



NORWICH BUSINESS IMPROVEMENT DISTRICT BOARD OF DIRECTORS

Tuesday, May 6, 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 08:01 with the following members in attendance:

- **In person:** Tyler Oliver, Erik Scrivener, Alecia O'Neill, Robert Jeffrey, Dana Wall, Tom Curnalia, Scott Burlison, Grant Brightman, Adrienne Zornow, Tracy Chawgo, Missy Hayes
- **Virtually:** Todd Dryer
- **Excused:** Rife Revoir
- **Guests:** Tim Miller

Public Comment: None

Approval/Adoption: The April meeting minutes were shared via email prior to the meeting. No questions or concerns. Motion to approve and file by Alecia, second by Tom, all in favor.

Reports of the Officers: Erik – Common Council

- City working with the tobacco coalition on new ordinances for tobacco retailers, restricting the number of tobacco licenses available in the district. This affects retailers selling tobacco and related products/paraphernalia and penalties if caught selling without a license. And if one closes, the number of licenses is reduced by 1. This ordinance is working in other communities.
- Common Council has asked the planning commission to bring the snow and ice removal ordinance back to review the fines and language.
- Other ordinances to be updated are related to unsafe buildings, vacant buildings, exterior maintenance. Looking at civil penalties vs criminal, the ability to fine building owners as well as tenants under certain circumstances. City of Oneonta has been doing this for 2 years now, following NYS building codes and it is working. The city is considering a BID overlay district with stricter standards also.
- Erik and Tim met with the company that is working on the water and sewer capital improvement plan for the city. This will help plan out the next 5 years' capital projects.
- Also the city manager study will begin in the next month.
- Enforcement of ordinances has always been an issue. The new city attorneys, BS&K, will be involved from the implementation of the new ordinances. BS&K is from Syracuse and brings some expertise the city has been lacking.
- The first major project in the city's DRI program will be going out to bid in the next 30-60 days. Then potentially two more projects sending out bids this summer, then construction to follow. The theater's project will be sending out bids in May. Some small project grant fund projects have been completed. There is another round of applications being accepted for another \$150,000.

Reports of the Committees:

- **Executive Committee:** Did not meet
- **Budget & Finance:** Met in April. A few items need to be cleaned up in the 2023 and 2024 audits. Rife is working on an official finance report for future board meetings.

- **Nominating Committee:** Did not meet. However, Victoria Mitchell resigned from the board after the last meeting. Current board member numbers are good but the committee may want to brainstorm and build a list to fill Victoria's board seat.
- **Marketing Committee:**
 - Did not meet. Recap that the first meeting was to comprehensively update the website which is in really good shape now. The next meeting will focus on social media and promoting the updated website.
 - Dana asked Molly Pratt to review the website from a business owner/artist perspective. Her feedback was positive and she especially liked the marketing form which uses BID to help promote an event or sale for the business.
 - There was also discussion of ways to advertise/promote commercial vacancies. Tyler mentioned Herkimer using QR codes for community feedback as to what they would want to see in the vacant spaces. Tracy mentioned QR codes in the vacant windows so anyone walking by can learn the info about the vacant space, who to contact for more info, square footage, etc. Other ideas were putting art displays in vacant windows, creating a BID boilerplate vacancy sign, working with a realtor, building the BID member and storefront database, highlighting vacancies on BID social media.
 - Dana also mentioned a content creator completed the business registration form and had concerns about what definition should be used; does the BID just register building owners because they pay the BID assessment; are tenants of BID members also encouraged to register; address should also be included on the registration form to confirm location in the BID district. More discussion needed.

Old Business:

- **Main Street Sweep** has been advertised and a local church is sending volunteers. Window washing, street/sidewalk cleanup, turning mulch around trees; there should be enough volunteers to get it done.
- **Memorial Day Weekend Cruise-in:** the Frontier parking lot has been secured, Tracy will bring the sound system to play music; this event has grown in popularity. The Evening Sun has been notified as well as Park Place. Mindy has swag bags from Preferred Mutual to give to participants.
- **Mission & Vision Development:** Tyler said he wants to use the next work session on May 20 to work on this. Please send him an email if you can attend because a good turnout is needed.
- **Signatures on new policies:** A few board members have not signed the policy signature pages and I will hand them out to the necessary members.
- **Lighting Project:** The light pole heads are not shipping until July 15 so this will delay the start of the project. The contractor said he gets 5 per week done so approximately 6-8 weeks once started.

New Business:

- **Fundraising Events:**
 - Tyler looked at Elmira's BID because they have a very active fundraising schedule/events. The Live After 5 event is like a happy hour in the downtown with a street closed down, live music, similar to the Alumni event in 2023 and adding a way to generate revenue. Elmira sells cups specifically designed for them.
 - BID Walking Tour: Tyler talked about doing a walking tour of the BID district to identify potential projects, possibly where storage container rentals might go, future mural locations. Tyler will come up with a few dates within the next month to help with scheduling.
 - BID Signage and Awning Program: The program offers up to \$500 to businesses and building owners in the BID district for signage/awning on a reimbursement basis. If a business moves and needs a new sign, this will be considered on a case-by-case basis. This will be updated on the website and will add a copy of the sign ordinance with it.
 - Storage Container rental idea/Langford Station Cultural District: Missy shared information about this district near Victoria, Canada. The district used an area near railroad tracks, put in a stage, fencing, permanent food trucks and several storage containers retrofitted with windows and doors and heat and owned by the city and rented to artists and small businesses. On Saturdays, the farmers market sets up in the area also and there is live music and a beer truck. Grant said they have access to storage containers, not retrofitted, but at a good price should this be something the BID takes on. Ideas were discussed, BOCES could retrofit the containers, discussion on locations like the rail trail, near downtown

parks to take advantage of events. Erik mentioned the city is working on the parks and rec plan and that could potentially free up a lot of ground to work with. However, if this is a BID project, space in the BID district will need to be used. American Avenue was also discussed as it may be a good interim project and the street may be able to be closed on weekends.

- Tracy gave a report that this time of year is relatively slow for BID. He's been preparing for the upcoming events.

Motion to adjourn by Adrienne, second by Grant - Meeting adjourned at 08:56 am.

Minutes respectfully submitted by: Missy Hayes

05/31/2025