

**Business Association of the South Wedge Area January Minutes
BASWA meeting January 17, 2007 at Taco Johns, 489 South Ave.**

Attendance: Philip Duquette (Premier Pastry), Chris Jones and Jim Wolff (Historic Houseparts), Ron Maier (Kenron Industrial), Lyjha Wilton (Boulder Coffee Co.), Dave Halter (SWPC), Brian Pincelli (SWPC), Rose O'Keefe, John Roth (Taco Johns), Daisy Algarin, Jessica Stroud (Boulder Coffee Co.) Ronald Schutt. Also guest speakers included Lee Walter, CPA, Shawn Anderson (Paychex) and Michael Tortarella (Paychex).

Thanks to John and his staff at Taco Johns for hosting this month's meeting and providing appetizers and refreshments.

CHANGES IN FEDERAL AND NY STATE TAX LAWS FOR 2006/2007

Lee Walter went over the many changes in the tax law for the upcoming year and how they will affect small business owners and individuals alike. Changes include mileage reimbursement, retirement plan contributions, depreciation for equipment and automobiles, residential energy credits, and personal contributions to charity. Handouts were provided. For more information, Lee is available at (585) 292-9830.

PAYROLL AND RETIREMENT BENEFITS PROVIDED BY PAYCHEX

Paychex sales consultant Michael Tortarella (mtortarella@paychex.com) discussed various options for managing payroll benefits such as 401(K) and various tax credits that are available to employers. Michael also noted programs such as the Renewal Community Employment Credit which is a program offering incentives to businesses hiring individuals who live and work in a renewal zone (such as the South Wedge). For more information, Michael can be reached at (585) 218-5035.

STATE AND FEDERAL PAYROLL CREDITS

Paychex sales manager Shawn Anderson (sanderso@paychex.com) discussed various programs which provide payroll credits to businesses that fit certain hiring guidelines. Most notable are the Empire Zone Credit which can provide retroactive credits from up to 3 previous years, and the Work Opportunity Tax Credit which could provide credits up to \$2,400 per year (one time credit only) for businesses hiring employees that fit certain criteria. Shawn can be reached at Paychex (585) 218-6060 for further details about these and other programs.

Highland Hospital Garage

Dave Halter presented an overview of the current proposal given to SWPC and various neighborhood groups by Highland Hospital regarding plans for a new parking garage, tentatively planned for 885 South Ave. An alternate location for the garage, on Alpine Drive to the south of the hospital, has been dismissed by Highland as a possible site. Various BASWA members spoke out on the current proposal. Different aspects of the plan were discussed, including the effect on businesses in the South Wedge; possible addition of retail space within the proposed garage; and Highland Hospital's overall

impact to the community. After a vote, it was decided that BASWA does not support the plan as it is currently proposed (results of the vote were 5 “against” and 3 “undecided”).

New Year’s Eve fundraising event at the German House

Chris Jones presented the financial report of the 2nd Annual “Swing in the New Year” event and noted that over \$700 was raised for St. Joseph’s Neighborhood Center as the recipient of this year’s event. Over 200 tickets were sold. Special thanks go to Ron and Norma Maier for all off their efforts!

Financial Report

Philip went over the funding that will be available for upcoming projects, noting grants from the United Way (for benches and banners) and Rochester Area Community Foundation which are still in the works. He also stated that the additional funding will nearly double both the number of banners along South Ave. as well as replacing some of the older-style benches located near the Kiosk. More of the iron benches, matching those installed last summer, will also be purchased. It was also noted that the Kiosk updates are still in progress, pending funding and financing.

Holiday Decorating Contest Winners

The winners of this year’s decorating contest were recognized. First place (\$300) went to Equal Grounds; second place (\$200) went to Historic Houseparts, and third place (\$100) to Coffee Connection. Thanks to everyone who took part in the contest this year.

George Eastman House Silent Auction

Philip discussed the upcoming event at the Eastman House, Feb. 25th at 7PM and encouraged anyone who is able to donate for their upcoming silent auction. Anyone needing more information regarding the event can contact Sarah Monnat, Manager of Special Gifts, at (585) 271-3361 or at smmonnat@geh.org

Other topics

Ron announced that the Artisan Church is calling the German House its new home. They have both late afternoon and evening services available. For more information go to (www.artisanchurch.com). Also, Jessica from Boulder Coffee announced tentative dates for this year’s Boulderfest scheduled for July 27-29. Boulder is looking for both sponsors and vendors for the event. Lyjah states that they are trying to increase the size of the event while keeping it free or minimally-priced.

Rose O’Keefe announced that she was trying to expand the History Fair in order to maintain funding from the Ad Council for upcoming events. Anyone wishing to participate or contribute to this year’s event could contact Rose at the SWPC office. Finally, Maria Paratore from the Mt. Hope Keybank branch left flyers for anyone wishing to contribute to the upcoming Heart Association ball.