



BUSINESS ASSOCIATION
OF THE SOUTH WEDGE AREA

BASWA Bulletin and Meeting Minutes April 19, 2006.

BASWA Bulletin

BASWA events, accomplishments and thank you's

To join BASWA please contact:

PhilipDuquette@msn.com or Chris@historichouseparts.com

Current Paid Members (34):

Boulder Coffee Co.
Cheryl Stevens
Cheesy Eddie's
Daily Perks Coffeehouse
David Merkel
Epsilon Real Estate Development
Flower City Glass
Genesee Co-Op
Genesee Heating
Greek Orthodox Church
Historic Houseparts
HSBC
Joseph DiDonato D.D.S.
Kenron Industrial Air Conditioning Inc
Lux Lounge
Mitchell Dannenberg
MRA Architecture. P.C.
Open Face Sandwich Eatery
Postler & Jaeckle Inc.
Premier Pastry
Pride Connection
Rochester Children's Nursery
Schuler Haas Electric
Singer Real Estate
South Wedge Green Grocer & Garden Center
South Wedge Planning Committee
St Boniface
St. Joseph's Neighborhood Center
Stars & Stripes The Flag Store
Style Masters Beauty Salon
The Beale Street Café
The German House
The Keg Sports Bar and Grill
Women's Coffee Connection

**BASWA General Meeting Minutes
April 19 @ MacGregor's Tap Room.
Thank you MacGregor's, for hosting this
months meeting.**

In attendance:

Philip Duquette, Chris Jones, Tracy Saville,
Lauren Daley, John White, Janice Grosshans,
Sandra Faison, Shawn Wallace, Peg Gefell,
Shaun and Sabrina Phillips.

City Newspaper Ad

BASWA has arranged for a special group advertising opportunity with City Newspaper. The full page, color ad will appear bi-weekly and consist of a large ad surrounded by 12 smaller ads. Each issue the center ad switches to another participating business. Businesses can change their ad with each issue. Cost is \$165/month (paid BASWA members) and only 3 spaces are left. Businesses are able to share spaces (alternate spots) to reduce cost. Please contact Philip or Chris for more information. So far, the ad has run for 2 weeks.

Beautification

Rochester Clean Sweep is in effect May 15-20. Goal is to have residents place all garbage curbside; volunteers clean up community areas in the South Wedge area. Clean Sweep's goals are trash removal and clean up, not plantings. Day of Caring volunteers will be planting perennials later in Spring. Additional plantings are available through the city; Philip will forward plant application to Lauren. An additional 6 planters (2 @ Comfort, 2 @ Sanford, 1 @ Cayuga, 1 @ Hickory) and 9 benches will be placed in Spring 200 to be placed on bump outs and Cayuga Street (6 BASWA, 3 gifted by neighborhood businesses, associations.)



Street Planters

700 daffodils were planted in mid-January, cars hit 2 planters, and yet they live! Check out the daffodils; please help BASWA keep the neighborhood clean by keeping containers free of trash. Thanks for your help!

New Businesses!

BASWA congratulates new businesses in the neighborhood...Taco John's, Saint Aubyn's House of Soup, and Uniform Etc.

Business Announcements

Submit all business announcements to BASWA.org: Sound Off. Announcements will be in BASWA Bulletin and website only, no group emails will be sent to BASWA distribution lists.

Time Warner Ad

8 week/35 ads per week BASWA television commercial to start in May 2006. 3 ads will be highlighting 18 BASWA paid members. BASWA will be paying the cost of the commercial, SWPC paying for advertising. For an example of the ad, contact Philip or Chris.

Banners

\$3000 NBN grant for banners will go further than previously expected! Philip has located a vendor who uses heavy-duty umbrella fabric instead of vinyl. Current banners are vinyl and some have ripped. We will be able to purchase 8 additional banners (for a total of 20) by using the new vendor.

BASWA Tent at Lilac Festival

Please volunteer to help SWPC/BASWA maintain a tent at Lilac Festival. SWPC will sell cookbooks and display neighborhood pamphlets. Businesses cannot sell merchandise that competes with Lilac vendor merchandise is the only stipulation. Contact Lauren at SWPC.

Next BASWA Meeting

May 10, 2006 @Boulder Coffee Co.
100 Alexander Street, 5:30pm.
Join us for drinks, information, and fun!

If you would like to host a meeting click here to submit request: BASWA.org: Sound Off. Meetings are the second Wednesday of each month @5:30pm.