



**NORWICH BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS
Tuesday, July 1, 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 08:06 with the following members in attendance:

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

Public Comment: None

Approval/Adoption: The June meeting minutes were shared via email prior to the meeting. No questions or concerns. Motion to approve by Erik, second by Rife, all in favor.

Reports of the Officers:

Reports of the Committees:

- **Executive Committee:** Did not meet
- **Budget & Finance:** Rife is still waiting for access to the new account through the City.
- **Nominating Committee:** Did not meet.
- **Marketing Committee:**
 - Dana said the committee is collaborating using a spreadsheet for social media idea content and dates.
 - The website is up to date with changes and she's working on updating the vacancies and loading them on the website.
 - There was discussion of how to drive people attending events to the downtown businesses while they are in town. Dana presented the idea of creating a postcard containing business information and handing it out at the event. It would also give BID a presence with a sign and possibly balloons to direct attention to open businesses. Postcards will take approximately 2 weeks to order to have for Gus Macker.
 - Abbey Mullin will be doing reels for social media and will make several of the open businesses during Gus Macker and post them.

Old Business:

- **Vacant Storefronts:** There is a vacancy form on the website now for building owners to complete which will help determine what is available to rent in the district. And a spreadsheet will be developed with the information provided.
- **Branding:** Sam from EDR shared some branding logos that were shared at the board meeting. Discussion of color palettes, green and purple possibly preferred. Also discussion on taglines.
- **Vision and Mission Statement:** Tyler said he thinks the Vision statement should tie into the downtown marketing/branding tagline and logo. So they need to be finalized before completing the Vision statement.

- McNeil's recognition: The city just recognized McNeils for all their years in business. Tyler suggested keeping BID's recognition consistent with what was done for McLaughlins; a plaque and short ceremony.
- Lamppost Project: Still waiting for lamppost heads to ship. It may be another few weeks.

New Business:

- Executive Director's Report:
 - Tyler mentioned that since Tracy has resigned, an ad for a new ED was placed and has ended. He will discuss the options towards the end of the meeting.
- Common Council:
 - Erik said that the placemaking initiative is making progress. The City has kicked off their Business manager study. And there is a new brownfield plan.
 - Tim Miller mentioned that the downtown fountain is out for repair and it may take a while.
- Holiday Committee:
 - Tyler wants to form a BID Holiday Committee, as the BID used to have one. This committee plans out the decorations and lights for East and West Parks and does the installation as well. Tyler will send out an email for interested parties.
- Business Updates:
 - Dana shared that she is opening an espresso coffee bar inside South Broad Mercantile. It will be like a pop-up shop and her experience on the BID board has helped her understand what businesses need to do to open in the BID district. She offered the idea of setting up a guide to help businesses and tying storefront vacancies into it along with forms the business can complete on the website. There was discussion on the process, having the ED stop in and meet the business owners and also concern to not copy what Commerce Chenango already offers. There was also discussion on using QR coded signage on the vacant windows.
 - Tyler mentioned Michelle Erikson would like to put Colorscape Chenango artwork in the vacant windows downtown for promotion of the event and needs building owner information. Tyler will work with her on this.
- Weeds:
 - Tyler mentioned this is the time of year that the trees and weeds start to make broad street look overgrown. BID needs to come up with a long term solution for future years. There was discussion of different options for weed management. It was mentioned that a license is needed for some options like using chemical sprays. Using area youth may be an option, especially those needing volunteer hours.
- Wish List Exercise:
 - EDR mentioned that BID should be more aggressive with finding businesses that want to be located in downtown or maybe have a second location in downtown; need to market and search for business. Tyler asked us all to email him 2-3 businesses we would like to see in our BID district.
- Other items:
 - Grant asked when BID will start planning the next big project for next year. The discussion was to talk about this at the next work session.
 - Rife mentioned an old car on a trailer sitting in front of Red Roof Inn, that it needs to be moved to the back as it is an eyesore.
 - Tyler mentioned JLL, in their desire to help Norwich become a visitor's destination, has started a voucher program to attract people coming to the Thursday night concerts in the park to spend the night at Red Roof Inn or Fred's Inn.

Executive Session:

- At 9:02, Erik made a motion to enter an executive session to discuss a contractual agreement; seconded by Grant
- At 9:33, Robert made a motion to exit the executive session; seconded by Erik.

Motion to adjourn by Robert, second by Erik - Meeting adjourned at 9:34 am.
Minutes respectfully submitted by: Missy Hayes, 08/29/2025