

# BID Tidbits

Volume 2, Issue 3

Downtown Auburn Business Improvement District Newsletter

Summer 2003

## Downtown Beautification

The Downtown Auburn BID will again be creating a Downtown Beautification Crew for the 2003 Summer Season.

We have received our funding from the City of Auburn to insure that we can continue this program as well as add a number of different projects for our cleaning crew to perform this season.

The program was received so well last year and made such a great impact on the look and feel of Downtown Auburn that we will be enhancing it this year.

Last year you saw our one man crew cleaning the sidewalks, pulling weeds on the sidewalks and painting the benches.

This season we will have the use of sidewalk cleaning machine that will enable our crew to clean the sidewalks and gutters very thoroughly. To add to this the crew will be cleaning daily each bus stop, emptying the garbage cans daily, washing the benches in the parks and on the street daily, and again attacking the weeds and garbage in the tree grates as well as the sidewalk weeds.

With the funding received this year we will be able to extend the time we have the Beautification Crew working in the BID. Starting in the last weeks of June this year, the Beautification Crew will be working daily through November 2003. Then in 2004 we will begin to see our crew back Downtown in April.

This will allow us to get a jump start on the season and begin to clean up after the winter months.

The Beautification Crew will also act as information disseminators to the BID properties and residents as

well as helping Auburn Irrigations keep an eye on the flower pots for vandalism.

The foyers of your individual businesses are not areas that our crew will be cleaning, as this is the responsibility of the property owner or the business within.

Please do not direct the Downtown Beautification Crew to perform any tasks. All directives for the Downtown Beautification Crew come through the BID office.

Please let the BID office know if there is a particular project that would benefit the **BID**, not a particular business, that the Beautification Crew could do on a daily basis, or a short term project, as we are always looking for ways to enhance the program.

The BID Office welcomes any feedback in regards to this program, so please feel free to call us at 252-7874 or email at [aubdpbid@adelphia.net](mailto:aubdpbid@adelphia.net).



### AUBURN'S FARMERS MARKET IS NOW IN FULL SWING

Visit the market every Tuesday,  
Thursday and Saturday from  
7:30 AM - 2:00 PM  
through October.

Choose from fresh seasonal vegetables, bread,  
fresh and dried flowers and much more.

The market is located on Genesee Street  
in Front of Wegmans.

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# BID

The Auburn Business Improvement District Website can be found at [www.auburndowntown.org](http://www.auburndowntown.org).

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

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.

**Coming soon:** Downtown Vacancy listings. A picture of the site will be included along with all the pertinent information to help fill our vacancies with the right business.

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](mailto:aubdpbid@adelphia.net) or by calling 252-7874.

## Customer Service Corner

### Sluggish Sales?

Don't let a down economy and poor holiday sales impact performance. Here are four simple ways to get past all the excuses and increase profits.

Many organizations blame the economy when sales are stagnate. But blaming the economy for sluggish sales makes about as much sense as thanking the economy when revenues rise. Neither option has much business merit.

1. **Embrace and prepare for change.** To encourage change, challenge everyone in your organization to put a creative spin on every sales technique they use. Then, challenge them to come up with 10 new ideas for 10 new prospects.
2. **Take risks.** If you want your team to sell with gusto, you must encourage risk taking. The fact is that most salespeople are creatures of habit. They approach selling the same way they drive to work everyday -- without excitement and almost unconsciously. when it comes to sales, taking risks means having the courage to be zany.
3. **Encourage training and education.** To create an unstoppable sales force, you must invest in learning. When employees have continuous access to self-improvement opportunities, they become more talented than the competition. Use a trainer who involves the audience, has fun with the sale staff, provides fresh information, eliminates boredom and makes the best use of your education dollars.
4. **Lead by example.** The sale team will copy whatever the leader does. The leader must be unconventional, be innovative in her or her approach, continually demonstrate the kind of behavior, attitude and philosophy they want their team to employ.

When leaders demonstrate the principles of creativity and respect, encourage and open and fun work environment, employee morale and enthusiasm for the company will shine during every customer interaction. The result will be more sales, more referrals and more profits, regardless of the economic condition.

It is not the economy that determines a company's sales success. What matters is the commitment to initiating change, tolerance for taking risks, dedication to employee training and the ability to lead smart. When all these factors become daily practices, you'll have a world-class sales team.

### A CUSTOMER

*A customer is the most important visitor on our premises.*

*He is not dependent on us -we are dependent on him.*

*He is not an outsider in our business - he is part of it.*

*We are not doing him a favor by serving him - he is doing us a favor by giving us the opportunity to do so.*

*~ Author unknown*

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

# 2004 Brochure Advertising

For 2004 we are offering YOUR BUSINESS an opportunity to advertise in the Experience Downtown Auburn Brochure. Take advantage of the 20,000 brochures that are printed by advertising for your business and helping to draw customers to Downtown Auburn to shop, eat and enjoy.

- \$25.00 Expanded **BROCHURE** business listing - 25 word description of your business with your directory listing
- \$25.00 Expanded **WEBSITE** business listing - 25 word description of your business with your directory listing online
- \$50.00 ¼ page ad (2.25 tall X 3.25 inches wide)
- \$125.00 ½ page ad (4 ½ tall X 3.25 inches wide)
- \$250.00 full page ad (9 tall X 3.25 inches wide)

PLEASE CHECK WHICH AD SIZE YOU WANT TO PURCHASE.

### AD SPECIFICS

- ♦ black and white
- ♦ jpeg, tiff, eps or gif format
- ♦ dpi of at least 300
- ♦ ads in any other format can not be accepted
- ♦ All artwork due by October 1, 2003 to be included in the 2004 Downtown Auburn Brochure
- ♦ All ads must be in print ready format. The BID can not create or design the ads for you.

If you choose to advertise in the 2004 Experience Downtown Auburn brochure and you choose the Expanded BROCHURE business listing as one of your options and your payment is received **before September 1, 2003** you will receive an Expanded WEBSITE Business listing for **FREE**, a \$25 value.

### DISTRIBUTION OF BROCHURES

- ♦ Placed at the Beekmantown Gateway Information Center, I-87 southbound between exits 41 & 40
- ♦ Placed at the Gateway Information Center at Binghamton (I-81 North)
- ♦ Placed at the Thruway Tourist Information Center at Pembroke, I-90 East between exits 48 & 48A
- ♦ Placed at the Thruway Tourist Information Center at Warners, I-90 West between exits 39 & 40
- ♦ Placed at New York's Western Gateway Information Center located on I-90 West between exits 26 (Schenectady) and 27 (Amsterdam).
- ♦ Placed at the Thruway Information Center at the Scottsville Service Area, I-90 East between exits 46 & 47
- ♦ Placed at the Fingerlakes Mall Information Center
- ♦ Included in the relocation packets through the Cayuga County Chamber of Commerce



ALL FORMS MUST BE **RECEIVED BY OCTOBER 1, 2003** TO BE INCLUDED IN THE 2004 EXPERIENCE DOWNTOWN AUBURN BROCHURE.

NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

BUSINESS: \_\_\_\_\_

PHONE: \_\_\_\_\_ E-mail: \_\_\_\_\_

## Office of Tourism

To serve the many visitors expected in Cayuga County this summer, the CAYuga County Office of Tourism will be open Saturdays, July 5 through August 30, 2003 from 10:00 AM to 2:00 PM, in addition to the normal hours of Monday - Friday 9:00 AM - 5:00 PM.

The Cayuga County Office of Tourism is located at 131 Genesee Street and serves as an information center to visitors with a full array of attraction and accommodation brochures.

Call 255-1658 or visit them on the web at [www.cayuganet.org/tourism](http://www.cayuganet.org/tourism)

## Small Business Tax Phone Number

The IRS has a new phone number to use for small business tax questions:  
**1-800-829-4933**

# Garbage Collection

According to the CODE OF THE CITY OF AUBURN, NEW YORK, v4 Updated 3-25-2003 PART II GENERAL LEGISLATION, Chapter 254, SOLID WASTE, ARTICLE II, Garbage Collection [Amended 1-6-1994 by Ord. No. 1-1994] is where you can find the detailed outline of when and how trash should be put out in the City of Auburn.

It has come to my attention that there are a number of businesses putting there garbage out very early the day proceeding pickup. Please remember that .....

**APPEARANCE IS EVERYTHING!!!!**

Would you like to visit a City where there were piles of garbage strewn about, in your way to walk on the sidewalk or cross the street? I wouldn't.

I realize that most businesses close at 5:00 PM and therefore will not be back to their stores until opening the next day. So, please at least wait until your business is closed and then place your trash out. Try to organize it in a manner where there isn't any loose debris that will blow around Downtown over night.

To read the entire garbage code, please go to [www.ci.auburn.ny.us](http://www.ci.auburn.ny.us) and click on Municipal Codes.

If you have any questions in regards to putting out your garbage, please call the BID at 252-7874. And remember, we are trying to portray a positive friendly atmosphere in beautiful Downtown Auburn, and we could use the cooperation of ALL the businesses and services to help keep our appearance beautiful!

# Small Business Issues

In a special report to New York's small business community received from Assemblyman Gary D. Finch he talked about his commitment to helping the small business and how they must continue to be the backbone of this state's economy. He was also asking for your input in the format of the attached one questions survey.

Please fill in the information and cal him at 255-3045 or mail it to:

Gary D. Finch  
69 South Street  
Auburn, NY 13021

The number one issue facing the small business community in NY State is:

\_\_\_\_\_

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

\_\_\_\_ YES GARY, I want to be a part of your newly-created Small Business Advisory Council. Please contact me with further details.

# 2003 Annual Meeting

The 2003 Downtown Auburn BID Annual Meeting will be held on **Wednesday, July 9, 2003 at 5:30 PM.**

The meeting will be held at the YMCA-WEIU on William Street.

If you can not attend please be sure to return the write in proxy forms that have been mailed to your attention with the new board members and a resolution to update our BID bylaws.

The Annual report of the BID will be presented, new Board members will be voted in and a Q & A session will be held to ask questions of the BID Board and staff.

If you will be attending, please call the BID office at 252-7874 by **Monday, June 30, 2003.**

# 2003 Holiday Parade

The date has been changed to **Saturday, November 29, 2003**, instead of the Friday after Thanksgiving so we can have a full day of activities. There will be prizes for best floats this year.

Call 252-7874 for more info.

# Business After Five Recap

## Special Celebrations

Looking for an event or special to draw customers to your place of business?

Maybe one of the following will work for you.

### October 4-10 World Space Week

In 2000, the United Nations established World Space Week to celebrate the contribution that space science and technology makes to the betterment of the human condition. The world theme for 2003 is: "Space: Horizon Beyond Earth."

**October 7 - Pumpkin Day** - Start Halloween festivities early with pumpkin carving and weigh-off contests.

### **October 17 - Black Poetry Day**

This is a day to celebrate the contributions to American culture made by black poets, and to honor Jupiter Hammon, an 18th-century write born into slavery, who was the first published black american poet.

### **October 24** **United Nations Day**

The UN was established immediately after WWII to maintain international peace and security. Overall the UN works for the equality of all people and the expansion of basic human freedoms.

First the BID would like to thank all the Downtown Auburn BID businesses that donated items for the Business After Five on April 16, 2003. The evening was a great success and everyone went away happy and excited with the prizes that they won throughout the night.

We had close to 70 people in attendance for the Business After Five. I saw a number of new faces and was able to catch up on what was going on with those who attend the events regularly.

A number of the BID Board members were also in attendance, some for the first time at a Business After Five and they enjoyed the opportunity to network with other businesses in Auburn and Cayuga County.

The BID would also like to thank the Cayuga County Chamber of Commerce for giving us the opportunity to have such a great networking opportunity.



Attendees of the Business After Five on April 16, 2003 at the Cayuga County Chamber, waiting to hear their name called to win a door prize



Information pertaining to what the BID is doing and services and support that we offer was available at the Business After Five to help educate other businesses in the area as to our mission and vision for the future of Downtown Auburn. This information is available in hard copy at the BID office located at 131 Genesee Street, as well as available online for you to access at [www.auburndowntown.org](http://www.auburndowntown.org). This information is what we will use to help us in our recruitment efforts to help fill the vacancies in Downtown Auburn.

All in all, the BID sponsored Business After Five was a success, as we can see from Laura Coburn of Coburn Designs and Jesse Klein of the Cayuga County Office of Tourism. Sometimes the chance to get out and socialize with your peers is the best way to create friendships and business contacts.

Thanks to all who attended the event to help make it the success that it was!



## NY State Property Maintenance Codes

**Structure Exteriors** - (doors, frames, porches, trim, decks, fences, etc) Must be maintained in good repair, structurally sound and sanitary conditions, so as not to pose a threat to the public health, safety or welfare.

All metal surfaces must be coated to prevent rust or corrosion. Existing rust or corrosion must be stabilized and coated to prevent further rust and corrosion. Oxidation stains must be removed. Decorative features must be maintained in good repair. Exterior stairways, decks, porches and balconies must be maintained structurally sound and capable of supporting the imposed loads.

**Exterior wood surfaces** - other than decay resistant woods, must be painted or otherwise covered or treated. No peeling, flaking or chipped paint. All siding masonry joints must be weather resistant and water tight.

For a copy of the current building code, please call 252-7874.

# Letter from the Executive Director

## Upkeep of Records

In order for the BID Office to keep accurate records of the businesses and residents that lie within the BID, we are asking for the help of the property owners within the BID.

When a business changes over or a NEW business is added to your building, please let the BID Office know by calling 252-7874. We have a standard form that you can fill out with the pertinent information that we need.

We also will send the new business or new owner a welcome packet, so that they can become familiar with the BID and our programs.

Residential information is also important as they are also members of the BID and receive the newsletter and other pertinent notices in regards to programs and things happening in The BID which may affect them. Our membership list is not sold or rented to any other organization, it is used for the sole purpose of disseminating information.

If you have any questions, please call 252-7874.

It has come to the end of the Downtown Auburn BID's fiscal year. On July 9, 2003 we will be welcoming a number of new Board members to the BID. So I wanted to take this opportunity to thank those outgoing Board Members for all the hard work and dedication they have given to the organization over their 3 year terms.

I know that it wasn't always easy to find time with your busy schedules at your businesses or respective jobs, but the time spent was not wasted, as it gave us the ground work and visibility for us to continue to grow and reach the goals and objectives that are now set before us.

So **THANK YOU** for your time, input and dedication! I hope that we will continue to see you as an active part of the revitalization effort in Downtown Auburn.

## Charity



Chair-ity, is a auction designed to benefit East Hill Family Medical, a non-profit organization.

chair-ity

The Chair-ity creators are looking for the help of the Downtown Auburn BID businesses in one of the following ways:

- ~ **Donate space in your store front window to display the chairs that are decorated for Auction**
- ~ Donate an unusual, antique or otherwise "ready-to-auction" chair that needs no adornment
- ~ Create a chair for the auction
- ~ Donate a chair in good repair so that we might match it with a local artist willing to adorn it

East Hill is joining with local artists, schools, and businesses on **Thursday, October 2, 2003** at the Emerson Park Pavilion to auction unique, locally decorated, designed or hand-crafted chairs, and other items, to raise money for additional equipment to meet the community's demand for dental services.

For more detailed information please visit their website at [www.chair-ity.com](http://www.chair-ity.com) or Call Laura Coburn at 252-5424.



The Downtown Auburn BID would like to thank Chris Gutelius for the efforts she makes in helping to make Downtown Auburn a more beautiful place to live, work and visit.

Each year Chris takes on the task of planting flowers in Seward Park and she has again done a beautiful job, so Thank You Chris!

The Downtown Auburn BID would also like to thank Maureen McEvers for volunteering her time to help out in the BID office over the last several months. Her work was a great help to the Executive Director. Thank You Maureen!

# New Business Chalk Board

## Welcome! New Businesses to the BID

**DataTransporters, Inc.** are the newest addition to the Downtown Auburn BID family. They are located at 132 Genesee Street on the second floor. They are an internet sales company. Please call 282-8250 and ask for Andrew Roblee to learn about all the services that they offer.

Please welcome to our Downtown community the new General Manager at **Microtel Inn & Suites** located at 12 Seminary Avenue. Her name is Jackie Lewis and if you have a moment to give her a call at 253-5000 or stop in and introduce yourself. WELCOME Jackie!

Property Owners please let us know of new businesses coming to your buildings. One of our programs we offer is Welcoming New Business to the community and giving them pertinent information. Call 252-7874 or email me at [aubdpbid@adelphia.net](mailto:aubdpbid@adelphia.net).

# BID Committees

If you are interested in getting involved in what is happening with the BID in Downtown Auburn, please give the BID office a call at 252-7874 or an email at [aubdpbid@adelphia.net](mailto:aubdpbid@adelphia.net).

The BID has a number of different committees where we could always use a fresh idea or another person to help us meet our goals and objectives. The Committees are as follows: Downtown Appearance Committee, Government Relations Committee, Business Recruitment Committee, Business Retention Committee and an AD Hoc Events Committee.

The committees meet once a month at the same time and same day of the month for about an hour. The Committees are currently made up of Board members, BID members and others who are interested in the revitalization of Downtown Auburn. One good idea that comes from a fresh outlook on current programs is all that we might need to get us through to completion.

Please visit our website at [www.auburndowntown.org](http://www.auburndowntown.org) for more information or stop by the office at 131 Genesee Street.



**EXPAND Your Business**  
in the **Haines Cayuga/Seneca Phone Book**

- Complete white and yellow page Listings covering all of Cayuga and Seneca counties.
- Distributed FREE to all residents and businesses in the two-county area, from Auburn to Port Byron, Seneca Falls to Waterloo (total distribution of 64,000).
- Bigger yellow page ads for less of an investment.
- High usage rates mean more people see your ad and call your business.

Haines Publishing is a leading independent publisher of phone books in New York and Ohio.  
To advertise, call 1-866-724-2601.  
Need additional directories? Call 1-800-255-5500.

**Haines Publishing, Inc.**  
www.hainespub.com

**Downtown Auburn Business Improvement District**

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

Presorted  
Standard  
US Postage Paid  
Auburn, NY  
Permit #150

RETURN SERVICE REQUESTED

**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  
Frank Howe  
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](mailto:aubdpbid@adelphia.net).

**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](mailto:aubdpbid@adelphia.net)  
website: <http://www.auburndowntown.org>

