

NORWICH BUSINESS IMPROVEMENT DISTRICT BOARD OF DIRECTORS' MEETING

Agenda

Tuesday, April 7, 2026 – 8:00 AM

COMMERCE CHENANGO, 19 E Main St, Norwich

~ Please note - the agenda is subject to change without notice ~

The monthly meeting of the Norwich BIDMA Board of Directors was called to Order by Mike Longo at 8:04am with the following members in attendance:

- **In person:** Dana Wall, Mike Longo, Laura Grady, Bo Currie, Alicia Lally, Tyler Slater, Thomas Curnalia, Kim Mack
- **Virtually:** Adrienne Zornow
- **Excused:** Rife Revoir, Brian Day, Justin Rowe, Erik Scrivener, Grant Brightman
- **No-Shows:** Alecia O'Neill
- **Guests:**

Mike read the BID Mission statement aloud.

Notice of the meeting was emailed to board members on 3/27/2026 and 4/4/2026 by Missy Hayes.

Public Comment: None

Approval of the Minutes: Mike made a motion to approve the February 3, 2026 and March 3, 2026 minutes; seconded by Laura. All in favor.

Reports of the Officers:

Reports of the Committees:

Executive Committee:

- Dana reminded the board that the next Work Session is Wednesday, April 15th and that the topic is Main Street Sweep and Bring the Bloom to Broad (this year's hanging basket sponsorship program)
- Mike, Brian, and Dana will check on Main Street Sweep outreach partners to see where they're at with a recruitment with the goal of getting an update before next week's Work Session
- Dana is meeting with the Norwich Garden Club later today to finalize our collaboration for the hanging basket sponsorship campaign; Dana has created flier and a form to sign up to sponsor, and plans to start promotion the week of April 20th (social media and a press release, drafted in conjunction with the Garden Club)
- During the Work Session, the board will work on finalizing other event logistics and promotion
- Dana prefers to have 3-5 board members at Main Street Sweep, although participation is not required
- Bo recommends prioritizing outreach of the hanging basket sponsorship campaign over Main Street Sweep; Main Street Sweep could be promoted a week and a half before as long as outreach partners have confirmed volunteers
- Laura suggests that we should think of and promote a rain date
- Mike brought up other event set-up elements to boost visibility of the BID (e.g. a tent or table)
- Dana suggested we get branded yellow safety vests for board members for the event that could be re-used

Budget & Finance:

- Bo suggested that the Mercantile can do an online tote bag pre-sale for pick up on Founders Day to get a head start with promotion

- Dana to check with Paul Farnham on when the totes will be ready in case there's an opportunity to photograph them for the pre-sale
- Founders Day Open House includes five currently vacant properties
 - Dana shared that Gary Brill said he'll probably have his space rented by the time of the Open House
 - Dana shared that 7 S Broad is being rented to a gold and silver shop
 - Dana shared that Serenity Hobbies will be looking for a new space (interested in the Service Pharmacy building); new property owner wants to put in an arcade
- Dana shared that she accidentally purchased the tote bags on her own business credit card, and requests reimbursement
- Mike made a motion to approve reimbursement to Wren Coffee for the tote purchase; seconded by Alicia. All in favor.
- Dana shared that she and Mike are working on Foundation Applications to the Greater Norwich and Follett Foundations to go out by 4/15
- Dana shared that the 2025 Fund Balance is \$7,793 and that she will share a proposal for allocation of those funds

Nominating Committee:

- Missy Hayes resigned from the board. Dana will send out a message to the broader board for members to consider taking the spot. The role includes meeting minutes, calendar invites, distribution of minutes, tracking board meeting attendance, etc.

Old Business:

- Kim shared that the Trophy Guy plans to install the McNeil's bench plaque this Friday
- Dana shared that we need to check on the removal of the poison ivy in Gordon Park in advance of Main Street Sweep

New Business:

- Executive Director's report – Dana
 - Dana shared that NYSDOT is not going to allow the parklets proposed for the American Avenue DRI project, but they will allow sidewalk activation
 - Laura brought up potentially creating a buffer in the parking spaces if we're going to just have sidewalks to work with
 - Bo suggested potentially trying out valet parking (letting hotel open first to see where the issues are), Alicia brought up posting signs where parking is available
 - Dana reminded the board that American Ave DRI funds need to be spent mostly on American Ave, and that the city will need to get re-approval from the State any time the nature of the project changes
 - Mike suggested adding string lights to American Ave
 - Dana shared the draft parking signs prepared by LaBella. Alicia and Tyler expressed preference for the blue color combination. Laura says the green version looks like a park sign. Thomas raised concerns about color blindness issues. Laura echoed that sentiment and suggested more muted colors, or even black and white. Alicia suggested that instead of including the building footprints, the maps could just highlight main destinations,
 - The general consensus of the board members present was that the parking signs are too busy
 - Dana confirmed that the intent is for the parking signs to be at the entrances to the lots; not necessarily to view them as you're driving by to know where to park
 - Laure reiterated it would be possible to make the background white, add a Downtown Norwich color logo; simpler the better
 - Dana shared the updated budget for the Awning & Signage Reimbursement program. The total budget is \$5,000, which would require allocating \$2,000 of the 2025 Fund Balance to the Streetscape Improvements budget line item to leave \$1,500 remaining for other needs that might come up the rest of the year. The final Program offers reimbursement for two of each category/element. Dana showed the program

information and application on the BID website. Dana said she will share the program with BID members via email.

- Mike made a motion to approve the updated Awning & Signage Reimbursement program; seconded by Kim. All in favor.
- Thomas suggested reaching out to BID members before next week's Open House so that property owners can tell potential new business owners about the program
- Common Council Update – Erik
 - Dana shared that the Downtown Design Guidelines with EDR, Inc. with kick off soon, and that the goal is for them to be done this fall.

Adjournment: Mike made a motion to adjourn the meeting at 9:11am; seconded by Kim. All in favor.