

**BASWA General Meeting  
December 13 @ 8:30am  
SWPC**

In attendance: Philip Duquette, Eileen Thomas, Dave Halter, Tracy Saville, Joseph Vitello  
No questions were presented regarding last meeting and or minutes.

**HUD Economic Development Department Grant**

HUD has added stipulations on how grant money can be spent. HUD requires that all monies be spent benefiting residents who frequent BASWA businesses and must be spent within the BASAWA service area. Possible spending programs include permanent landscaping (planters, benches), lighting and advertising w/in the area. The major benefit is that grant funds can exceed the current \$5000 slated for 2005.

**Certificate of Use**

Current plan: \$100 initial application fee w/ annual fee dependent upon business compliance w/zoning (ex. \$10/yr w/no referral to provisional or up to \$300/yr w/referrals.) See letter attachment from City of Rochester for additional info.

**SEI Marketing Plan**

RGE has allowed it's funding to be used for business recruitment incentives. The plan is to entice specific businesses with a signing bonus (\$200-\$500) to locate in the area.

**Wedge Point Block Club gift baskets**

Jeannie Stillman has requested gift certificates from area businesses to be included in gift baskets for new residents. SWPC fund raising committee has also suggested sending gift baskets to new residents. BASWA has recommended the 2 groups work together to achieve goal. Philip will notify both groups of similar interest and request they work together to avoid double hitting businesses for certificates.

**Neighborgood Grant**

Deadline for submission is Friday, December 17. BASWA will request funds (\$2000) for Star Alley Dog Park development.

**Banners**

Galaxy Graphics has returned all materials and electronic data to BASWA. Ruth Kinslow is locating printing sources that will be able to utilize returned materials. Joseph Vitello referred Devin Vosberg (244-0150) as a possible printer. Philip will notify Ruth of Devin Vosberg referral.

Water banner has been adapted to include current SEI water logo components. All other banners have remained unchanged. See attachment of current Water Banner.

**E-chx**

Joseph Vitello presented a group discount proposal for area businesses on payroll services. If BASWA gets a minimum of 5 businesses to participate E-chx will reduce their rates by 20%. E-chx's current rate is 20% lower than a nationally known payroll service provider. This rate is not a "teaser" rate and contains guarantees on annual price increases. E-chx provides services for both profit and not-for-profit organizations. Each month E-chx employees donate both time and money to a non-for-profit that utilizes their services.

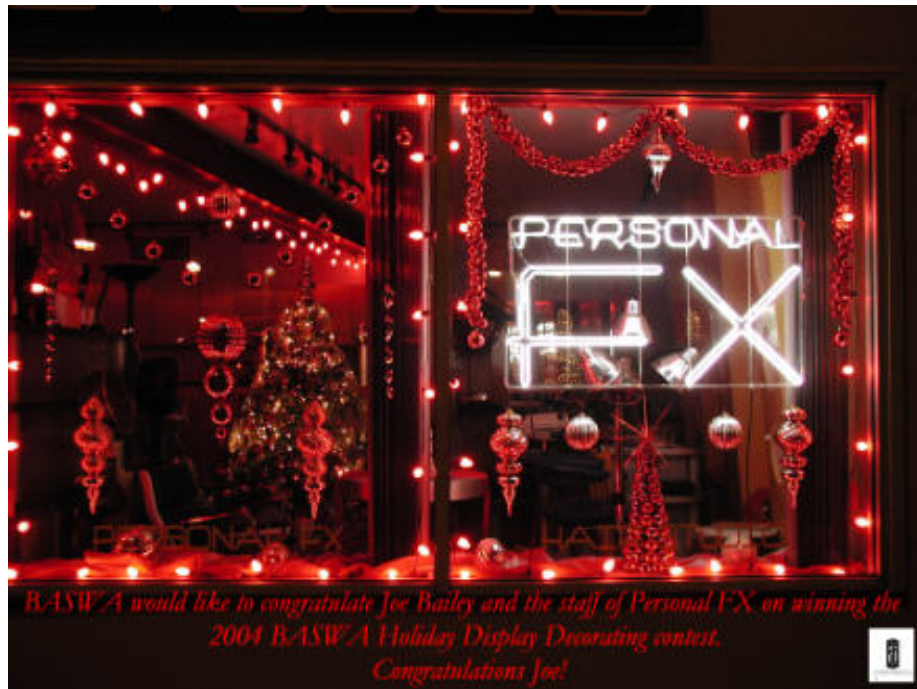
BASWA and E-chx will notify area businesses of proposal in a joint letter with Joseph Vitello providing telephone follow-up mid-late January. See attachments for E-chx literature.

**Holiday Decorating Competition**

Judging will be the weekend of December 18, 19 2004 for Holiday Display Competition and has been well received by area businesses. Pete Saxe, Daisy Algarin, Jeanne Stillman and Cheryl Stevens will judge the competition.

12/26/2004 update:

The winner is *Personal FX*'s red interior and exterior display.



A very close runner up was *House Parts* with its classic Victorian charm.



**Next BASWA General Meeting is January 10, 2005 8:30 AM at SWPC**