

SABA General Meeting June 14, 2004 @ 8:30am SWPC office

In attendance: Philip Duquette, Nancy Molina-Sawyer, Tanya Smolinsky, Tracy Saville, Eileen Thomas, Shanai Lee, Daisy Algarin, and Marsha Dumka
No questions were presented regarding last meeting and or minutes.

ShopInRtown.com Website Presentation

Shanai Lee presented a PowerPoint presentation on www.ShopInRtown.com online coupon site. The site offers users multiple search options and businesses flexibility in updating coupon offers/business information. Businesses do not have to offer a coupon to be included on site. Please verify that your business is listed and all information accurate. If you would like to participate with an online coupon, fax the attached application to Shanai Lee at 428-6042. Shanai welcomes any ideas for improving or promoting the Online Shopping Guide and the Online Coupon Program. She can be reached by email at Lees@cityofrochester.gov for additional information.

The screenshots illustrate the website's layout and functionality:

- Homepage:** Features the City of Rochester logo, a 'WELCOME TO ROCHESTER' banner, and a central shopping bag logo with 'ShopInRtown.com' text. Navigation links include Home, Programs & Services, From the Mayor, Fun Stuff, Dialogues, and Search.
- Search Results:** Displays a list of businesses offering coupons, such as Bakeries, Bar and Grill, and Barbers/Beauty Salons, with details on the discount offered.
- Business Profile:** Provides detailed information for 'Cheesy Eddie's', including business type, address, phone, and website.
- Coupon:** A 'Neighbors Shopping Neighborhoods Business Coupon' for Cheesy Eddie's, offering 10% off any purchase of \$10.00 or more, valid until November 30, 2004.

Enhanced Certificate of Use

The City of Rochester has proposed a new Enhanced Certificate of Use. Cost of certificate is \$100 annual compared to current \$25 one time fee Certificate of Use. The City is hoping that increased funding will assist enforcement of city code on city businesses. Restaurants, grocery stores and retail stores are affected. Philip represented SABA at the City of Rochester sponsored public meeting. Greatest concern by business owners was that specific business types (corner stores) were being singled out to fund Certificate of Use enforcement. Philip will compose a letter notifying the City of Rochester that SABA opposes the fee increase but supports Certificate of Use enforcement.

Street Beautification and 662 South Avenue Green Space

The annual City Flower Days provided 20 perennials and 2 lilac bushes for Star Alley. Tracy, Philip, and members of SWEEP added additional plantings from their personal gardens to fill perennial plant bed. Ritchie will continue raking, mowing and general maintenance of Star Alley. Slate patio has been placed thanks to Dan Buyer, Dave Halter, John Billone Jr. and Tracy Saville. Special thanks go to John for volunteering both the use and his expertise of a Bobcat to move the slate. Issues such as lighting and final design will be addressed in the near future by SABA, SWPC and SWEEP.

Tracy has also contacted Singer Real Estate, Postler & Jaeckle and Vail Automotive regarding beautifying plant beds on their property. All companies have agreed to work with Tracy to update plant beds. Tracy has also been weeding around South Avenue trees and planting marigolds and applying mulch. Tracy's notification to Pete Saxe at NET of tree grates heaving or choking trees and will result in those grates being removed later in the summer. Special thanks go to Pete Saxe for his cooperation.

SABA Incorporation

City of Rochester and SWPC require SABA to incorporate. The City of Rochester requires all associations receiving grants be incorporated. SWPC supported incorporation based on both associations' liability concerns. Attorney's Underberg and Kessler will be processing incorporation and cost is expected to be <\$1000. All incorporation forms have been submitted are process should be complete any day. SABA name change will occur with incorporation. New association name is Business Association of the South Wedge Area (BASWA) to include geographic area stated in current association bylaws. Only change to bylaws is fiscal year will now match City of Rochester (July to June) fiscal year and officer election dates (June.) Philip will establish a BASWA post office box at US Postal Service South Clinton location.

Paul J. Gefell

SABA will make a contribution to the Paul J. Gefell Memorial Fund. SABA members would like to express sympathy to Peggy Fink-Gefell, owner of Savory Thyme Catering on her loss.

July General SABA meeting has been cancelled. Next General Meeting is August 9, 2004 @ SWPC 8:30 AM