



NORWICH BUSINESS IMPROVEMENT DISTRICT BOARD OF DIRECTORS

Tuesday, March 4th, 2025 - 8:00 AM – Meeting Minutes Chenango Council of the Arts / Zoom Meeting

The monthly meeting of the Norwich BIDMA Board of Directors was Called to Order by Tyler Oliver at 08:04 with the following members in attendance:

- **In person:** Tyler Oliver, Rife Revoir, Erik Scrivener, Missy Hayes, Robert Jeffrey, Grant Brightman, Dana Wall, Adrienne Zornow, Tom Curnalia, Tracy Chawgo
- **Virtually:** Victoria Mitchell, Todd Dryer
- **Excused:**
- **Guests:**

Public Comment: None

Approval/Adoption: The February meeting minutes were shared via email prior to the meeting. No questions or concerns. Motion to approve and file by Rife, 2nd by Tom.

Welcome Guests: Welcome to Adrienne who was approved as a BID Board Member at the last Common Council meeting.

Executive Committee Report:

- Tyler shared there are 2 committees looking for members. First, the nominating committee, which Robert was the only member of last year. Members are needed to develop a list of names for future board members. We're currently at our minimum number of board members needed according to the by-laws. The second committee is Budget & Finance, which meets monthly. There is currently a group of members on this committee but if someone is interested, more can be added.
- Historically there has been a special events committee to help coordinate the many events held, especially in the spring, summer and fall. Let Tracy know which committee you wish to sign up for.

Finance Committee Report:

- The committee met in February. Tyler shared that they completed a self-audit of 2023. It was time-consuming so they didn't get to other items on the agenda, which will happen next month.
- Cwynar, Farrow & Locke were the BID's CPA, specifically Steve Locke. Farrow & Locke have broken off and started their own CPA firm, Farrow & Locke CPAs Associates, PLLC. Missy made a motion to move the BID financials to the new firm and keep Steve Locke as the CPA. Tyler said that as the new business gets started, they are not doing audits but will be.
- Rife added that Cwynar's remote access to the BID's quickbooks will need to be revoked and changed over to Farrow & Locke.
- The plan is to have quickbooks well organized after finishing the internal audit and for Steve Locke to do the 2024 audit. Then we will have more accurate and detailed financial reports to share at board meetings.
- Rife shared bank account balances: Pumpkinfest \$7639.74, Friends of the Park \$32,129.41, BID Operating account \$17,482.01, Chobani Saturdays in the Park **-\$14.46**, Main Street \$42,032.72, Petty Cash \$225 which is just a report line, there is no physical account with cash.

- Grant suggested a quick overview of how these accounts are used would benefit the new board members. Tracy shared that Pumpkinfest account was started when the festival began. Now it is used for the Norwich Festival. Eric Larson leads the Friends of the Park, and the account was opened back when the parks were renovated. Funds are used for maintenance of the parks. This is a BID subcommittee, basically for insurance purposes. BID requests funds annually from Chobani and they donate \$5000 in support of the Saturdays in the park event. The Main Street account has received funds from two foundations to put towards the BID's hiring a contractor to refurbish the downtown lighting this year. The operating account is funded by the taxes collected from the city specifically for BID purposes.
- Victoria asked why we don't ask Friends of the Park to support events and Tracy explained the funds are for maintenance of east, west and possibly Gordon park. Friends of the Park have their own committee, and BID is not responsible for making decisions regarding park maintenance. Victoria suggested the BID receive quarterly financial reports from Friends of the Park. Victoria also suggested BID look into the relationship between BID and Friends of the Park because if they are using BID's 501(C)3 status, board members are financially and fiduciarily responsible. Tyler shared that when Friends in the Park first started, many of the key people were also on the BID board so it was a good match. With changes over the years, it does make sense to define the relationship.

Common Council Activities:

- Erik shared there are changes to the sidewalk ordinance that will make it easier to enforce, changing time restrictions and parking lot cleanup during business hours. The current ordinance is very old and not enforced. There will be a public hearing on it in April. BID may want to look into providing snow/ice removal for commercial district as was done many years ago. It was also mentioned that sidewalk replacement may be a good BID project for 2026.
- Catholic Charities received funding to make the warming center year-round so the Common Council will be updating the definition accordingly. There are future plans to make the warming center into a cooling center and have daytime hours in addition to overnight. There will be a public hearing for these changes.
- The City is applying for a Preserve NY grant to secure funds to hire a contractor to perform necessary work to change properties on South Broad street from an eligible district for historic preservation status to listed status so tax credits will be available to building owners if they wish to follow historic preservation rules.
- Erik shared that the Norwich branding as part of the DRI project is moving along with tag line and acronym decisions and next is logo design.
- Lastly Erik mentioned city gas line and sewer work will affect the north end of the BID district, starting in the spring.

Director's Report

- Tracy stated he's received the request for donation to Dollars for Scholars. BID had donated in past. Discussion began about the legality of being funded through taxes then taking those funds and donating them to another non-profit. It was decided to not provide donations unless there is a direct benefit to the BID district.
- BID has worked with Maydole for years doing the downtown Easter Egg Hunt for kids. Maydole donates 2 bikes and BID purchases pre-filled eggs. Tracy has compared pricing and found Sunny Bunny Easter Eggs to be the least expensive, about \$596 for 4000 filled eggs. Tracy asked if BID still wanted to do this. The question was asked if we've asked for donations or business sponsorships for eggs. Victoria reminded us that there isn't much time to make changes for this year and suggested we do as we've done in the past and make changes for Easter 2026.

Old Business:

- The lighting project is moving forward starting in April or May.
- Grant shared that the new website is live. Impact Marketing has been working to make updates and will also show a BID member how to do our own updates. Also, once its used for marketing, businesses will see the usefulness of it and hopefully want to participate. Pertinent material needs to be provided to Impact Marketing for the social media aspect. Several members offered to be part of a committee that provides a plan for the website and social media. Missy made a motion to start a Marketing committee and Grant seconded it.

- In the last work session changes were made to the by-laws and the city basic services agreement was reviewed. That agreement is a work in progress. Three items were changed in the by-laws after the work session: the attendance policy, which was read to the board, the treasurers section where requisitions will be presented to the city for drafting checks, and lastly moving legacy members to class III – non-voting members. Tracy and Missy will be responsible for keeping the attendance records. Rife said he is creating a standard operating procedure for the finances which will be added in the near future. Robert made a motion to adopt the amended by-laws and Adrienne seconded.
- Tyler shared that the next few work sessions will focus on adapting the vision/mission statement, the basic services agreement with the city, and the BID district plan which was last done in 2005.
- Rife has developed several board policies that will be sent out for review. The plan is to adopt them at the next board meeting.
- Lastly, take time to review the website for needed updates and material. An email will be sent to add people to the new marketing committee.

New Business:

Motion to adjourn by Robert, second by Adrienne - Meeting adjourned at 09:15

Minutes respectfully submitted by: Missy Hayes
3/27/2025