



BUSINESS ASSOCIATION  
OF THE SOUTH WEDGE AREA

## BASWA Bulletin and Meeting Minutes for September 2005.

### BASWA Bulletin

BASWA events, accomplishments and thank you's

To join BASWA please contact:

[PhilipDuquette@msn.com](mailto:PhilipDuquette@msn.com) or [Chris@HistoricHouseparts.com](mailto:Chris@HistoricHouseparts.com)

### Current Paid Members:

429 South Avenue Apartments, Beale Street , Boulder Coffee Co., Genesee Coop, Genesee Heating, Historic Houseparts, LUX Lounge, Premier Pastry, Pride Connection, Rochester Children's Nursery, St. Boniface Church, Schuler Haas, South Wedge Planning Committee, Stars & Stripes Flag Store

### South Wedge Banners are installed!



New funding secured! Prominent locales will have maximum sized banners and to increase visibility, current banners will be hung side by side where possible.

### Planters & Plants are in place.



Look for additional planters in 2006. Thank you to the following businesses for taking time to water planters near their place of

### BASWA General Meeting

Sept. 14 @ The Keg.

Thanks go to Ed Schram for hosting this months meeting.

### In attendance:

Philip Duquette, Chris Jones, Tracy Saville, John White, Ed Schram, Jim Wolfe, Janice Grosshans, Rachel Adonis and special attendees NYS Rep. Susan John and Monroe County Legislature candidate Harry Bronson.

**BASWA would like to thank NYS Rep. Susan John for securing multimodal funding for both South Avenue and Nathaniel Square construction.** The avenue construction is nearly complete with only the cross walks at Alexander Street requiring completion. Nathaniel Square development is proceeding and should be complete in Fall 2005. BASWA presented Susan with a South Wedge Savor Our Flavor bag, South Wedge History book from South Wedge author Rose O'Keefe and a coffee table book of American Women.

### South Avenue Light Poles and Gregory Street/Cayuga Street sidewalk repair.

BASWA is seeking assistance from Rep. Susan John for street light pole replacement and Gregory/Cayuga Street sidewalk repair. The city of Rochester's position is that the light poles have a life span of 10-15 more years before they require replacement. The light poles are badly rusted and have damaged

business:

- Premier Pastry and Stars & Stripes Flag Store (Comfort Street)
- Historic Houseparts (Hamilton Street)
- Cheryl Stevens SWPC and SWEEP (Averill Street)
- Pride Connection (Caroline Street)
- Tracy Saville BASWA (Alexander Street)

### South Avenue Construction

The project is in the final stages with only the brick cross walks at Alexander Street and South Avenue remaining. As always, if you have any questions regarding the street renovations please contact the following individuals (in order):

1. Bill (Bergmann Associates 721-4463)
2. Sid Reedhead (Bergmann Engineer 737-8004, Field Office Phone: 254- 5481)
3. Jim Cortina (City of Rochester 281-6262, Office: 428-6781)
4. Tom Lichtenthal (Bergmann Engineer Office: 232-5137 ext. 308)

### University of Rochester Bus Route & RED Project

The University of Rochester bus route now stops in the South Wedge. The new bus route:



Visit the Common Connection, 201 Wilson Commons, for additional maps and directions, bus schedules, and a listing of off-campus events.

The RED program was developed in order to promote off-campus student enjoyment by registering businesses to offer student discounts to those with small red stickers on their ID card. See the following link for participating businesses or to join.

[www.sa.rochester.edu/RED/](http://www.sa.rochester.edu/RED/)

The UR Campus Times Brennan states, “The goal is to get more students to ride the bus, and to provide more options in terms of getting out into the city. The old routes did not stop at any of the best shopping or dining areas.”

### The City Newspaper Fall Guide South Wedge Restaurant and Bar Advertisement.

Below is a copy of the South Wedge ad appearing in The City

bases due to sidewalk snowplows striking the poles. BASWA will document rusted poles, sidewalk condition, and forward pictures to Rep. Susan John’s office. Although it is doubtful funding will be available this year, funds may be available next year. Rep. Susan John may be able to discuss with RGE if current pole models are scheduled for replacement with newer, more efficient models. BASWA will seek sidewalk repair cost information from Larry Stid (City of Rochester) and include with photos of rusted/damaged light poles and sidewalk sent to Rep. John’s office.

### Banner Install and Grant Money

BASWA has secured a \$3000 grant from NBN for an additional 12 banners and brackets. The new banners will be the maximum size allowed by the city and located at prominent street locales. Lesson learned: a banner looks much larger off a light pole than on one. Smaller banners will be reinstalled side by side on poles to increase their visibility where possible.

### Permanent Planter Installs

Tracy Saville (BASWA), John Billone Jr. (Flower City Management), Chris Jones (Historic Houseparts) and Philip Duquette (Premier Pastry) placed 12 concrete planters on South Avenue bump outs 09/11/05. BASWA thanks all involved for assisting and planting of mum’s and ornamental grasses. BASWA intends to replace current planters at Gregory and Sanford Streets and add additional planters throughout the South Wedge in 2006.

### Historic South Wedge Street Signs

Swillburg Neighbors Association is installing street signs printed with the neighborhood logo. BASWA has pursued similar South Wedge logo signs with the city of Rochester and the process was complex, including a special assessment district.

Newspaper this Fall Guide. BASWA would like to thank the 15 businesses for their participation. Please submit \$30 advertising invoice payment



Come sample the diversity that the South Wedge Area has to offer.

Bakeries

**Cheesy Eddie's**  
602 South Ave  
473-1300

**Premier Pastry**  
433 South Ave  
546-1420

Sandwiches & Catering

**Baba Emad**  
758 South Ave  
271-1210

**Julienne**  
429 South Ave  
232-3290

**Open Face Sandwich Eatery, Inc.**  
651 South Ave  
232-3050

**Savory Thyme**  
220 Mount Hope Ave  
423-0750

Coffee Houses

**Boulder Coffee Company**  
100 Alexander St.  
454-7140

**Daily Perks**  
389 Gregory Street  
271-2340

**Women's Coffee Connection**  
642 South Ave  
442-2180

Quick Bites

**Little Venice Pizza**  
697 South Ave  
473-6710

Libations

**LUX Lounge**  
666 South Ave  
232-9030

Specialty Dining

**Beale Street Cafe**  
689 South Ave  
271-4650

**Dashen Ethiopian Restaurant**  
503 South Ave  
232-2690

**The Keg Sports Bar & Grill**  
315 Gregory Street  
473-5070

**Skippy's**  
742 South Ave  
271-7590

**Business Announcements:**

**Daily Perks @ 389 Gregory Street is Now Open Mornings!**

M-F 7am to 11am

T-Th 7pm to 10pm

Fri-Sat 7pm to 11pm

[www.dailyperkscoffeehouse.com](http://www.dailyperkscoffeehouse.com)

**Beale Street Café @ 689 South Avenue  
New Orleans Fundraiser**

The price of every Etouffee sold between September 23 and 29<sup>th</sup> will go to Hurricane Katrina flood relief.

[www.bealestreetcafe.com](http://www.bealestreetcafe.com)

Swillburg is working through Monroe county and the process is less complex. BASWA will initiate South Wedge logo sign placement with SWPC, neighborhood associations and Monroe county. Annual HUD funding will cover cost of signs.

**South Wedge New Year's Party**

BASWA will be hosting a New Year's Eve Party. The goal is to capture crowds currently in the neighborhood for the City of Rochester fireworks display as well as get the neighborhood together to celebrate. The German House has agreed to host the event. Suggestions included a band, food from area establishments, cash bar, free admission, and a supervised children's play area. A local party would allow area residents to walk to the event, celebrate while their children play in a safe area and view fireworks/ball dropping on a large TV screen. BASWA will be creating a committee to organize the event and will be open to all South Wedge Area business associations and neighborhoods.

**Business Announcements:**

Please forward any business announcements you would like communicated to BASWA businesses to [TSaville@rochester.rr.com](mailto:TSaville@rochester.rr.com).

Next BASWA Meeting:  
October 12, 2005 @5:30 pm.  
Daily Perks Coffee House  
389 Gregory Street

If you would like to host please reply to [PhilipDuquette@msn.com](mailto:PhilipDuquette@msn.com).  
All meetings are the second Wednesday of the month @5:30pm.