



BUSINESS ASSOCIATION
OF THE SOUTH WEDGE AREA

BASWA Bulletin and Meeting Minutes January 11, 2006.

BASWA Bulletin

BASWA events, accomplishments and thank you's

To join BASWA please contact:

PhilipDuquette@msn.com or Chris@historichouseparts.com

Current Paid Members (34):

Boulder Coffee Co.
Cheryl Stevens
Cheesy Eddie's
Daily Perks Coffeehouse
David Merkel
Epsilon Real Estate Development
Flower City Glass
Genesee Co-Op
Genesee Heating
Greek Orthodox Church
Historic Houseparts
HSBC
Joseph DiDonato D.D.S.
Kenron Industrial Air Conditioning Inc
Lux Lounge
Mitchell Dannenberg
MRA Architecture. P.C.
Open Face Sandwich Eatery
Postler & Jaeckle Inc.
Premier Pastry
Pride Connection
Rochester Children's Nursery
Schuler Haas Electric
Singer Real Estate
South Wedge Green Grocer & Garden Center
South Wedge Planning Committee
St Boniface
St. Joseph's Neighborhood Center
Stars & Stripes The Flag Store
Style Masters Beauty Salon
The Beale Street Café
The German House
The Keg Sports Bar and Grill
Women's Coffee Connection

BASWA Swing in the New Year Party

BASWA General Meeting Minutes

Jan 11@ Stars & Stripes.

Thank you Betsy Lombardo, for hosting
this months meeting.

In attendance:

Philip Duquette, Chris Jones, Tracy Saville,
Lauren Daley, Joe DiDonato, Betsy Lombardo
and Jim Wolff.

Swing in the New Year! Fundraiser



BASWA was able to donate \$1100 to The Center for Youth thanks to everyone who attended 2005's Swing in the New Year event. Over 250 people attended and helped BASWA net just under \$5000. BASWA would like to thank all the businesses who donated silent auction items and everyone who attended. Money earned will help pay for additional street planters, benches at bus stops and South Wedge media advertising. We will be repeating this event in 2006 due to neighborhood resident requests.

Annual 2006 BASWA Volunteer Letter

BASWA will put together a letter highlighting 2006 call for volunteers of BASWA events. Events include flower planting, Swing in the New Year, advertising campaigns, and holiday decorating. The executive committee will complete a 2006 events schedule, comprise, and distribute letter to area businesses. BASWA will focus on advertising/promotion, street beautification,



What would happen if you threw a New Years Eve Party and nobody came?

We wouldn't know! New Year's Eve we had over 250 people attend our Swing in the New Year Event at the German House and all had a good time. More details will follow later as we tally everything up but I wanted to thank some people who helped make the night a success. First, I want to thank all our sponsors who helped make the event possible.

Historic Houseparts
John Betlem Heating and Cooling
Brighton Securities
HSBC Bank
Premier Pastry
TimeWarner Cable
Flower City Management
Godfrey Muller Studios
Swillburg Neighborhood
Lee Walter, CPA
Wheeler Communications
White Wire Works
Alan Knauf, Esq.
Smith Insurance Agency
South Wedge Planning Committee

And I would like to thank:

Christina Jones and Jim Wolff for coming up with the idea and all their hard work making it a success, even with Jim in the hospital the week before Christmas

Tracy Saville for his ability to round up silent auction items and for all his efforts during the planning and promotion of the event

The owners and staff of Cheesy Eddies, Daily Perks Coffeehouse, Historic Houseparts, the Keg Bar and Grill, the Pride Connection and Women's Coffee Connection, for selling tickets this past month.

Ed Schram (and family) at the German House for all his help in planning and hosting the event

Janine Lucas for expertly manning the Silent Auction

Brian Williams and Bobby Henrie and the Goners for putting on a fantastic show and their help in promoting the event

Esther Brill, Jenny Gaul, and Sue Morgan of the Rochester Swing Dance Network for their advice, help in promoting the event and for running the Survival Class at the beginning of the evening.

To everyone who helped with the set up and clean up yesterday, including **Christina Jones, Jim Wolff, Tracy Saville, John White, Hannah and crew from Gilded Gift Baskets, Janine Lucas, Jimmy Catalano, Dan Buyer** (for vacuuming!), **Kathy and Judy, Lisa Reagan,** and to anyone else I'm forgetting due to lack of sleep.

Alicia and Amanda for entertaining the kids so their parents could enjoy the party.

Cheesy Eddies and Premier Pastry for donating desserts for the dessert buffet.

Tina at FedEx Kinkos for their generous donations in regards to the posters and program.

and fundraising. Larger banners, updating the kiosk and additional planters are planned for 2006. BASWA will also investigate hanging flower basket pricing for 2006. Fundraising ideas include selling kiosk advertising, flower basket sponsorship, Swing in the New Year, and Flag Day Motorcycle Run. A Fourth of July fundraiser is planned, event details are unknown. A party in the Highland Bowl or along the Genesee River was presented. Another idea was selling food at riverfront during fireworks display.

Cooperative Advertising Campaign

BASWA is initiating an advertising campaign with City Newspaper. BASWA and SEI will be match business advertising dollars and encourage everyone to participate. Rates will be very affordable with smaller business ads focused around a larger highlighted business. Contact Philip Duquette of Premier Pastry for additional information.

Street Planters

Mixed daffodils have been planted in planters. This spring should yield over 700 daffodils in the street planters.

Flag Day Biker Road Rally fundraiser with The Flag Store.

As a summer fundraiser BASWA will investigate holding a Biker Road Rally with Star's & Stripes celebrating Flag Day. Decision to go/no go date is April 15.

Next BASWA Meeting:

February 15, 2006

LUX Lounge

666 South Avenue, 5:30pm.

Join us for drinks, information, and fun!

Special Guest: Molly Clifford

Molly will answer any questions regarding Neighborhood Empowerment Teams and Certificate of Use.

If you would like to host a meeting click here to submit request: [Sound Off](#). Meetings are the second Wednesday of each month @5:30pm.

To everyone who donated items to the silent auction.

To everyone who bid on the silent auction.

Dennis VanKerkove and Gale Lynch for being photogenic on the front page of Sunday's Democrat and Chronicle.

And to everyone who has supported us during the planning and execution of the Swing in the New Year Event.

We hope to make this an annual event and would appreciate any feedback. Many thanks and congratulations to all for a job well done and for a resounding success!

**Philip Duquette
President, BASWA**



New Businesses!

BASWA congratulates new businesses in the neighborhood...World Hair, Caverley's and Gilded Gift Basket. Stop by and say hello, shop and welcome them to the neighborhood.

Business Announcements

Submit all business announcements to [Sound Off](#). Announcements will be in BASWA Bulletin and website only, no group emails will be sent to BASWA distribution lists.