

NORWICH BUSINESS IMPROVEMENT DISTRICT BOARD OF DIRECTORS' MEETING

Meeting Minutes

Tuesday, May 5, 2026 – 8:00 AM

COMMERCE CHENANGO, 19 E Main St, Norwich

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

Calling of the Roll: per sign in sheet

- **In person:** Mike Longo, Tom Curnalia, Brian Day, Bo Currie, Laura Grady, Erik Scrivener, Alicia Testani, Tyler Slater, Adrienne Zornow, Dana Wall
- **Virtually:** Grant Brightman
- **Excused:** Kim Mack
- **Guests:** Lyndsey (?)

Reading of the BID Mission Statement:

The Business Improvement District works to make downtown Norwich a thriving center of commerce by supporting its members and businesses, enhancing public spaces, and promoting cultural events to create a vibrant, welcoming community.

Public Comment: Anyone wishing to speak pertaining to BID issues will have 5 minutes to do so.

- One member from the public joined, but did not speak.

Proof of notice of the meeting: April 23, 2026 and April 29, 2026 emails

Approval of the Minutes: April 7, 2026 minutes

- Mike motioned to approve, Tyler seconded

Reports of the Officers:

Reports of the Committees:

Executive Committee:

- May Work Session: Summer Planning
 - Goal is to plan BID presence at major downtown summer events with tent/table, merch, and a postcard (map + business directory) to encourage visitors to explore Broad and Main and visit businesses beyond the event footprint.
 - Discussed need for a new sign (prior year had sidewalk sign with QR code to BID website).
 - Sidewalk maintenance/weeding support likely requires sourcing capability (possibly via Tim/crews); also referenced a program through SUNY Morrisville with a ~\$500 certification cost that may need budgeting.
 - Funding/grants: plan to check grant applications for pop-up materials; also discussed window decals for vacant spaces (e.g., Heritage building brewery space).
- Main Street Sweep outstanding planning items
 - Partners/volunteers: Broad Street Methodist Church, United Church of Christ, NBT (circulation for volunteers), Norwich City Church (tree grates + re-mulch), Garden Club (Gordon Park), Rotary (donated hot dog lunch for volunteers).
 - Expected turnout: baseline 15–20 from partner orgs plus additional signups; total planning assumption was ~30–35 (excluding Garden Club).
 - Tasks: tidy tree grates, spruce up Gordon Park, roving crews for trash pickup, sidewalk sweeping, storefront window washing.
 - Supplies inventory: buckets, cleaning solution, push brooms, trash bags, trash picker tools, some gloves. Gaps: rags, potentially more reusable gloves, and mulch delivery.

- It was suggested that the volunteer raffle prize can be a tote filled with items from the local businesses.
- Dana to draft confirmation email for partners/volunteers, finalize activities and supplies needed.
- Rain date will be Saturday, May 30th

Budget & Finance:

- Tote bags launched on Founders Day (April 17) and are selling well; some stores sold out (South Park Mercantile, Novel Idea) and Made in Chenango sold out of the lighter/white design.
- Dana collecting tote bag payments before replenishing, plan to replenish monthly
 - Dana to pick up final payments, place larger order for summer to sell at events
- 21 pledges for Bring the Bloom to Broad so far!
 - 21–22 sponsorship forms were completed (about one-third of total baskets); not all payments received yet.
 - Garden Club offered to send handwritten thank-you cards if sponsorship is in honor of a loved one; only one submission so far.
 - Considerations for next year: whether to add physical sponsor recognition on baskets (concerns about aesthetics) vs. a sponsor poster on a sidewalk sign.
 - Request to board/participants: amplify promotion via social posts to increase sponsors.
- Voted and approved a \$878 transfer from the Pumpkin Fest account to reconcile the BID's \$10,000 lighting project contribution, consolidating funds and closing out the "previous operating account" balance. Current state: ~\$9,100 in "previous operating account"; proposal was to transfer \$878 from Pumpkin Fest funds to bring the total to \$10,000, then drain/close the previous operating account and consolidate funds.
- Rationale: resolve legacy accounting issues and streamline all funds under city accounts; avoids impacting current operating budget.
 - Erik motioned to approve, Adrienne seconded

Nominating Committee:

- Filling Secretary role
 - Identified governance gaps: Secretary role remains vacant and bylaws require >50% 1A (property owner) representation—currently exactly half after Missy's departure; potential solution is converting a current member (Rife) to 1A via documentation.

Old Business:

- Founders Day recap
 - Might make it an annual event to help get people downtown in the slower months
 - Easel sign at each storefront to help identify, more board member involvement
 - Possibly coordinate a history walk with the Historical Society
 - Each property owner had several visitors, but nothing significant came of it

New Business:

- Executive Director's report – Dana
 - Banner redesign work started with target install by Flag Day (June 14); grant timing and vendor quote follow-ups are needed; parking signage work is paused in favor of a simpler "P sign" network.
 - Reviewed three initial options Dana made; consensus is that they're too busy, too much color. Dana to re-attempt and circulate for feedback via email.
 - Tyler to ask his graphics team to attempt design
 - Dana to follow up with the Image Press on estimate. Vendor quote: total shown as \$2,446 including taxes and an \$800 installation fee; BID is tax exempt and does not need

the installation fee—needs follow-up because vendor did not respond after that clarification.

- Dana to follow up with city banner team about placement
- Review Awning & Signage Program applications
 - Cora (Blood Mood Tattoo): applied for a projecting sign on South Broad (front entrance accessible) plus a window decal; both in same category, so reimbursement likely limited to one item per program rules.
 - Missy Beers: applied for frontage improvements plus signage for “Market 607” (and possibly teasers); again, rule implies reimbursement limited to one item per year.
 - Key dependency: many applicants have not started permit process with Harold; board indicated they can’t firmly approve/reimburse signage until at least consultation/permit steps occur. Drawings and installer insurance are required.
 - Program governance: design guidelines may change with upcoming work; intent is to get businesses in the habit of following code even if updated guidelines are forthcoming.
- Common Council Update – Erik
 - Soon kicking off Design Guidelines with EDR, Inc.
 - Unguentine Building moving forward, construction starting in June
 - Streetscape Master Plan funding application in May (CFA)

Adjournment: Erik motioned, Adrienne seconded