

**BASWA Meeting Minutes**  
**March 10<sup>th</sup>, 2010 6:00pm at Little Venice**

**Attending:**

Chris Jones, Jennifer Posey, Philip Duquette, Kurt Schweitzer, Karrie Laughton, Bob Boyd, Rose O'Keefe, Jim Wolff, Lori Bryce, Mary Howard. Thank you to Jeff and Dave from Little Venice for providing us with complimentary pizza, wings, and beverages.

- 1) SW Scavenger Hunt – we hope to hold this event in June or July. We need to come up with our event format including:
  - a. Date, Time, Duration: 4:30-9pm, June 19<sup>th</sup>
  - b. Rules/Requirements: a committee of Jim, Karrie and Jennie will come up with the rules and outlay
  - c. Cost to participants: about \$20
  - d. Number of Stops/Steps/Clues: a committee of Jim, Karrie and Jennie will come up with the rules and outlay
  - e. Prizes; local stuff
  - f. Marketing Plan/Budget; TBD
  
- 2) Distribution plan for our SW Marketing Brochures; Visit Rochester Organization (Airports, Thruway stops, hotels, conventions), Libraries, Welcome Packets, Colleges, Local Businesses, out and about. BASWA will share a tent at Corn Hill Festival and also Park Ave Festival and distribute them also, and sell Swag.
  
- 3) Update on Current Projects:
  - Dog Park: nothing yet although contact has been made with Monroe County Parks Department and also Allen Williams of Wadsworth Square Neighborhood.
  - First Fridays: it looks like it needs to be an individual business thing.
  - Third Thursdays: Urban Folk Art Unveiling is on the June Third Thursday (traffic control box painting project) For Concerts in Star Alley, Sponsors are: Lux in June; Rochester Community Acupuncture with Cavalcade in July, Historic Houseparts with the Hi-Risers in August, Hedonist Chocolates in September, John's Tex-Mex in October,.
  - Irish Beer Tasting: BASWA Fundraiser organized by Wright Wisner Distributing and the Keg owner Ed Shram. \$10 per ticket, tastings of Harp, Guinness, Smithwick's, and Magner's Cider, and the blends of those which are half and half, black velvet, and black and tans. Pre-sales at several locations.
  - South Wedge Architecture Presentation: still working on location, trying for third Thursday in May with Cynthia Howk from Landmark Society,
  
- 4) Announcements:
  - There is still money available to small businesses through the city's 50/50 matching grant program. Grants are available for advertising, security, computers,

architectural assistance, interior design, and signage for eligible businesses. The guidelines and application are attached.

- Follow BASWA on Facebook- post your events to our BASWA facebook page which feeds into the baswa.org and savorourflavor.com sites. Help us keep the content fresh and build awareness about your business to new people.
- BASWA will be at the Corn Hill and Park Avenue Festivals this year, distributing our new SW Marketing brochures and selling Swag. If you'd like us to distribute your menus, literature, etc please let us know.