

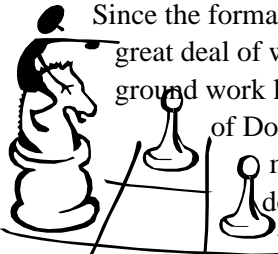
BID Tidbits

Volume 2, Issue 1

Downtown Auburn Business Improvement District Newsletter

Winter 2003

A Strategic Plan for the Future



Since the formation of the BID in June of 2001 a great deal of work has been done to get the ground work laid for a successful revitalization of Downtown Auburn. Marketing materials were created, a website designed, relationships were forged with government entities, a cleaning crew dedicated to downtown was established and additional funding secured.

In the fall of 2002, the Auburn Downtown Partnership (ADP) embarked on a strategic planning process for the purpose of establishing goals for the future operation and performance of the Business Improvement District (BID).

The plan developed by the Strategic Planning Team represents the first step in an effort to introduce systematic planning as a tool for management of the BID.

The plan is intended to be implemented over a three (3) year period, 2003-2005. However, since the plan is merely a tool to improve operations and performance, it should be considered subject to frequent change, with appropriate revisions made by the BID Board and the committees that work to implement it. Ultimately, the benefit of the strategic plan is to establish within the BID organization a new approach to the management of the organization. With this strategic plan, a new management approach can emerge that will embrace the value of thinking strategically about the resolution of issues, setting goals and objectives, setting priorities, and measuring performance.

The following are the areas in which the Downtown Auburn BID will be focusing our efforts over the next *three years* in an effort to operate within the scope of our mission and to reach our vision for the BID.

- **Business Retention**
- **Downtown Appearance**
- **Business Recruitment**
- **Government Relations**

These areas of concentration may seem logical, and quite frankly they are. In one way shape or form they were included in the original management plan, but the methods in which we were to be successful in each area were not included. Now we have this information.

The Auburn Downtown Partnership (ADP) was established in 1993 and has traditionally been identified as a merchant's organization. With the formation of the Business Improvement District (BID) in Auburn this has changed since the BID represents a geographic segment of the City of Auburn, which includes residents, business owners, property owners, not-for-profit organizations, and government entities. Confusion resulted over the dual nature of the name and mission of these two entities. In order to resolve this dilemma we have come up with a new name for our organization,

The Downtown Auburn Business Improvement District

If you would like a copy of the complete Strategic Plan, please call 252-7874 or visit our website at www.auburndowntown.org. As members of the BID we welcome and solicit your input and comments. As stated earlier this is a *work plan* which will evolve as we grow and change, so your input will be invaluable to our success.

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@ BID

The Auburn Business Improvement District Website can be found at www.auburndowntown.org.

If you haven't visited the site yet you are missing out on pertinent information for your business.

Added this fall was the *Business Directory*, which lists all the businesses in the Auburn BID.

Meeting notices are posted on the website, along with how to contact your Board representatives.

The website has information on the Facade Program in downtown Auburn, parking prices and locations and information on how the 2 hours of FREE customer parking program works.

Please take a moment to visit our site. We would like to hear your comments and feedback on the site either via email at aubdpbid@adelphia.net or by calling 252-7874.

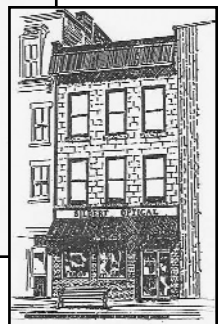
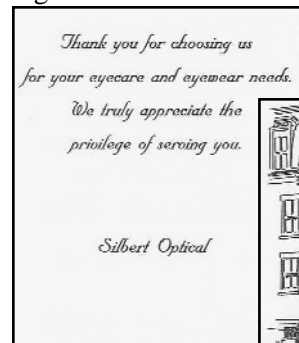
Customer Service Corner

Downtown Auburn has a great deal to offer potential customers. We are unique in that the majority of businesses in Downtown Auburn are service oriented. This gives us an advantage, as we have a captive audience of those who are using these services to entice them to stay and visit our dynamic mix of retail businesses.

But to ensure that our customers continue to frequent our businesses, we need to focus on making their experience the best they have ever had. Below is a **CUSTOMER SERVICE ACTION PLAN** to help you with ideas on how to make sure that your biggest assets - your customers - return to your businesses again and again.

1. Customer Service must begin at the very top of the organization with the chairman, president and upper level management.
2. Constantly rub shoulders with your customers to find out what they think. Keep from becoming insulated from reality by dwelling in an ivory tower.
3. As you interact with your customers, make sure you really listen. Do not hear what you want to hear. Listen to what they are saying.
4. Look for ways to crown the customer as king. Put the customer first and at the same time practice sound business principles, and you will not have to worry about profits.
5. Keep the creative ideas flowing. Eat, breathe, and sleep customer service. New ideas will come to you as to how to demonstrate the customer service attitude.
6. Make customer service the centerpiece of every staff meeting. It is critically important to reinforce the concept throughout the organization as often as possible.
7. As decisions are made, make certain that their impact on customers is always considered.
8. Look upon customer complaints (no matter how forceful they may be) as opportunities to make "lemonade out of lemons."
9. Hire employees who are intuitively service minded.
10. View customer service as your most important corporate asset, and treat it as carefully as you would any other tangible investment.
11. Remember that if your company does not capture a singleness of purpose, i.e./ serving the customer, one of your competitors may do so.
12. Implement everyday little actions that will reflect the customer service attitude, as well as make monumental, grand-plan changes.

Contact: Barbara Wold, (949)675-8845;
bwold@ix.netcom.com
 P.O. Box 5755
 Balboa Island, CA 92662
 International Speaker, Author,
 Business Strategist



This is an example of a note card sent to each client at Silbert Optical that makes each person feel thanked and appreciated and will keep them coming back.

Great Job Silbert Optical!



Parking in Downtown Auburn

PARKING! When you say this word in any City or Town anywhere in the United States you will immediately invoke an ingrained reaction. Be it a perceived notion that there is not enough parking or that the parking garage is not safe, PARKING is an issue all over the US.

So, now that we know that we are not alone out there it should make it easier, right? Wrong! There is a reason that there are magazines and books written that address the parking issues of cities and towns - because it is an ever changing chameleon like problem that plagues us all.

So how do we solve Downtown Auburn's parking problem - be it perceived or real? We start with you, the property owners, business owners and residents in Downtown Auburn.

The Auburn Police Department with the help of the Downtown Auburn BID instituted a 2 hour free **CUSTOMER** parking program back in May of 2002. The key word here is CUSTOMER. The program was not created to give downtown business employees a break on their parking costs or to create a game of "chase the parking attendant". The program was created to offer an amenity to your customers or to prospective customers.

How does the program work? The program allows for customers to park for up to 2 hours FREE per day. They can only park in one space per day for FREE. You can't move to one space for 15 minutes and move to another space for the remaining time.

After 2 hours the customer will have to move their vehicle, park it in another space and place money in the meter. A ticket will be issued if the car isn't moved, even if money is put in the meter. The two hours of FREE parking are valid only at on street parking meters, but do not include 15 minute and 1 hour meters.

So this program allows enough time for **your** customers to visit **your** stores and conduct the business they need to without having to pay for parking. If the on street parking spaces are filled with **your** employees, then your customers and potential customers can not take advantage of this amenity that we are offering.

The Municipal Parking Garage has very reasonable rates for monthly parking: 1 month \$25, 3 months \$65, 6 months \$125 and a year for only \$250.

There are also off street lots located on Dill Street/Loop Road - 3 different locations, Court Street, The first level of the parking garage, Seminary Street, Market Street, East Hill and the lot across from City Hall. All of these lots are open air metered parking lots that cost 25 cents per hour.

Electronic or CashKey Meters are available for purchase at the Treasurers office at City Hall. The initial fee for the CashKey is \$60 which includes \$50 of parking and a \$10 deposit for the key.

With the initial purchase of \$50, 400 parking hours (12.5 cents per hour) is installed in the CashKey. CashKey meters are located in the Court Street, City Hall, Dill/Loop, Seminary and Market Street open air parking lots. To recognize a CashKey meter, look for a small circle in the front of the meter.

For information on fees for the auburn parking garage passes, CashKey parking or open air lot charges go to <http://www.auburndowntown.com/parking.html>.

BID

Annual Meeting & Elections

The Downtown Auburn Business Improvement District's Annual meeting is scheduled for Wednesday, July 9, 2003 at 8:00 AM at the YMCA.

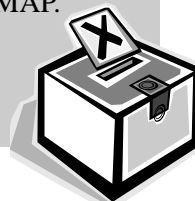
The Annual Meeting is where new officers and board members are voted in as well as the presentation of the Annual Report.

ALL BID members are invited to this meeting to be a part of the election process or just to hear what has been done over the past year.

If you or someone that you know, that lives or owns a business within the BID boundary, would be interested in running for a Board member position, please call me at 252-7874 and I will get you the needed paperwork. There are a number of positions with terms ending in June of 2003, for details please call me at the number above.

Not sure where the BID boundaries are, visit our website at

www.auburndowntown.org and click on BID MAP.



Energy Wise



Keeping Your Energy Costs Down as Prices Go Up

With most of the winter ahead of us and one that has projected temperatures of a more normal range this year, your gas and electric bills will most likely be higher than last year, unless you take action now.

The following are internet sites that can help your business save on your energy costs this winter and throughout the year:

The Environmental Protection Agency website has a calculator function that will allow you to compute and track your energy costs. This site also provides you with information on replacing or upgrading heating and cooling systems.

www.epa.gov/smallbiz

The Department of Energy also has a website that has a specific section geared to helping small businesses lower their energy use and costs.

www.energy.gov/business/index.html

The Alliance to Save Energy has a section on their website called Business Energy Checkup with information on energy savings. www.ase.org

Another way to cut costs is to upgrade your business with Energy Star equipment. Go to www.energystar.gov/products to find out more.

Lets also not forget our local resources of obtaining more efficient and cost effective energy for your small business such as the NYSEG website at www.nyseg.com. Under the section titled Energy Profiler Online™ you can track and calculate your businesses electricity usage. This website also gives lists of electricity and natural gas suppliers that you can purchase from in the area.

The Downtown Auburn BID can help you to get information on how you can save on your energy costs by getting you connected with a marketer of natural gas that is able to offer you a lower price. If you are interested, please call the office at 252-7874 and we will get the proper paper work out to you.

Downtown Auburn Business Improvement District

MISSION STATEMENT Downtown Auburn Business Improvement District (BID) is a membership organization of residents, business owners, property owners, not-for-profit organizations, and government entities. By means of research, advocacy, marketing, promotion, event planning and collaborative efforts, the BID is committed to enhancing the appearance, economic viability and quality of life of the community.

VISION STATEMENT The Downtown Auburn Business Improvement District (BID) will serve as the primary organization by which its members will both strengthen and revitalize their own organizations and the Auburn community. The BID is committed to becoming a valuable resource by providing a wide variety of services including research, technical assistance, event planning, and advocacy. The BID will measure its success based on the extent to which it helps members find solutions to the challenges they face, provides opportunities for economic growth and prosperity, and improves the quality of life of the community it serves. Ultimately, by serving its members with excellence, the BID will contribute to making the City of Auburn among the most outstanding places to live in the nation.

Did you know...

That Downtown Auburn will be getting another Bookstore in 2003?

That there are over 300 businesses and services located in Downtown Auburn?

That Downtown Auburn has 2 museums, a library, 3 Historic Sites, 4 parks and a Historic District?

That as a member of the Business Improvement District your business is listed in the Experience Downtown Auburn Brochure and on the website in the Business Directory?

That there are over 400 Business Improvement Districts in the US, 44 of which are located in New York City?

If you have a **Did You Know?** piece to submit, please call 252-7874 or email at aubdpbid@adelphia.net.

Have you ever....

Visited the Seward House?

Named a winning duck in the Kiwanis Annual Duck Derby?

Attended a Doubldays baseball game?

Attended a play produced by the Merry-Go-Round Theatre or the Auburn Players?

Attended a Business After Five?

Attended the Farmers Market in Downtown Auburn open from June - October?

Taken an art class at the Schweinfurth Memorial Art Center?

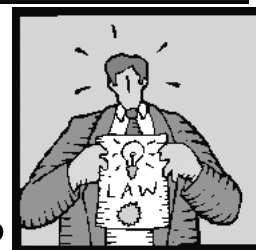
Brought your kids to The Fun Factory for a day of crafts?

Eaten at Riordans, The Family Restaurant, The Downtown Deli or Ristorante Piccorillo?

If your answer is NO to any of these questions it's time to start experiencing what Auburn has to offer.

Codes to Live by

The following information is taken from the Code of the City of Auburn, NY, v3, Updated 10-25-2002. This information as well as all other codes and regulations can be found on the City of Auburn's Website at <http://www.ci.auburn.ny.us> under the Municipal Code link.



PART II General Legislation, Chapter 259 STREETS AND PUBLIC PLACES

§ 259-6. Removal of snow and ice from sidewalks.

A.Responsibility. The owner, occupant or lessee of any lot or lands adjoining any public sidewalk shall keep the same free from snow, slush or ice. In case of failure or neglect to comply with this requirement within 24 hours following any storm depositing such snow, slush or ice, such may be removed by the Department of Public Works at the direction of the City Manager. Failure to complete such removal shall not be deemed an act of negligence by the City of Auburn.

B.Cindering or sanding. In the event that snow, slush or ice may become frozen on sidewalks in such a way that removal is difficult or injurious to sidewalks, the sidewalks shall be rendered safe for public travel by use of cinders, sand or other suitable materials and shall be properly cleaned thereafter when weather permits. If any owner, occupant or lessee of lots or lands abutting sidewalks fails to comply with this requirement, the walks shall be rendered safe by the Department of Public Works and thereafter cleaned at the direction of the City Manager.

C.Work performed by Department of Public Works. Any work performed by the Department of Public Works pursuant to this section shall be charged against the property owner and shall be billed and collected by the City Treasurer. Such charge shall be a lien on the adjoining realty to the same extent as City taxes and may be included in the general City tax roll and enforced in the same manner as other City taxes. All actual items of work, including labor and materials, plus an administrative and supervisory expense of 50% thereof, shall be charged; provided, however, that the minimum charge for each occurrence shall be \$5 per lot or parcel of land.

If you have any questions regarding this code, please call the City Public Works Department at 253-8354.

This could be your business Card ad!! →

Ad size 3.5" X 2"
Advertise your special promotions or just your company.

Only \$25 for a quarterly ad and \$75 for a year.

Call 252-7874 for more information.

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Call us anytime day or night for your widget needs at 222-2222

Recognizing our Businesses

Downtown Events

If you have an event or a special happening at your store, let us know. We will include this information in **BID Tidbits** the Downtown Auburn BID newsletter.

Please remember the Newsletter comes out quarterly, (Jan/April/July/October), so plan your event submissions accordingly.

Any information that is to be included in **BID Tidbits**, must be to the Downtown BID office on the *1st of the month prior to printing*.

The Downtown Auburn BID reserves the right to accept or reject any event submissions in accordance with our operational guidelines.

Questions on submission to the **BID Tidbits** please call 252-7874 or email at aubdpbid@adelphia.net.

Events will also be listed on the website at www.auburndowntown.org on the Events page.

Has your business won an award recently? You sold the most shoes in the region or have been in business the longest. If so let the Downtown Auburn BID know about it so that we can help to congratulate you and your staff for a job well done. All you have to do is fax or call at 252-7874 or you can even email the information at aubdpbid@adelphia.net. It is always nice to know what is going on with your neighbor, especially if it is something good!

An email received by the Downtown Auburn BID on November 4, 2002:

My uncle and I visited the lovely town of Auburn last month. We enjoyed visiting the **Harriet Tubman** home and eating dinner at the **Hunter Dinerant**. ~ David A. Harris



In the June 2002 Musical Merchandise Review **Speno Music Inc**, located at 3 E. Genesee Street in Downtown Auburn was featured in their "Golden Dealers" issues. Speno Music has been in business in Auburn, New York for over 50 years and has become one of the largest sources for the musical community in Central New York.

The **Frank Mucedola Accordain School** has been in business in Auburn since 1945. His school is located at 3 E. Genesee Street in downtown Auburn. Visit his website at <http://www.accordions.com/mucedola/> to listen to original accordion compositions or to purchase CD's or cassettes. Frank is currently 81 years old and still teaching. Congratulations on your many years in business.



To **Boyle & Anderson** for providing the Downtown Auburn BID with a conference room to conduct our Strategic Planning Session.

To **Maxine Alberici** for securing holiday decorations from the Willard Memorial Chapel and Sacred Heart Church so that we could decorate downtown this holiday season.

To all those who came out for the **16th Annual Holiday Parade** and celebration on Friday, November 29, 2002. The weather cooperated with us for a chilly but nice night to kick off the Holiday Season in Auburn. Santa & Mrs. Claus met with a number of children after the parade who had their lists ready to share.

To the **Auburn Police Department** for leading off the parade and directing traffic.

To the **Amateur Radio Operators Public Service** for directing the line-up of the parade participants.

New Business Chalk Board

Welcome! New Businesses to the BID

The **Downtown Deli** is now under new management. Mike and Tammy Orifino have sold the Downtown location to Jenny Emmi, so when you stop in for lunch or a snack welcome Jenny to the downtown community.

A **Novel Idea Bookstore and Cafe** opened on Friday, November 8, 2002. The Bookstore and Cafe is located at 10 Seminary Avenue. The Bookstore is open from 3:00 - 9:00 PM Wednesday - Friday and 10:00AM - 4:00 PM on Saturday. Stop by to take part in their storytelling, craft demonstrations and evening activities. You will find books, CD's and arts and crafts for sale on consignment.

Finger Lakes Obstetrics and Gynecology, PC opened in it's temporary location at 188 Genesee Street, suite 207 in November 2002. Their permanent location will be at 75 Genesee Street and are slated to open in January of 2003. Welcome Dr. Kenneth M. Palmer, MD, FACOG and staff to the downtown community.

JL Art Wonders Fine Art Museum opened it doors on Friday, November 29, 2002 located at the Genesee Center at 100 Genesee Street. Visit them Monday & Tuesday by appointment, Wednesday - Friday 10:00 AM - 5:00 PM , Saturday 9:00 AM - 5:00 PM and Sunday noon - 5:00 PM. Call 481-9013 for more information.



Jenny Emmi, new owner of the Downtown Deli located at 119 Genesee Street.



Ellie Beck from Cayuga Counseling Services presents Matteo Bartolotta with an award for helping to get The Novel Idea up and running.



Dr. Kenneth M. Palmer, MD, FACOG during his open house on November 25, 2002 for Finger Lakes Obstetrics and Gynecology, PC



Joe Cirilla, an artist in the wood carving segment of fine arts and Laurie Eastman of JL Art Wonders Gallery, Artists showings of fine art on consignment.

Downtown Auburn Business Improvement District

131 Genesee Street, ste 2
Auburn, NY 13021-3617
USA

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BID Board Minutes

Officers & Executive Board

Carl Yoensky - President
Joe DiVietro - Vice President
Sharon Fanelli - Treasurer
Dr. Lisa Ann Homic - Secretary
David Contiguglia - member at larger

Board Members

John Bouck
Tony Piccolo
Maureen Conroy
Jay Pearson
Nick Speno
Chuck Mason
Meg Vanek
Bill Jacobs
Mike Antonacci

Ex Officio Members

Cindy Aikman
Trish Ottley
Lynn Jordan

The Board meets every month on the second Wednesday at 8:00 AM at the YMCA.

Auburn's BID staff

Sandra L. Craner
Executive Director

If you would like to contribute to **BID Tidbits**, please contact the BID office at 252-7874 or by email at aubdpbid@adelphia.net.

Advertising opportunities are also available. **BID Tidbits** is printed quarterly in January, April, July and October. All items must be to the BID office *by the 10th of the preceding month* to be included in the following issue.

Extra copies of **BID Tidbits** are available for distribution by calling 252-7874. The extras are distributed on a first come first serve basis for BID members.

Downtown Auburn Business Improvement District

131 Genesee Street, ste 2
Auburn, NY 13021-3617

Phone/fax: 315-252-7874 ♦ E-mail: aubdpbid@adelphia.net
website: <http://www.auburndowntown.org>

