



BUSINESS ASSOCIATION
OF THE SOUTH WEDGE AREA

BASWA Bulletin and Meeting Minutes October 2005.

BASWA Bulletin

BASWA events, accomplishments and thank you's

To join BASWA please contact:

PhilipDuquette@msn.com or Chris@historichouseparts.com

Current Paid Members:

Boulder Coffee Co.
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
Premier Pastry
Pride Connection
Rochester Children's Nursery
Schuler Haas
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 Cafe
The German House
The Keg

BASWA would like to thank all that have joined in 2005!

BASWA General Meeting

Oct 12 14 @ Daily Perks Coffeehouse.

Thanks go to Janice Grosshans for hosting this months meeting.

In attendance:

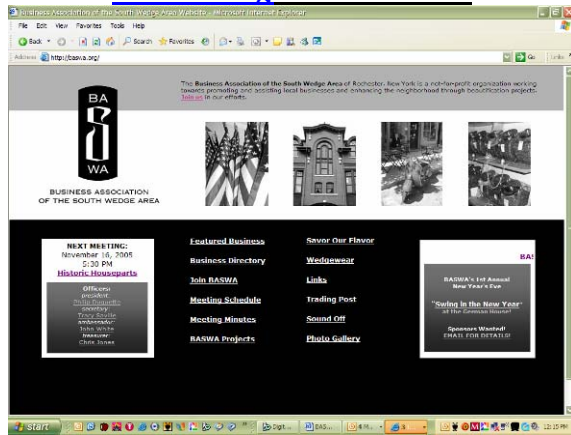
Philip Duquette (Premier Pastry),
Chris Jones (Historic Houseparts),
Tracy Saville (resident), Janice
Grosshans (Daily Perks), Lauren
Daley (SWPC), Jeffrey Cain (Time
Warner), Rachel Adonis (HSBC),
Marsha Dumka (Rochester Children's
Nursery) and Bill Towler and Terry
DeBonis (City Newspaper.)

University of Rochester's Fashionably Late Program and Wilson Commons Wednesday Event.

The University of Rochester is funding a late night program aimed at getting students off campus and into surrounding neighborhoods. The **Fashionably Late** program allows businesses to organize UR sponsored events. Events are held on Saturdays and run from 9pm to 2am. The UR coordinators are holding Saturday, November 19 for the South Wedge neighborhood. The UR red bus line is willing to make special stops at participating businesses to accommodate student transportation to the event. Group participation numbers can vary from 5, 10 or 20+ students.

The University of Rochester also is sponsoring a **South Wedge Wilson Commons Wednesday** event. Lauren Daley will be at the UR Wilson Commons representing the

BASWA.org has launched!



BASWA's Chris Jones and Tracy Saville have launched BASWA.org. You now have one source for business directories, BASWA meeting schedules, minutes, events and feedback. Site includes info for retail, restaurants, bars, not for profits and rental property owners. Please review your listing and contact Chris@historichouseparts.com or TSaville@rochester.rr.com to update or add info. Business directory and rental property owners' page is still under development pending business and property owner listing feedback.

Check it out at www.BASWA.org.

South Wedge New Year's Party

BASWA will be hosting an annual New Year's Eve Party at The German House. The events will a fundraiser for BASWA with 20% of all proceeds going to an area charity. The goal is to capture crowds currently in the neighborhood for the City of Rochester fireworks display as well as get neighborhood residents together to celebrate. Bobby Henrie and the Goner's will be the featured band. The Rochester Swing Dance Network will be participating in the event. All BASWA members will receive 2 free tickets to the party. Visit the following link for more information: www.BASWA.org/NewYearsEveParty.htm.

Wedge Wear

South Wedge Savor Our Flavor T-shirts are available. T-Shirt Sale Proceeds benefit BASWA projects, which benefit all of us. T-Shirts: 100% Cotton, available with different logos. Cost is \$15 each or 2/\$25. Special discounts are available at Member Meetings every month. Visit www.BASWA.org/wedgewear.htm to purchase. Look for more **Wedgewear** soon!

Financial Advisor to Help Small Businesses

How do I get a loan for my small business? How can I avoid problems with my business loans? If you need answers to questions like these, SWPC's new financial consultant can help. Kevin A. DiGiacomo, vice president of M & T Business and Professional Banking, joins SWPC's technical assistance program this month. He will offer one-on-one confidential meetings with business owners and managers at SWPC's offices, 224 Mount

neighborhood. There will be a slide show of South Wedge images and opportunity for area businesses to display products and participate in event raffles. Please donate whatever product you can to this event. This is an opportunity to advertise to 400+ students and staff. Certificates and food items are highly appreciated by both UR students and staff.

Businesses that donate receive free advertising throughout the UR campus through campus wide advertising. South Clinton Merchant Association has also been invited to participate in this event.

South Wedge Wilson Common

Wednesday is December 2, and to participate in person or donate, contact LDaley@swpc.org.

Time Warner Cable Media Sales Advertising Proposal

Jeff Cain from Time Warner Cable presented an advertising campaign that would highlight the South Wedge area and businesses. One possible campaign would be a donut concept with an intro and end highlighting the South Wedge Area (10 sec) with the business highlight in between (20 sec.) Businesses are able to select which cable channels their ad runs on to hit target audiences. All ads would run between 6am and midnight, no overnights. Campaign length is negotiable and production is included in the cost. Campaign consists of 107 commercials per business at \$1,550. SWPC is currently seeking advertising grant money to assist businesses in an advertising campaign. Most grants are 50/50 and would reduce business cost to \$775 out of pocket expense. For more information, contact PhilipDuquette@msn.com.

City Newspaper Advertising Proposal

City Newspaper offers reduced rates for group business advertising campaigns. City recommended building campaign around existing neighborhood events such as Historic Houseparts annual tent sale or BASWA annual New Year's Party. *City* could sign on as an

Hope Ave.

Kevin is available on the first Wednesday of each month from 9-11 a.m. He is currently taking appointments for Oct. 12, Nov. 9, Dec. 9, and Jan. 4. To schedule a meeting with Kevin or George, call Jeanne Stillman at SWPC, 256-1740, ext. 106.

Heritage Food Mart Mural Dedication.



Tuesday, Oct 4, the Hickory N.U.T.S. held a Mural Dedication Party! Leland Chapin, a N.U.T., is the artist. The Rochester Area Community Foundation provided primary funding. Drive by and check it out - it is on the back wall of Heritage Food Mart on Hickory and Mt. Hope. Thanks go to N.U.T. Gayle for the heads up.

Grand Opening of the Baobab Cultural Center

www.thebaobab.org

The Baobab Cultural Center, a new organization that promotes arts and culture in Rochester with an approach influenced by Africa and The Diaspora will be opening its doors to the public. The center is located in the upper level of the German House, 315 Gregory St. The opening events will include a fine art exhibit on Saturday & Sunday, November 5-6, 2005 from 10:00 AM – 5:00 PM, and a viewing of the Haile Gerima film SANKOFA from 4:00 PM – 7:00 PM on Sunday, November 6 in the auditorium of the German House. The events are designed to generate thoughts and discussions on the role of art in society as a means of free expression and the power of artists to openly express thought-provoking ideas that enable the public to engage in challenging and stimulating discussions.

The opening fine art exhibit will feature three artists, Kofi Kayiga, St. Michael “Ikahl” Beckford, and Lynda Howland.

Business Announcements

Submit all business announcements to TSaville@rochester.rr.com. Announcements will be in BASWA Bulletin only, no group emails will be sent.

Rochester Children’s Nursery will be celebrating its 150th Anniversary in September 2006. Look forward to special events celebrating the event.

event sponsor and provide cut rate advertising rates. *City* would require a banner or other form of advertising at the event. Advertising could also be available through community write-ups in *City*.

Jim suggests a full-page ad with a featured business surrounded by other participating businesses. Each issue the featured business would rotate to a different participating business. Ads with coupons or special offers are strongly encouraged. Gimmicks such as scavenger hunts, treasure hunts, or give-a-ways are recommended.

Next BASWA Meeting:

November 16, 2005 @5:30 pm.

Historic Houseparts

540 South Avenue

If you would like to host please reply to PhilipDuquette@msn.com.

All meetings are the second Wednesday of the month @5:30pm.