Lori Bryce (School 12), John Roth (John's Tex-Mex Eatery), Jeana Bonacci (Tap & Mallet), Jamie Johnson (Beale St. Café) Jim Wolff (Ohio), Rose O'Keefe (Neighbor), Chris Jones (Historic Houseparts), Philip Duquette (Premier Pastry), Bob Boyd (SWPC), Dan Cepullio (Boulder Coffee), Jeaninne Ottman (Eco Bella Bakery), Lyjha Wilton (Boulder Coffee), Karrie Laughton (Lux Lounge), Tracy Seville (SWPC), Ruben Fuentes (Tango Café), Dane Thorsson (Flesh For Fantasy Tattoo).

"Swing in the New Year"- Chris Jones reported that turnout for this year's event was down from last year, with ticket sales at just around 200. Poor weather and the general poor economy were cited as reasons for the drop in attendance; however the event still made over \$3,500 between ticket sales, sponsorship and silent auction. A possible grant from Rochester Area Community Foundation (RACF) to cover expenses associated with the event could bring an additional \$2,000 if awarded to BASWA in March. Alternatives for the event for the upcoming year were also discussed.

Parking Meter Totems- BASWA has been awarded a \$4,000 grant from the Arts Council to be divided between 8 artists for the upcoming Spring. A number of possible locations along South Ave. and surrounding areas were discussed; a tentative deadline of Feb. 28th has been established for submission of designs. For more information regarding the project, contact Karrie Laughton [luxlounge@frontiernet.net].

Pub Crawl- The "Mistletoe Mingle" On Thursday, Dec. 18 was a successful event as dozens made the journey from South Wedge Colony to Solera, Lux Lounge, Beale St. Café, Keg, Tap & Mallet, and Caverly's. Attendees collected playing cards at each stop along the way; the person who had the best Poker hand won a gift basket consisting of prizes donated by area businesses. The event was held in conjunction with Christmas Carolers from School 12. The next Pub Crawl will be a "Mardi Gras Mingle" to be held on Feb. 24th. For more information contact Jamie Johnson (957-0685) at Beale St. Café.

City of Rochester- 175 Year Anniversary- Bob Boyd (SWPC) mentioned that there were funds available for events that tie in and help promote the City's upcoming anniversary. More details

regarding the funding will be announced as they become available.

Going Green- There is funding available through the Rochester Area Community Foundation (RACF) for environmentally sensitive projects and

Activities. Possibilities mentioned included purchase of recycling totes for the South Ave area, the purchase of reusable shopping bags with printing that identifies local businesses, merchants, or the neighborhood. Also mentioned was the possibility of purchasing pet waste stations for Star Alley. **Clean Sweep** (May 2nd) and **Day of Sharing** (mid May) are two upcoming events which BASWA and its members are encouraged to participate.

Holiday Decorating Contest- This year's winners were announced;

First Place- Michael Avery Salon (\$300)

Second Place- Historic Houseparts/ Equal=Grounds (tie) (\$200)

Third Place- Thread (\$100)

Special Mention- Flesh for Fantasy Tattoo.

Silent Auction Items left over from the Swing in the New Year's event were auctioned off at the meeting to board members, raising nearly an additional \$300.

Bob Boyd announced that the \$90,000 renovation of the SWPC office was nearly complete. Work included improvements to the building's ventilation system, repairing deterioration to the exterior brickwork and masonry, and replacement of the ramp and handrail leading into the building. Bob discussed various aspects of the City of Rochester's proposal to allow for legal searches of problematic properties.

Chris Jones announced that the American Heart Association and the George Eastman House were soliciting donations for their upcoming events; several South Wedge merchants and businesses offered to contribute gifts and merchandize for the silent auction.

Lori Bryce, School 12 volunteer, announced several events for the upcoming month, including the Martin Luther King Day- Day

of Caring (Jan 19th) and the School 12 Open House on Tuesday, Jan. 27th. Lori also mentioned a grant from the Greater Rochester Health Foundation for approximately \$10,000 to benefit the school's cafeteria and food service programs.

Jeaninne Ottman announced the opening of a new business, Eco Bella Bakery, to be located on South Ave. next to Little Venice Pizza (in the former location of Wild Wool). The all-organic bakery, which will also feature vegan and gluten-free products, will be open from 7AM-2PM Thursday through Saturday, with Sunday hours to be announced.

NEXT MEETING- FEB. 11TH at The Keg.