

# BID Tidbits

Volume 6, Issue 1

Downtown Auburn Business Improvement District Newsletter

January - March 2007

## Ideas for your business.....

Put up signs to remind your customers of the new parking rates and to put the appropriate money in the meter.

Post your hours of operation, so if someone comes by when you are not open, they know when to return.

Remember to include your website on all marketing materials so that customers can find out information from your site 24/7, such as days and hours of operation.

Purchase 1 hour stickers from the City of Auburn and direct your customers to park in the parking garage, and then use the sticker, so they can park for FREE. Advertise this to your customers. For those businesses farther from the garage, offer to pay the 50 cents to park on-street.

Have an answering machine for your business and put your hours and days of operation on it so when people call when you are closed they know when to call back.

## Downtown Streetscape Project



We are moving forward with the Downtown Streetscape project as we had hoped.

At a December 5, 2006 Planning Board Meeting, the public was once again given the chance to come and voice their opinion on the Downtown Streetscape Project. At this meeting a number of business and property owners addressed the Planning Board and Mayor Lattimore, Councilman Smith and Dempsey who attended the meeting.

The overall theme that came from those who addressed the board was that the project needs to move forward NOW in order for Downtown Auburn to continue moving in the right direction towards a more vibrant Downtown.

Councilor Dempsey spoke in favor of the project once again to help reinforce the need for the Council to step up to the plate and Be **BOLD** and make the right decision for Downtown.

The Planning Board gave Mayor Lattimore the stamp of approval he was looking for on the project and the council approved for the project to go back out to bid at the Council meeting on December 14, 2006.

The project will be bid out slightly different from the first time, instead of a lump sum bid with alternate separate bids, the project will be bid out on a unit price basis. This allows the City to add and take from the project and have a clear picture of the impact on the project.

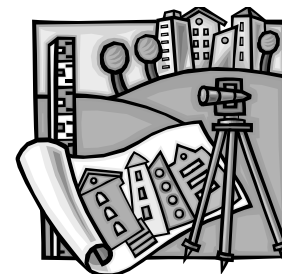
The City of Auburn Planning Department is now working to draw up new construction documents so that they can be sent out for the bidding process.

Once the documents have been sent out, those wishing to bid on the project have 3 weeks and 1 day to get their bids back to the City.

The Planning Department is hoping that we will still be able to start the Downtown Streetscape Project in the Spring of 2007.

As Downtown businesses, property owners and supporters, it is still very important for you to let the Mayor and Council know that this project is being supported by the Downtown community. So, please continue to voice your support to the Mayor and Council members by either phoning them or writing letters. You can find where to mail or email or call at the City website, [www.ci.auburn.ny.us](http://www.ci.auburn.ny.us).

Remember, you have invested in Downtown Auburn and your business and property and now it is time for the City to do the same!!



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# Nominate a Great Hero

The Cayuga County Chapter of the Red Cross is looking for a few Great Heroes to recognize during the Red Cross Great Heroes Luncheon at the Holiday Inn on March 28, 2007.

What is a Great Hero? Someone who has helped a fellow citizen under extraordinary circumstances or who has used the Red Cross First Aid or CPR to save lives or someone who has gone that extra mile to rescue another person. If you know someone who has done any of the above please submit a nomination form.

Nomination forms can be found at the Red Cross located at 11 State Street or by email at [chapter@ccredcross.org](mailto:chapter@ccredcross.org).

For more information on how you can donate blood, please call 252-9596.



The Cayuga County Chapter of the Red Cross also has programs for your employees and your business such as:

- \* Customized First Aid, CPR and AED Trainings
- \* Injury Control Modules –
- \* Disaster Awareness Preparing And Training
- \* Sponsorship of Blood Drives

Call 252-9596 for more information.

## NEW Format for Experience Downtown Brochure



For the past several years the Downtown BID has put together a marketing brochure for the businesses and services within the BID boundaries.

The brochure was known as the Experience Downtown Auburn Brochure and was distributed at all Downtown businesses as well as the following information centers:

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

The brochure was, in the past, paid in full through the BID budget but due to budget cuts from the City of Auburn and the decrease in assessment received for our annual budget we were unable to include this in the budget for 2006-2007.

We are working with The Citizen so that we can produce a brochure for 2006-2007 and help to promote the Downtown businesses and services. Through this partnership The Citizen will be selling ads to help offset the costs of printing and distribution, which have in the past cost upwards of \$8,000 annually.

The Citizen will be producing and printing the 2007 Experience Downtown Auburn brochure and we hope that you will be able to take part in supporting the brochure by purchasing an ad in the brochure. The cost for the ads is very reasonable, as this brochure will be distributed all year and is a brochure that people hang onto for reference throughout the year.

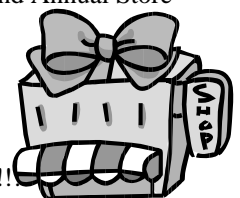
Please feel free to call the BID office at 252-7874 with any questions regarding the new structure for the Experience Downtown Auburn brochure.

## 2nd Annual Store Front Decorating Contest Winners

Thank you to all those businesses that decorated their store fronts this Holiday Season and participated in our contest. The Decorations made Downtown sparkle this holiday season!!

The following are those businesses that were voted as the winners of the 2nd Annual Store Front Decorating Contest:

- 1st Place:** Fabric Fair Upholstery, they will receive \$75
- 2nd Place:** Mark Lawn Optician, they will receive \$50
- 3rd Place:** Camardo Law Firm, they will receive \$25



CONGRATULATIONS!!! Great decorations this year!!

# EVENTS in Downtown Auburn

## SEWARD HOUSE

A National Historic Landmark

located at 33 South Street in Downtown Auburn. Call 252-1283 for more information. The Seward House is closed for the month of January.

### Be Our Guest: Dining with the Swards

Through May 2007

Our gift shop now features an exhibit on dining and entertaining in the 1800's. Learn more about etiquette of the period, as well as the political uses of the dining table.

### Alaska Craft Program for Children

Tuesday, February 20, 1:00 - 4:00 p.m.

Celebrate the 140th anniversary of the purchase of Alaska with these Alaskan-themed crafts. \$2.00 materials fee

### Speaking for Themselves: Women of Seward House

First Saturday of each month (Feb-Dec) at 1:00 p.m.

This special tour interprets the lives of the 19th-century Seward women through their letters and diaries. The cost is the regular museum admission fee. To register, please call Seward House at (315) 252-1283.



### Spirits Tavern & Cafe:

located at 20 State Street in Downtown Auburn  
Call 253-2244 for more information.

*Call Spirit's and ask about regular live indoor performances on Thursday, Friday, and Saturday evenings. There is typically a cover charge for these shows.*

### Cayuga-Onondaga Teacher Center

The center is located at 100 Genesee Street in Downtown Auburn. Call 258-5665 for more detailed information on the trainings that are offered through their office.

Classes are from 4-5:30 PM and the instructor is Lillian Morse, computer specialist for the Cayuga-Onondaga Teacher Center

#### January

**January 17:** Windows XP Operating System

**January 29:** Advanced INTERNET

#### February

**February 13:** Make Digital Movies without a Camera

**February 27:** Desktop Publishing in a Flash

#### March

**March 6:** Add recorded and background sound to PowerPoint

**March 13:** Add recorded and background sound to PowerPoint

**March 22:** Edit Photos in Adobe PhotoShop

**March 29:** Edit Photos in Adobe PhotoShop



## Auburn Public Theater

# Performance Schedule

Located at 108 Genesee Street in Downtown Auburn, come by and see what is playing!

### Family Fare Series offers another brand-new musical with

#### Rebecca Returns

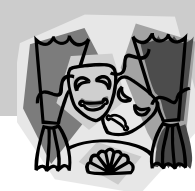
Sunday, January 7  
3:00p.m

Ticket: \$15.00, \$8.00 seniors, students and children under 12.


*Rebecca Returns* begins three weeks after *Rebecca*, who is "nine, almost ten-almost double digits," and usually responsible, spent the day at home alone for the first time in last year's Family Fare musical *Winter Tales*. And what a day it was - much more adventurous than *Rebecca* expected! Now *Rebecca* and her rather large cat Muriel are on their own again and, as in all cautionary tales, there's a lesson that is going to be learned before the day is done.

*Winter Tales* was described by one reviewer as "perfect entertainment for children and a chance for adults to re-experience innocence and delight. One cold winter tale you won't want to miss." *Rebecca Returns* is the next installment in this inquisitive nine-year old's way to learning one of life's most important lessons.

For more information on the Auburn Public Theater or for a list of performances call 253-6669 or visit the APT on the web at [www.auburnpublictheater.com](http://www.auburnpublictheater.com).



## How to get your events and performances listed?

 If your business has an event or performance that it would like listed in the BID Tidbits, please contact the BID office at 252-7874 or via email at [aubdpbid@adelphia.net](mailto:aubdpbid@adelphia.net) with the information.

The Tidbits are published quarterly in January, April, July and October and information to be included would need to be to the BID office by the 1st of the previous month. Please call with any questions regarding submissions.



# New Parking Rates

The end of 2006 saw parking rate increases for the on-street meters, from 25 cents per hour to 50 cents per hour. An increase was also made to the rates in the parking garage and for the cash key program. The following are the new rates for both.

### Hourly parking in the Garage

- 0-2 hours: 75 cents
- 2-3 hours: \$2
- 3-4 hours: \$3
- 4-5 hours: \$4
- 5-6 hours: \$5
- 6-7 hours: \$6
- Over 7 hours (all-day): \$7

### Undercover garage permits

- 1 month: \$35
- 3 months: \$90
- 6 months: \$150 dollars
- 1 year: \$280

### Roof-top garage permits

- 1 month: \$15
- 3 months: \$35
- 6 months: \$75
- 1 year: none available

For the **ELECTRONIC OR CASHKEY METERS** the initial fee for the key is still \$60 which is \$10 for deposit and \$50 worth of parking, but the change is that \$50 pays for 200 hours of parking at 25 cents per hour instead of 400 hours of parking at 12.5 cents per hour.

Still a great bargain and available for purchase at the Treasurers office at City Hall which is located at 24 South Street.

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.

Also available at the Treasures Office at City Hall are 1 hour stickers that can be placed on the tickets from the Parking garage for clients, customers and visitors. Each one hour ticket is 50 cents. Call City Hall today to inquire about these stickers that could be used as "incentives" for your customers.

Please encourage your employees to use the parking options that we have available in Downtown Auburn off-street so that we can continue to make space on-street available for "customers" that come to visit our shops and services in Downtown Auburn. To purchase a parking permit for the garage is very economical and gets your car under cover from the heat in the summer and the snow in the winter - a win win situation.

And please remember, to say hello to our two meter readers, Joe and Lynn. They have a very hard job and are doing their best to make sure we have space for everyone to park in Downtown.

# 1st Annual State of Downtown Luncheon

## Wednesday, July 11, 2007 12 noon at the Holiday Inn

The **1st Annual State of Downtown Luncheon** will be a review of the success and initiatives that the Downtown Auburn BID has completed over the past year.

It will also talk about what is to come in the following year as well as keep you up to date on projects such as the Main Street Program and the Downtown Streetscape Project.

A new series of awards will also be given out at the Luncheon to help recognize those people that have been integral in making the programs of the BID successful.

So mark your calendars for **Wednesday, July 11, 2007** from 12 - 2:00 PM.

Look for more information on this event in the April BID Tidbits.



# Quarterly Meeting

Wednesday,  
January 24,  
2007

6:00 PM at  
the BID Office

One of the Objectives from the Strategic Plan under the Marketing & PR Driving Force is to *Improve communication with and between BID members.*

One of the ways in which the BID will accomplish this Objective is by *Replacing the quarterly meetings with a "downtown business showcase."*

The BID has come up with some ideas on what the "downtown business showcases" will entail, but we would like input from the businesses before we change the format, and are asking that you come to this meeting so that we can gather your input and make the changes starting in July of 2007.

We want these showcases to bring exposure to the BID businesses and to invite new potential customers to learn about what each business has to offer.

So, please mark your calendars for **Wednesday, January 24, 2006 at 6:00 PM.** Please call the BID office by Monday, January 22, 2007 to RSVP.

## 20th Annual Holiday Parade Recap

The 20th Annual Holiday Parade and Celebration was a very well attended event, due to how nice the weather was for the day and also because the community came out to support the Auburn Football Team and give them a send off for the championship game the next day!

Horse and Buggy rides were once again a big hit with kids of all ages. While waiting in line for the Horse and Buggy, children were able to create Holiday ornaments and color holiday artwork.



Girl Scout Troop #1125 made home made cookies (THANK YOU) that were being sold for \$1 a plate while the Salvation Army was giving away hot cocoa.

Prizes were awarded to floats for 1st, 2nd and 3rd Place. The winners were as follows:

- 1st Place:** BOCES, \$150
- 2nd Place:** Knight of Columbus \$100
- 3rd Place:** Robin's Reindeer Rickshaw \$75



Pictures with Santa after the Parade went relatively smooth, except for the fact that someone stole our camera, so we were unable to take pictures, but each child still received a FREE ornament after seeing Santa.

Thank you to the Amateur Radio Emergency Service for helping with the setup and direction of the parade participants again this year.

Looking forward to the 21st Annual Holiday Parade and Celebration, that will take place on on **SATURDAY**, November 24, 2007 starting at 6:00 PM. So mark your calendars now and start thinking of a float theme, so you can be next years 1st Place winner.

## Congratulations Auburn High School Athletics

The Downtown Auburn BID wants to **Congratulate** the Auburn High School Athletics program for having such a winning season!!!

**Auburn Football:** NYS Class AA State Champs, section III champs, ranked 13th in NYS

**Girls Swim Team:** 3rd Place in the Section III Tournament

**Girls Soccer:** Co-Champions OHSL American Division

**Boys Golf:** Co-Champions OHSL American Division

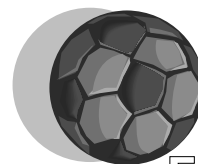
**Girls Tennis:** 7th in Section III

**Boys Cross Country:** 5th in Section III Tournament

**Girls Cross Country:** 10th in Section III Tournament



Swimming



Keep up the Great work !!!

# Open BID Board Positions

The Downtown Auburn BID will have the following Board Positions open for our new Fiscal Year starting in July 2007.

Each Board position is a 3 year term corresponding with our fiscal calendar.

We will have two class (A) Board positions open, which are property owners and two class (B) Board positions, which are commercial tenants. We also have a class (D) Board position that is currently open, which is a residential person that lives within the BID boundaries.

The BID Board meets monthly, on the 2nd Wednesday at 8:00 AM at the Red Cross on State Street. Each board member would also be a part of one of the standing committees:

- \* Marketing & Promotions
- \* Business R & R
- \* Government Relations

If you would be interested in becoming a BID Board member, please give the office a call at 252-7874 to set up an appointment.

We are also looking for anyone interested in being a part of the standing committees mentioned above. Please call us at 252-7874 if interested.

## Letter from the Executive Director



This past October, I had my 5 year Anniversary as the Executive Director at the Downtown Auburn BID. In those 5 years there have been many changes in Downtown and in my life.

My husband and I moved to Auburn 5 years ago from Chicago, Illinois. We were both from this area- he grew up in Jamesville and I grew up in Liverpool - and wanted to get back HOME. We found a great home in this city and were welcomed by many a smiling face. Three years ago we were blessed with the birth of our first son, Aidan, and then 7 months ago another blessing called Zander. We have started our family here in Auburn, and can't think of a better place to do so.

After the birth of Zander, I came back to the BID on a trial part time basis. This trial basis was reviewed in December and was decided that it was *not* working for the organization to have a part time Executive Director and full time Executive Assistant. So it is on a sad note that I say good bye. I want to thank all who welcomed me and who helped in the revitalization process of Downtown Auburn over the past 5 years. I will be with the BID until the Board makes a decision on how the office will be staffed.

I had a very fulfilling 5 years as the Executive Director of the Downtown Auburn BID and I hope that in my tenure we have started the upswing of Downtown Auburn into the bustling Downtown that I know it can be.

Keep the momentum going and in a few more years, Downtown Auburn *will* become the destination for the Arts and Cultural Community in Cayuga County and the Finger Lakes Region.

## Celtic International at Willard Chapel



“Celtic International”, a Celtic music concert will be presented on Saturday, February 3 at 7 pm at Willard Chapel with guest artist Thom Dutton, Cape Cod's award-winning Troubadour Harper.

Dutton, a favorite with Auburn audiences, will be making his fourteenth tour of the area. A Palmyra native who has lived on Cape Cod for more than 20 years, he took up the harp in 1987 and has since logged in over 1000 performances in churches, coffeehouses, and concert halls throughout New England and New York. He has also performed in Wales and England as well as in the pubs of Ireland and Northern Ireland.

The Celtic harp has taken this classically trained singer deep into the realm of traditional Celtic folk music from Dutton's newest CD release 'Relax'. The recording is an eclectic mix from different cultures and time periods spanning 1000 years. The second half of the concert will contain Dutton's traditional Celtic offerings.

Until modern times, harpers, fiddlers and pipers were itinerant musicians. They traveled around the countryside often staying at large manor houses or the town's 'public houses' or pubs where they played for room & board. Dutton attempts to recreate that feeling in his performances while sharing the history of the Celtic people.

In addition to performing, Dutton is an acclaimed recording artist and a certified Music Practitioner. In 1996, he created Cape Side Music, through which he publishes his harp arrangements. Dutton's recordings will be available at the concert. Admission to the concert is \$5 and will be accepted at the door. Willard Chapel is located at 17 Nelson Street in Auburn. For more information call (315) 597-4941.

# Downtown Businesses in the News

## DOWNTOWN AUBURN BID CUSTOMER SERVICE FRIENDLY BUSINESS

This quarter the Downtown Auburn BID would like to recognize *The Auburn Family Restaurant* as our Customer Friendly Business. From the comments and feedback that we received, they were nominated for their attention to detail and to the customers needs. It is because of businesses like *The Auburn Family Restaurant* that Downtown Auburn can continue to thrive.



**CONGRATULATIONS!** *Auburn Family Restaurant* - Keep up the Good Work!

## What's Happening just outside the BID in our Historic & Cultural Sites?



### Schweinfurth Memorial Arts Center

205 Genesee Street  
Auburn, NY 13021

315/255-1553 [www.myartcenter.org](http://www.myartcenter.org)

### Both Ends of the Rainbow

February 3 - March 3, 2007

Annual exhibition featuring artwork by school children and senior citizens.

### Musical Performing Arts Series

February 1st - April 26th

Thursdays 7 - 8:30 PM, musician Bob Piorun explores various styles of music with emerging musicians of all ages, FREE

### Kids Art

February 3rd, 2007

10AM - Noon, children's workshops for ages 7 -12, pre-registration required, \$8 members, \$10 non-members

### Winter Art Camp

February 19th - 23rd, 2007

morning classes time TBA, winter break art classes for students ages 6-14, \$12 members, \$15 non-members

### "Drawing on Purpose"

March 10th - April 28th

Tues. - Sat. 10AM - 5PM, Sun. 1 - 5PM, drawing showcase featuring NYS artists, \$3 suggested donation, members & children under twelve FREE



### Cayuga Museum

203 Genesee Street  
Auburn, NY 13021

315/253-8051 [www.cayuganet.org/cayugamuseum](http://www.cayuganet.org/cayugamuseum)

### "Marcus DeVoe"

February 4th - March 4th

Tues. - Sun. Noon - 5PM, photography exhibit, donations appreciated

### HOW TO GET YOUR BUSINESS' SPECIAL DAY OR EVENT IN BID TIDBITS

Let us know if your business is celebrating an Anniversary or has received a special award so that we can recognize the accomplishments of the businesses within the BID.

Having a Grand Opening or an Open House? Let us help you advertise your event.

Call the BID office at 252-7874 or email us at [aubdpbid@adelphia.net](mailto:aubdpbid@adelphia.net)

To find a restaurant in Auburn and view a menu or map to get there go to [www.localinterst.net](http://www.localinterst.net). Check out this site for other exciting local activities too.



## BID Board Minutes

### Officers & Executive Board

Tony Piccolo- President  
Henry MacDonald - Treasurer  
Meg Vanek - Secretary

### Board Members

Roger Mills  
Bill Jacobs  
Nancy Thomas  
Joe DiVietro  
Carey Eidel  
Lydia Powers  
Stacy Tamburrino  
Kevin Dautrich  
Susan Marteney  
Sue Rose

### Ex Officio Members

Cynthia Aikman  
Frank Howe  
Lynn Jordan  
Terri Bridenbecker  
Benjamin Vitale

The Board meets every month on the second Wednesday at 8:00 AM at the Cayuga County Red Cross.

All Board Meetings are open to the public to attend. There is an agenda item for open discussion where issues, comments and concerns can be brought before the Board.

The following are the BID Committees:

- \* Marketing & Promotions
- \* Business Recruitment & Retention
- \* Government Relations & Public Service

If you are interested in getting involved at a committee level, please call the BID office at 252-7874.

# Auburn's BID staff

Sandra L. Craner, [scraner@auburndowntown.org](mailto:scraner@auburndowntown.org)  
*Executive Director*

Dan Schuster, [dschuster@auburndowntown.org](mailto:dschuster@auburndowntown.org)  
*Assistant to Executive Director*

John Panko  
*Beautification Crew*

If you would like to contribute to **BID Tidbits**, please contact the BID office at 252-7874 or by email at [aubdpbid@centralNY.TWCBC.com](mailto:aubdpbid@centralNY.TWCBC.com)

The BID office is open Monday - Friday from 9:00 AM - 5:00 PM.

### **Downtown Auburn Business Improvement District**

131 Genesee Street, Suite 2 ♦ Auburn, NY 13021-3617

Phone/fax: 315-252-7874 ♦ E-mail: [aubdpbid@centralNY.TWCBC.com](mailto:aubdpbid@centralNY.TWCBC.com)

website: <http://www.auburndowntown.org>

### **OUR MISSION**

The 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.

