

BASWA MEETING

Wednesday July 9, 2009

Members Present: Philip Duquette, Rose O'Keefe, Chris Jones, Doug Root, Jim Wolff, John Roth, JoeMcBane, Karrie Laughton, Tracy Saville, Lyjha Wilton, Cheryl Stevens, Kurt Wilmarth.

Election of Officers:

Nominations were presented before the committee for President, Vice President, Treasurer and Secretary. Nominations were approved by the committee to serve 2009-2010.

President	Chris Jones
Vice President	Karrie Laughton
Treasurer	Philip Duquette
Secretary	Cheryl Stevens

SouthWedge Glasses:

The new SouthWedge pub glasses have arrived. Glasses will be sold to the public at community events and in SouthWedge business's. Joe McBane from the Tap and Mallet has ordered three cases. Glasses are being sold at \$3.50 a piece retail, half price to BASWA member businesses.

Safety Issues:

Concern was raised regarding safety issues on South Avenue late at night. There have been reports of muggings and an incident at Caverly's and someone shooting a BB gun at patrons. Problems are occurring between 11pm – 3am. Karrie informed the committee that some patrons leaving Lux Lounge has been mugged going to their car.

Action:

A small group of business owners and representation from a couple of residents will meet with Peter Saxe and RPD at the Net Office.

- The safety committee will ask for an increase in patrols between 11pm-3am.
- Will request that we have bike patrols and/or mounted patrols between 11pm – 3am.
- Committee will report back to the full committee at the next monthly meeting.

Marketing Brochure:

Discussion focused on the new BASWA marketing brochure to highlight SouthWedge businesses. Brochures will be placed in public places inviting people to come to the SouthWedge.

City Newspaper will design a new color brochure.

Chris presented a 1982 line drawing poster from 1982 showing various buildings along South Avenue that City Newspaper might be able to use in the marketing brochure.

Chris suggested that we find someone who can duplicate the same kind of line drawings so that we can add buildings that are not on the 1982 poster. Chris will get an estimate from local artist.

The brochure will include:

- Business's in BASWA's service area - one mile circle out from Gregory Street and South Avenue. Concentration will be Byron St. to Reservoir.
- Audience is for visitors to Rochester and new residents.
- Brochure will include all business's while referencing other service business's in the SouthWedge; church's, School 12, St. John's Home, Highland Hospital, etc.
- Focus will be on shops, restaurants and bars in the SouthWedge on South Avenue.
- Graphics will include all business's, church's, schools, hospital.
- Suggested sites to include in the brochure; Star Alley, Highland Bowl, Nathaniel Square, U of R, Mt. Hope Cemetery, Marie Daly Park, Kiosk, Benches, Genesee River, Troup Howell Bridge, Susan B. Anthony, Frederick Douglas bridge and historical locations in the Wedge.

Financial Report: No report.

Miscellaneous: Lyjha informed the group that Boulder Fest will be 7/24, 7/25 and 7/26.