



BID for Success

Volume 1, Issue 1

September 16, 2010

Geneva Business Improvement District Management Association, Inc.

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Awards at Annual Dinner

Annual Dinner Meeting

BID held its 23rd Annual Dinner on January 21, 2010 at the Ramada Geneva Lakefront. The Geneva BID board of directors recognized Michela Gilbert Schultz, owner of S.A. Gilbert Jewelers, for her valuable contribution to the Geneva BID from 2002 thru 2009.

2009 New Business of the Year

Annie Walkers was recognized as the 2009 new business of the year. Dave and Lynn Bunnell were recognized for their enhancement and participation in the Business District.

2009 Volunteers of the Year

Volunteers of the Year honors were awarded to Fifteen individuals who went above, beyond and over the top for us in the past year. While we greatly appreciate the gift of time, energy, and ideas given to us by so many of our volunteers, our 2009 honorees were:

- ▶ Patricia Ely
Finger Lakes Federal Credit Union
- ▶ Donna Stivers
Stivers Enterprises
- ▶ Shannon Combs
Geneva Area Chamber of Commerce
- ▶ Evelyn Buisch
The Lyons National Bank
- ▶ Ron Telarico
Community Bank NA
- ▶ Cheryl Maslyn
Finger Lakes Times
- ▶ Collette Barnard
City of Geneva

- ▶ Joe Hessney
Hessney Auctioneer
- ▶ Mary Schneider
- ▶ Kelly Bradley
The Smith Opera House
- ▶ Megan Stivers
Finger Lakes Water Adventures
- ▶ Diane Barlow
Seneca Falls Saving Bank
- ▶ Bob Barlow
- ▶ Mike Rusinko
Five Star Bank

"I really
enjoy
helping
Geneva BID! ."

2009 Honor Roll

David Linger and Wendy Marsh of Main Street LLC were recognized for their contributions and dedication to the renewal of the district. They were placed on the 2009 Honor Roll.

2009 Property Owner of the Year

Mark & Susi Varvayanis, owners of Lakeview Geneva was recognized as a 2009 Property owners of the year.

Presenter of Awards

President of the board, Michael Fults was the presenter of awards and was assisted by Executive Director, John Hicks.

Don't Forget!

Light Up Geneva Auction:
November 18, 2010
Place: 68 Castle St.
Time: 5-7, food & refreshments & Silent Auction, 7-? Live Auction

Message from the President

As I complete my second term as President of the Geneva Business Improvement District I would like to thank the entire Board of Directors for their continued hard work and dedication to the organization. I have never seen a board more active and dedicated to the overall success of an organization and that pertains to everyone. We also have a dedicated number of volunteers that without them none of our events and programs could be possible.

The City of Geneva, Chamber of Commerce, Geneva Growth, Geneva IDA, Smith Opera House and a number of local businesses and organizations continue to provide support that not only makes the Geneva Business Improvement District strong but our **community as a whole**.

Since naming John Hicks Executive Director in September, John has made progress on a number of fronts but most importantly brings an attitude of team work and collaboration that will help continue to bring Geneva, New York to that next level. The rest of the staff including Laurie, Don and Bill is always working behind the scenes to make sure the job is getting done.

I also cannot forget to thank Sherri Geary for her tremendous help while we searched for a new Executive Director. Her stability and integrity is commendable and I personally could not have done it without her.

In closing, thank you to everyone who has assisted throughout the year without each and everyone one of you Geneva would not be what it is today.

Mike Fults,

Ramada Geneva Lakefront

Geneva Growth

Phil Beckley of the Geneva Growth spoke to everyone about how important it is to have everyone in the community working together to get results we all can be proud of.

“We are all building bridges around here and I can sense a momentum building. Downtown lives!!!”

Geneva IDA & Geneva BID

Charles Bauder of the Geneva IDA & Geneva BID also spoke of all the projects the IDA has assisted with thru plots, he mentioned the Geneva IDA, has been so active over the years they have donated \$1,500,000 to the community. Charles also expressed the important of everyone **working together as a team to archive our goals for the community**.

Executive Director's Message

At the Annual Dinner

John Hicks thanked the staff members Bill Legg, Donald Liberatore, Laurie Anderson, and Interim Executive Director, Sherri Geary, and volunteers that help to keep the office running smoothly. Also he thanked Valerie Basset, Rob Gladden, Kelly Bradley, Phil Beckley, Charles Bauder for working as a team for the community. He also thanked the board of directors for their dedication and support. He ended by stressing the importance of uniting together as a community in order to represent the voices of everyone involved and make positive changes to the city and downtown area.

Bob Stivers & John Hicks thanked Laurie Anderson for service above and beyond her duties. They presented her with a name plate and clock for her desk.

Election Results

At the Annual meeting it was announced that Larry Wetherbee and Thomas Burrall had been elected as tenant representatives to the Board of Directors for a 1 year terms. Also, Rob Sollenne was elected as property owner representatives to the Board of Directors for 3 year terms. Nick Davoli has been elected as an at-large representative to the Board of Directors for a 1 year term.

“We will continue our support to the downtown businesses.”

2010 Board of Directors

Our 2010 Board of Directors are: Bob Stivers, Stivers Marina, David Linger, Main Street LLC; Larry Wetherbee, Fredericksen & Sirianni, Thomas Burrall, C.S. Burrall & Son, Inc.; Charles Bauder, Honorary member; Ed George, Geneva City Comptroller; Joseph Fragnoli, Super Casuals; Michael Fults, Ramada Inn; Rob Gladden, Honorary member, Geneva Area Chamber of Commerce; Jason Hagerman, Fahy-Williams Publishing; Matt Horn, Geneva City Manager; Rob Sollenne, First Niagara Bank; , Nick Davoli, Century 21, Steve Davoli, Dave Bunnell, Annie Walkers, Jeff Friend, Lyons National Bank.

We're Growing! WELCOME to our New Staff!

Laurie Anderson

Joined our staff in August 2009 as a temporary employee through Remedy Intelligent Staffing. The Geneva BID board hired her permanently in December of 2009. She was self employed as a real estate investor, but before that she owned her store at the Waterloo Premium Outlets, the stores name was Laurie's Lasting Memories. She started her business in 1996 and closed the business in 2006. Before opening her business in 1996 she sold Watkins Products door to door, she has worked in retail

customer service her whole life. She resides in the village of Waterloo with her husband, Mark Anderson. She has twin boys, Harold & Matthew Short. Harold is a professor's assistant at Florida State College, working for his PHD in Religious Education. Matthew is working for his Masters at University of Illinois with a Graduate Assist ship. Laurie will be the Event Coordinator for events like Cruisin Night, Light Up Geneva Auction, and Annual Dinner for the BID. She will assist John Hicks, and handle the Commercial Design Advisory Team for Signs and Facade projects.



Blake Basye

joined the BID from Hobart William Smith College, with a major in Architecture. He originally joined us working off some community service, but has been a great asset to John Hicks our Executive Director. John has hired him part time, to assist John with special projects. He will be working about 10 hours a week for BID and will be tackling research, for John's special projects.



New York Main Street

New York Main Street (NYMS)

The BID and the City Economic Development Office have partnered to combine the various grants, loans, and private investment into an efficient program.

In 2010, together with the city manager, Matt Horn, we put all potential and available resources together to present a 3.3 million targeted application. To accomplish this, the BID hired Dave Carlson to put together a powerful NYMS Grant for \$500,000. Which was

leveraged with Valerie's \$200,000 micro-enterprise, a CBF Grant, and city revolving loan funds. That was enforced with nearly 50% private investment.

Thanks to Dave and Valerie the 3 ring binder application has got to be one of the best if not the best. Unfortunately we just got work there was limited funds and we are not on the list.

To assist in ranking priority projects and targeted areas a committee consisting of Joe Fragnoli, Jim Vedora, Dan Long, Nancy Colizi, Valerie, and myself was established.

ECONOMIC SUMMIT

City Manager Matt Horn organized and presided over a coalition of city, county, and college officials at a college location. It was a first and forward step to assigning goals and projects to the appropriate organizations.

It was an approach toward a coalition as proposed in the Susan Payne Study. An initiative informally being put into action this past year by the Geneva BID.



Energy Efficiency Program

The BID encourages local businesses and property owners to investigate a potential energy cost saving. *Super Casuals has taken advantage of this cost saving and endorses a review by your establishment.*

Key Points

1. Design to save money
2. Covers 70% to upgrade lighting
3. New bulbs have 80% less mercury
4. When done, company will dispose of old lamps
5. Environmentally conscious

BUSINESS INCENTIVES

6. Programmatic installation of thermostats

For more information:

Call EnerPath 1-877-359-9814

Monday through Friday

8:00am to 5:00pm

Visit www.nyseg.com or

www.rge.com

DID YOU KNOW...?



COMPLAINTS

We always hope they are minimal, but when they occur we would ask they be communicated to the BID office. As the director, I will personally visit and address them with the appropriate parties.

With the ranking of micro-enterprise awards we were unanimous. John Hicks



2009/2010 Donors/Sponsors Make the Difference!

Supporters

\$1-\$99

DiDuro Shoes
In Site Architecture, LLP
Phelps Sungas
Red Jacket Orchard

Friends of BID
\$100-\$499

Finger Lakes Federal
Credit Union
Geneva Area Chamber of
Commerce
The Summit Federal
Credit Union
El Morro Restaurant
Zotos International
Bailey Electric Inc.
Cam's New York Pizzeria
Canandaigua National Bank
Geneva Recreation Dept.
Wheeler Automotive
C.S. Burrall & Son, Inc.
Geneva Harley Davidson
Border City Car Wash
First Niagara Bank
Charlie Riedel's Family Rest.
Geneva Club Beverage
Five Star Bank
Community Bank, NA
Ron & Patricia Telarico
Graphic Connections
Geneva Awning & Tent Inc.

Verizon Wireless
Geneva Class Center
Geneva Granite Co., Inc.
Fredericksen & Sirianni, LLP
The Salvation Army
State Farm Insurance
Mike Roulan Real Estate
Daniel R. Long Architect
Annie Walkers
Anthony Road Wine Co.
Area Records & Music
Belhurst
Big Oak Golf Course
Canandaigua Air Center
City of Geneva
Clemen Quality Signage
Don's Own Flower Shop
Earthly Possessions
F.A. Church Hardware
Finger Lakes Radio Group
Finger Lakes Water Adventures
Finger Lakes Railway Corp.
Fitzgerald Brothers & Finger
Lakes Winery Tours
Fox Run Vineyards
Mark & Mary Gearan
Geneva Antique Co-op
Geneva Bicycle Center
Halsey's Restaurant
Ken & Jennifer Harris
Lynch's Furniture Company
Nonna's Trattoria
Photography by Jan Regan

Neil Sjoblom Photography
Pinky's Restaurant
S.A. Gilbert Jewelers
Seneca Falls Savings Bank
Stivers Enterprises
Studio Salon
The Smith Opera House
The Red Dove Tavern
The Smoke Shop
Wegmans Food
Whispering Pines Hideaway
Geneva Family YMCA
WYLF AM 850 & K101.7 FM
The Printing Center
Susan Payne

Seneca Lake Society

\$500-\$999

Mother Earth Natural Foods
Wal Mart
Lyons National Bank
Finger Lakes Health
Hampton Inn
Ramada Geneva Lakefront
Patron's Circle
\$1,000-\$4,999
Mike Barnard Chevrolet Buick
Steve Davoli Century 21

Benefactor's Forum

\$5,000-\$9,999

Founder's Society for a
Greater Geneva
\$10,000 +

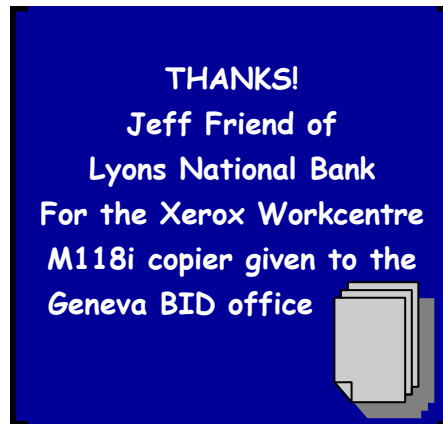


the Difference is Downtown!
Geneva BID

In-Kind Donors Make the Difference!

Hobart & William Smith College, Designs by David, Susie Potties, Finger Lakes Times, Feher Rubbish Removal Inc., Seneca Meadows and Finger lakes Federal Credit Union. were In-Kind Sponsors for Cruisin Night. Geneva BID appreciates all the donations.

We are also thankful for the donations of hors d'oeuvres from local restaurants for all our events. Thanks to Everyone!



Restaurants that donated hors d' oeuvres for events:
 Red Brick Inn, El Morro Restaurant, Cams Pizzeria, Mac's Philly Steak, Wing Tai Oriental Restaurant, Dana's Time Out, Ramada Geneva Lakefront, Mark's Pizzeria, Pinky's Restaurant.

If anyone would like to donate hors d'oeuvres for Light Up Geneva Auction Please call Laurie at 315-789-0102

Want to make a difference? Support the Geneva Business Improvement District Management Association, Inc., a 501 (c)4

non-profit organization, with a donation of **time, talent, service, materials, equipment** or **cash**. Already a donor/member? Give this to someone who isn't!

Please make **checks payable to Geneva BID**. Mail to:
 Geneva BID Attn: Development
 One Franklin Sq. Suite 211
 Geneva, NY 14456

YES! I support building a better downtown community!

Enclosed is my gift of : \$10 \$25 \$50 \$100 Other
 \$ _____

Name: _____ Phone: ____/____/____ E-Mail: _____

Address: _____

Please use for BID's greatest need. I wish to specify how my gift is used. Designate it to:

<input type="checkbox"/> Technology Fund	<input type="checkbox"/> Events Fund
<input type="checkbox"/> Beautification Fund	<input type="checkbox"/> Holiday Activities/Decor
<input type="checkbox"/> Programs/Services Fund	<input type="checkbox"/> Marketing/Promotion Fund

I wish to remain anonymous or be listed in your annual donor reports.

Committees are (re) forming now for:
 December Holiday Event
 Holiday Decorations
 Events: Geneva LUGA, Geneva, Annual Dinner & more!
 Commercial Design Advisory Team (CDAT)
 E-mail genevbid@rochester.rr.com

Attention College Students
 Geneva BID is looking for volunteers for the office, work would include office filing, answering phones, Grant work, helping with Newsletters, working with Merchants, window initiative, and helping with Events. Special beautification projects will need volunteers with pride in ownership. Please contact Laurie Anderson at 315-789-0102,
 E-mail genevbid@rochester.rr.com

New Business Beginnings...

Fifth Avenue

Greg Battle joined the BID with his opening of a **apparel shop with the latest styles, and unique accessories.** Fifth Avenue, is located at One Franklin Square. Greg Battle open in December of 2009. *Upon hearing of his accident the store has been temporary closed. Our prayers go out to Greg, and we are all hoping for his fast recovery.*

TILT

HEADWARE

Damon Pinkard joins the BID with his opening of a **custom caps, team and sport shirts, unique accessories, and specialty items.** Tilt Headware opened in July of 2010. Stop in and visit Damon at One Franklin Square, Suite #201, or visit him at his web site: TILTHEADWARE@ROCKETMAIL.COM Special Orders... Give Damon a call.....

Businesses that Moved

Remedy Staffing moved to the newly renovated Civic Center at 105 Seneca Street, Suite C. Remedy can be reached at 315-781-6200, or check out their web site at www.remedystaff.com

Greyhound Bus Station has moved to One Franklin Square in the back of building Suite 101. If you need to reach Cathryn Pastore at the bus station please call 315-789-2582.

Opus Espresso & Wine Bar

Chelsey Madia joined the BID with her opening in September 2010. She will open selling espresso coffees, and will be adding a Wine Bar soon.... Opus Espresso & Wine Bar, will be located in the old Coffee House location at 486 Exchange Street.

opusfingerlakes@gmail.com

Charlie Riedel's Family Restaurant

Charlie Riedel's joined the BID in June of 2010. Jessica Morey is the manager of Charlie Riedel's, the restaurant is located at 143 Wadsworth Street at the Railroad Place. Visit Charlie Riedel's on facebook, or call the restaurant at 315-787-0200

Eddie O'Brien's Bar & Grill

Eddie O'Brien's opened for business at 92 Seneca Street in August of 2010. Visit Ron Cecere the owner of Eddie O'Brien's at his new location in our BID District. Visit them on facebook, or on their web site: www.eddieobriens.net

LMT Technology Solutions

LMT Technology joined the BID in 2010. Visit them at One Franklin Square, or visit their web site at www.LMTnet.com. *LMT delivers complete integrated information technology solutions for today's complex and ever-changing business environments.*

Geneva Neighborhood Resource Center

At the newly renovated Civic Center located at 105a Seneca Street, visit the home of Geneva Neighborhood Center. The gnrc is a project of the City of Geneva's Office of Neighborhood initiatives. Stop down to the office with any issue involving neighborhood projects or stop by to look at the new office.

In House Graphic Design, Inc.

Dennis Angelo joined the BID in March of 2010. Visit Dennis for **full service, Logos, Brochures, Catalogs, Technical and Corporate Literature, Web Sites, Posters, and Powerpoint** at 68 Castle Street, Suite 201. Visit them on the web at [www..useinhouse.com](http://www.useinhouse.com).

New Business Beginnings...

In-site Architecture

Rick Hause joined the BID in February of 2010. Visit him at 103 Seneca Street. Nicole Martin intern architect is part of our Commercial District Advisory Team for the BID. Visit them on line at www.insitearch.com or call them at 315-220-0225 to welcome them to the district.

Companion Care of Rochester

Christopher Gauvin opened in December of 2009 at 16 East Castle Street in the district. Companion Care of Rochester where *Comfort Keepers* are available to provide clients company and engage in conversation, or to sit down to share a meal together. Social contact such as this is proven to enhance the health, happiness and quality of life of seniors. Stop in and welcome Chris to the district.

Upstate Finest

Melissa Green joined the BID September 1st with her opening of a women & children *apparel shop with the latest styles, and unique accessories*. Upstate Finest, is located at . 484 Exchange Street next to Jeff's Travel Port. Stop in an visit with Melissa and welcome her to the BID.

Geneva BID's New

By now many of you have visited our new office, Suite 211, ground floor, One Franklin Square. We designed it so office interactions could take place without having to leave workstations. The other priority was to have an easily accessible conference room able to accommodate 30 people for meetings and training.

With our new office we have systematically organized and purged a multitude of paper work. We are familiar with what we now have and are able to access it.

We strive to present a neat, functional, and professional office in which to serve.

Commercial Design Advisory Team (CDAT)

What's the CDAT?
CDAT stands for the Commercial Design Advisory Team. It is a committee created and managed by the Business Improvement District which includes business and property owners. CDAT is not run by the City, but by the BID. CDAT consists of voluntary members who possess experience and expertise in architectural design, history and planning. They are responsible for providing technical assistance to anyone in the BID who is interested in making modifications to their building. Their assistance ranges from help choosing colors, appropriate windows or doors, signs and with site plans or architectural plans..

Team members consist of:
Laurie Anderson - Chair
Dan Long - D.R. Long, Architect
Dirk Davies - City of Geneva
Kim Ess- Geneva Awning & Tent
Nicole Martin-In Site Architecture
Rene Reynolds - M. hatter Jeweler
Ted Aub - Hobart William Smith
Tom Burrall - C.S. Burrall & Son

CDAT has been busy with sign approvals. Laurie is working on brochures for a friendly way to explain the procedures for acquiring a sign permit or building permit using the TUDD Guidelines. The team meets once a month, if anyone has to acquire a sign permit, please call Laurie at 315-789-0102.

Geneva BID Tourist Map

Jason Hagerman, Laurie Anderson, and David O'Malley worked on a tourist map for the summer. We completed the map in June and delivered to Businesses, Geneva Chamber, Hotels, Hobart William Smith first year students, etc. The map was a huge success, but we put the map on the shelf for now while we put together a map that includes Service businesses. The tourist map included food & drink, retail, and recreation. Now we will be working on a map including more businesses in our district.

"We will continue our support to the downtown businesses."

Murals

MURALS

Dan McGowan organizer of the professionally done mural on Castle St. next to the Verizon parking lot, is seeing it nearing completion presently.

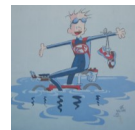
The Musselman mural in the Seneca St. parking lot is another welcome addition along the retaining wall. There is more opportunity in the future of remaining sections. Any ideas? Artist Jeff Mallett, professional artist and syndicated cartoonist created the mural.

The BID worked under the leadership of council person Jackie Augustine preparing the wall for the artists.

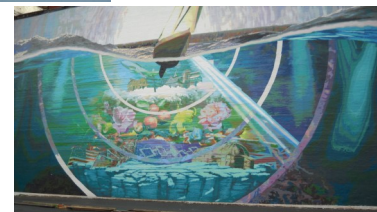


Geneva BID Mural

The soon to be complete mural depicting Seneca St. around 1920 on Linden St. will be quite unique. The likeness was taken from photographs of that era. The artist is Victor Pultines, a Hobart William Smith graduate.



Musselman Mural located on the retaining wall in the Seneca Street Parking Lot



Follow the progress of the mural by visiting the site in person at 93 Castle Street, or www.genevamural.blogspot.com. The mural is being created by former Geneva resident Kenneth Millington, now an artist in Brooklyn.

Geneva BID's Coalition as presented in the Susan Payne Study

FLCC

Executive director John Hicks as a member of the college's Board of Trustees works closely with President Riser to orient students toward the business district. They along with HWS students create a core of potential customers for downtown. Dr. Riser remains committed and in touch with the city's concerns and issues. The BID will play an important role acting as a liaison and resource.

HOBART AND WILLIAM SMITH

I am not sure how many people in the district are aware of the contribution we receive from the colleges. To start with, the staff at the colleges is totally supportive and cooperative in assisting the BID in its mission and goals. They are a tremendous resource for internships, volunteers, and services.

The colleges and the BID have supplied

maps of the district to all incoming students and have scheduled tours to orient them to our stores, restaurants, salons, hotels, entertainment, agencies, city government, and professional services.

At least twice a year, large groups of students spend half a day helping to beautify and clean public areas.

Thanks HWS!

JH, Hobart College '59

Light Up Geneva Auction

The committee has started planning the Light Up Geneva Auction. We will be having the Auction November 18th, at 68 Castle Street, hors d'oeuvres and refreshments will be served from 5pm—7pm during our silent auction, with music playing, at 7 pm the live auction will begin. We have added a Light Committee this year to plan some new decoration for the District. This is our opportunity to replace old wreaths, with new decorations. We will still use the wreaths, but if we can add some new decorations each year and slowly replace old wreaths that would be great.



We are in need of Donations for the auction & Sponsors, we are always in need of Volunteers for the auction, if you are interested please call the office at 789-0102.

**Geneva BID's
Light Up Geneva Auction
November 18, 2010**

Location: 68 Castle Street

Hours: 5pm-7pm

Free Hors d'oeuvres & Refreshments

Silent Auction with music

7pm-? Live Auction

***Volunteers needed**

Committee Members

Rob Solenne - Chair
 Larry Wetherbee - Co-Chair
 Laurie Anderson - Event Coordinator
 Cheryl Maslyn - Finger Lakes Times
 Patricia Ely - FL Federal Credit Union
 Kelly Bradley - The Smith Opera House
 Ron Telarico - Rotary
 Kim Kochin - Hobart William Smith
 Bob Stivers - Stivers Seneca Marine
 Evelyn Buisch - 5 Star Bank
 Shannon Combs - Geneva Chamber
 Tara Rago - Lyons National Bank
 Anthony Perdigao - Zotos Industries
 Lori Guinan - City of Geneva
 Michelle Adams - Geneva Lakeview
 Barbara John - The Electricity Forum
 Melissa Minisci - FL Radio Group

Cruisin Night 2010

This years Cruisin Night was amazing, I had never been to Cruisin Night in the past, and I saw a lot of people enjoying the event, along with their family and friends. The people showed up even if the rain looked as if it would never stop. We all prayed the rain would stop and it did. When the cars started to register at 4pm the rain stopped and the evening was clear.

Geneva had a great turnout, we had 170 cars register for the event. I have pictures on our facebook page. We had a winery alley this year, 15 wineries signed up to do wine tastings, and sell bottles of



Cruisin Night Car Show

their wine from the Seneca Lake Wine Trail. The Exchange Street Stage was sponsored by Steve Davoli Century 21. The bands that played on the Exchange Street Stage was The Dads (aka DILF) and Pulsate, and the sound was done by Moon Dog Sound.

The Seneca Street Stage was sponsored by Mike Barnard Chevrolet. The bands that played on the Seneca Street Stage was Hearts On Fire, and Agonal Rhythm, sound was done by Jamie Ward. I would like to thank The Dads, Pulsate, Hearts on Fire, and Agonal Rhythm for donating their time to the community.

This year we corroborated with Finger

Lakes Boating Museum, and the Geneva Police Benevolent Association so the whole weekend was full of activities for the whole family.

Cruisin Night Kickoff party was July 21st at The Smith Opera House, the proceeds from the party was donated to The Smith Opera House. During Kickoff party David O'Malley of Designs by David put a presentation together of the 2009 Cruisin Night, and Cliff Mccann played music. The generosity of the area restaurants was amazing. Red Brick Inn, El Morro Restaurant, Cams Pizzeria, Mac's Philly Steak, Wing Tai Oriental Restaurant, Dana's Time Out, Ramada Geneva Lakefront, and Mark's Pizzeria. Gift Baskets were donated for raffle, and Red Knights donated a cake for Cruisin Night Kickoff party.

We had a parade on Saturday, July 24th, we appreciate everyone who stood in the rain to watch the parade.

Special Appreciation Goes Out to Our Volunteers

Special Thanks to all the 2010 Cruisin' Night Planning Committee Members

Bob Stivers, Stivers Seneca Marine (Chair)

Laurie Anderson, Events Coordinator

Donna Stivers, Stivers Seneca Marine

Megan Stivers, Finger Lakes Water Adventure

Cheryl Maslyn, Finger Lakes Times

Patricia Ely, Finger Lakes Federal Credit Union

Evelyn Buisch, Five Star Bank

Shannon Combs, Geneva Area Chamber of Commerce

Diane Barlow, Seneca Falls Savings Bank

John Hicks, Geneva BID Executive Director

Janelle Toner, Geneva Recreation Center

Don Wheeler

Kelly Bradley, The Smith Opera House

Tara Rago, Lyons National Bank

Ed Wightman, Finger Lakes Boat Museum

Greg Bendzlowicz, Geneva Police Dept.

Dave Bunnell, Annie Walkers

Phil Beckley, Geneva Growth

Ron Telarico, Rotary

Kim Kochin, Hobart William Smith College

I was amazed at the volunteers that step up to the plate and helped in any way they could during the event and after the event. We appreciate all the hard work every volunteer did for us this year!..Thanks Laurie



Geneva District's Banners

In another initiative to dress up our downtown and bring people downtown the BID board approved the installation of banners. The board chose both a dark green and light green color. The plan was to alternate the colors on available poles. One to welcome people to Geneva and one to encourage people to dine, shop, live and enjoy Geneva.



It was decided to buy a good quality cloth and letters that would last at least five years.

The initial placement would be at random and the second year we would try to accommodate sponsors regarding location.

Tom Burrall volunteered to head up approaching sponsors. Tom broke the list down for several individuals to make contact. The response was overwhelming with 66 banners being sponsored by local businesses.

“We are all building bridges around here and I can sense a momentum building. Downtown lives!!!”

Tom took responsibility for proofing and editing. Thanks to Tom for his organization and follow thru.

Now we needed to inventory the poles for those with wreath and flag brackets and those with obstructions such as signs. Once all that was done we sought out Gordon Eddington (City Engineer) help, and as usual had his full support. Then city employee Brian Cunningham had the chore of installing, and repairing brackets. Then he had to make some sense of our map and instructions. Once again with a positive and can do attitude Brian came thru. Brian is our secret weapon.

Once again team work was in action. Sponsors, board members, city and BID employees making it happen. The city managers support and involvement was crucial.

Boat Museum

The BID board continues to support the commitment to address a new visitors center and boat museum. Two years ago senator Nozzolio had set a side five million in state funds toward that project. Since that time the state has reduced the capital fund to 3 1/2 million.

The boards supports moving a head with the design phase and going forward with the awarding of another Request For Proposal for construction. The board also feels the boating museum people need to get their capital fund moving ahead.

The BID board has voted to contribute \$10,000 to a \$120,000 fund to get the fund raising on the fast track. The boat museum has contributed \$20,000; Geneva Growth \$10,000,



Finger Lakes Times \$10,000, and the county IDA, Visitors connection is also intending to respond with support. The city IDA has also chipped in providing storage at a minimal cost.

We feel we need additional attractions to attract tourists and people from the Finger Lakes to the City.

Another example of team work.



President's Notes

Geneva B.I.D. is striving to be a leader in our community. The foundation is set with the many committees, groups and partners will to make Geneva a progressive city.

The leadership we have gained with John Hicks as our Executive Director has enabled our pro-active board toward the development of downtown Geneva. We have adopted the Susan Payne Report and are actively pursuing the outline she has suggested.

We are currently establishing a Downtown Merchants Association, setting up a recruitment program and developing a training and retention program. These tasks are very complex and need input from the entire community. Geneva B.I.D., along with your help is willing to make Geneva a better place to live and do business.

Many thanks to all the individuals, businesses, organizations and the City of Geneva for their cooperation and help throughout the year. Bob Stivers

“We will continue our support to the downtown businesses.”

Laurie's Project working with Hobart William Smith Interns

Laurie will be working with Hobart William Smith Interns to help the businesses of our district. Within a few weeks you will receive a questioner and a letter from students, then the students will set up an interview with each business owner, so they can write articles on businesses in the district, for example, businesses story on how you started your business or how you were inspired to start your business, and how the economy has impacted your business..

Going Green!

Hanging Baskets

A special thank you for City Manager Matt Horn and the city for stepping up and partnering with GBID to purchase 80 hanging baskets and hanging brackets. Lowes gave us the flowers at half price; Organic Green Industries donated the organic soil and soil amendment. Don Liberatore kept them hung in the city greenhouse and watered them for a month until they were hung. Gordon Eddington supplied the labor and expertise for hanging Brian and a community service worker got them hung.

Laurie Andersen with the cooperation from the downtown merchants planted and distributed 40 planters filled with donated organic soil amendment, the GBID working with downtown merchants maintains the 29 flower bed downtown. They will be fed with donated organic worm aide.

Well we tried and we learned. What started out as a good idea was much more complicated and intensive than we comprehended.

First mistake was buying baskets without plastic liners to hold the water in a reservoir. Second mistake was looking for economy and purchasing the wrong flowers at 3-5 dollars a pot. Third mistake was using community service workers to water regularly but not soaking every day. We also, started with 80 baskets hoping to beautify the whole districts.

Now that we have this experience behind us what does the future hold?

The City of Canandaigua has totally beautiful baskets. I met with the grower and supplier and here is the bottom line. The baskets are \$60 each and they are watered twice a day. With the banners being placed on Light Poles 20 baskets would be a nice compliment.. For the season we are looking at \$4,000. Using our two part time workers we are able to have our truck available so as not to have to do watering at night. We can continue to use community service workers to assist under the supervision of the two BID laborers. To do the sidewalk and street clean-up.

A guiding principal for all our activities is our budget. The maintenance budget is truly under funded and Laurie and I attempt to maximize the utilization of community service workers, public assistance recipients and work force development personnel.

It is our goal to put what we have learned toward continuing to present a good image of the city.

Geneva Community Lunch Program

Dear Laurie:

I just wanted to thank you from the bottom of my heart, belatedly, for all you did for me & for the Geneva Community Lunch Program!

From the moment I called you to register Mike's corvette & talked about raising money for GCLP, you were the most compassionate, kind & uplifting person to me & we had never met! Your beautiful gift of "service" to your Geneva Community & anyone who comes into your pathway, has touched my heart so deeply Laurie, & Sam, so truly grateful for all your overwhelming efforts to help me in our fund raising for GCLP!

And please give my most grateful thank you to John Hicks & all of the BID committee members for their generous donations of Bid posters money going to help support GCLP. We raised \$1,437.00 TOTAL

I am so grateful to all of you for your kindness & compassion. Thank you, thank you again, from the bottom of my heart, Laurie!

With love -
Sue Williams

- P.S. The winners of the raffle were:
- 1st Prize - Overnight @ Geneva On The Lake
* Charlie Bauder
 - 2nd Prize - Pedulla's wine basket + \$20 gift card
* Sue Shreef Waterloo
 - 3rd Prize - Radio Group, Amusement Park tickets to Martin's Fantasy Island (Niagara Falls)
* Cedar Point (Ohio)
* Aikalak Browne HWS Student, from Brooklyn

Hog Rally

Hog Rally

The Geneva BID partnered with the city, the Ramada Inn and the Geneva Chamber of Commerce to put forward a professional presentation. Representatives from the city, the Chamber and the Ramada supported the presentation made on Mother's Day. Geneva Harley Davidson contacted regional dealers to garner their support.

Thanks to their coordinated effort of the city, agencies and private business Geneva was awarded the Hog rally for July of 2011.

The GBID will combine its crusin' night and Fireman's Parade events with the Hog Rally to produce a weekend full of events. We will be contacting Geneva merchants to maximize foot traffic. We will identify a common theme for the district.

