

# BID Tidbits

Volume 7, Issue 4

Downtown Auburn Business Improvement District Newsletter

October - December 2008

## Downtown Christmas Decorating Contest

This year, with the help of the BID, the Auburn Beautification Commission, and the Stardust Foundation, the City of Auburn is purchasing new Christmas decorations to make Downtown look more festive during the upcoming holiday season.

To help make Downtown look its best, we are encouraging property owners and Downtown businesses to add to the City's efforts with Christmas decorations of your own. You can string lights along your façade, hang wreaths, or set up Christmas-themed window displays.

To provide an incentive for you to be creative, the BID will be judging each display and awarding prizes to those judged to be the best. Winners will receive prizes donated by Downtown businesses - such as a one night stay at the Inn at the Finger Lakes, a gift certificate from Daut's Restaurant, or a gift certificate from Everyday Massage.

It will be best if all decorations are up before the Holiday Parade on November 29th. But, displays will be judged throughout December, and the winners will be announced in the January edition of the BID newsletter. Good luck to everyone!

## HOLIDAY PARADE & FAMILY FUN DAY

Come to Downtown Auburn to enjoy the 22nd Annual Holiday Parade and Family Fun Day - which is scheduled this year for Saturday, November 29th.

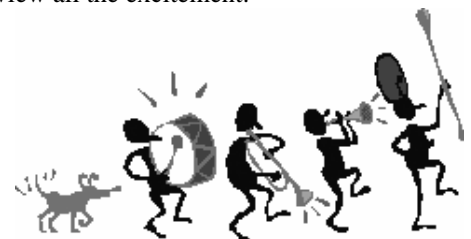
Activities for the family begin at 3:30 pm at the Genesee Mall on the corner of Genesee and South Streets. Once again, there will be ornament-making and other activities for the kids, music, the Child Photo ID Program by the Cayuga County Sheriff's Department, free food samples, hot chocolate by the Cayuga County Red Cross, and delicious homemade cookies by Girl Scout Troop 1125.

We will also once again have free horse-drawn wagon rides in the Downtown area. This year, the Minturn family will be operating two (2) wagons for us, so we should be able to accommodate many more people than in years past. New this year will be food vending by Swaby's and performances of a Thanksgiving play put on by the children taking fall acting classes at the Auburn Public Theater. Tickets for the play will be available at the door.



The parade begins at 6 pm at the corner of Genesee and Fulton Streets. It travels down Genesee Street, through Downtown, and makes a left hand turn onto William Street.

It then travels along Loop Road past the parking garage before ending near City Hall. Come out early to stake out the best spot to view all the excitement.



After the parade, we will have the tree lighting ceremony, a community bonfire controlled by the Auburn Fire Department, music by the Auburn Civic Band, visits with Santa Claus, and more sing-a-long music with Bob Lyna.

If you would like to participate in this year's parade, you are encouraged to do so. There is no fee to enter the parade and, in fact, cash prizes are given to the top floats! First place receives \$150. Second place receives \$100. And third receives \$75.

Floats are judged based on the following criteria: creativity, holiday theme, enthusiasm of those participating, and ability to identify the group/organization that created the float.

Please register your float by Friday, November 14th. Contact the BID office at (315) 252-7874. We will send you a registration form.

This holiday season, come to Downtown Auburn... a place to make memories, once again!

**Inside**

**3**

Events in Downtown

**6**

New BID Businesses

**7**

BID Business Blurbs

## Main Street Grant Money Still Available

This summer, two Downtown property owners took advantage of the Downtown Auburn Main Street program and completed renovation projects using grant assistance. The owners were Jim Driscoll, who owns Sherlock Homes on 123 Genesee Street, and Mike Antonnacci, owner of Eliminator Auto on 41 Market Street.

Mr. Driscoll used the Main Street façade program to pay nearly half the costs of replacement windows in the upper two stories of his property. Mr. Antonnacci completed extensive interior renovations to his shop, fixed up the roof, and cleaned up his façade. In total, he made an investment of over \$50,000 in his property. He was able to do so because of the grant assistance.

We would like to take this opportunity to thank both Mr. Driscoll and Mr. Antonnacci for their investment in Downtown.

If you own property within the BID and are contemplating doing any kind of renovations or façade work to your property, you should be aware that you, too, are eligible to receive a grant to pay for up to 50% of the cost of that work. The BID still has Main Street grant money available for façade and renovation work to Downtown properties. Grants will be awarded on a first-come, first-serve basis. And, the money must be spent this year. So, the time to act is now. If you are interested in learning more, please contact the BID office at (315) 252-7874.

## Tim Donovan Joins BID Board

Tim Donovan, the resident advisor at Lattimore Hall on 81 Genesee Street, has recently been appointed to fill a Class D (residential tenant) vacancy on the BID Board. Many of you know Tim, as he is a life-long resident of Auburn who has often lived in the Downtown area.

He is very enthusiastic about becoming more involved with the BID. He has already joined both the Design and Promotion Committees. We are also very excited to have Tim join us. As someone who lives Downtown, he notices many things that need to be addressed and brings a different perspective to the table. Welcome aboard, Tim!

## Remember to Use New Streamline Schedule

Please remember that the City issued a revised Streamline recycling pick-up schedule for 2008 in June. This is a three-week cycle. Glass, metal, and plastic are collected together on the first week. Cardboard is collected on the second week. And, newspaper is collected on the last week of the schedule.

We have noticed that some businesses are still following the old four-week cycle, most likely because they are referring to the older Streamline schedule. If you need another copy of the revised schedule, please call the City at (315) 255-4155. We also have a few copies available at the BID office that we can distribute.

## Property Owners Invest in Their Buildings

As was mentioned in the last newsletter, many Downtown property owners are beginning to invest a lot of money in their properties. We would like to mention a few more of these projects, as they deserve recognition for enhancing the appearance of Downtown Auburn.

Joseph Keller, the owner of **Mark's Pizzeria**, located on 29 East Genesee Street, recently had the roof repaired on his property. In addition, the entire façade was painted and touched up. As the building is located on busy corner of Genesee and John Streets, the new façade is highly noticeable and is a welcome improvement to Downtown.

Another highly noticeable part of Downtown is the dome on top of Memorial City Hall, located on 24 South Street. The **City of Auburn** recently cleaned and painted the dome, making it look brand new.

And, the **Stardust Foundation**, located on 2 State Street, recently announced that along with its development partners, it will begin construction and renovation of a number of properties located at the Creative Corridor on State Street. Along with façade improvements, ground floor spaces will be renovated for commercial tenants, and upper floors will be converted into residential space.

As all these property owners invest in their buildings, we believe that this will entice neighboring property owners to make investments as well. The transformation of Downtown Auburn into a more beautiful, active, and livable community has begun.

Once again, thank you all for your investment in Downtown Auburn. And, as always, if you are aware of a project that has not been mentioned, please bring it to our attention. We will see that it is recognized in a future edition of the newsletter.

# EVENTS in Downtown Auburn

## SEWARD HOUSE

A National Historic Landmark

Located at 33 South Street in Downtown Auburn.  
Call 315-252-1283 for more information. The Seward House is closed for the month of January.

### Speaking for Themselves: Women of Seward House

This special tour, held the first Saturday of every month, interprets the lives of the 19th-century Seward women through their letters and diaries.

Upcoming dates for the tour are November 1st and December 6th.

The cost is the regular museum admission fee. To register, please call Seward House at (315) 252-1283 or e-mail [jenniferhaines@verizon.net](mailto:jenniferhaines@verizon.net).

### LIVE MUSIC AT PARKER'S

Parker's Grille & Taphouse, located on 129 Genesee Street, has live music every Thursday night. A full tavern menu is available, and there is NO COVER charge.

#### Thursday Schedule - 8:30 pm to 12:30 am

- October 30th:* Mike Sims & Stan Presley
- November 6th:* Paul Taylor
- November 13th:* Bone & Doolittle
- November 20th:* Strpt (correct spelling)
- November 26th (Wednesday):* Elephant Shoes
- December 4th:* Rhyne McCormick
- December 11th:* The Boogiemen Unplugged
- December 18th:* Paul Taylor
- December 23rd (Tuesday):* Elephant Shoes

Check the listings on-line by visiting [www.cnylimelight.com](http://www.cnylimelight.com).

### EVENTS AT WESTMINSTER

Westminster Presbyterian Church, located at 17 William Street, will be holding a number of upcoming community events. For more information on each, please call (315) 253-3331 or visit [www.westminsterauburn.org](http://www.westminsterauburn.org).

#### Art Show & Sale

On Friday, Nov. 14th from 5:30 to 8 pm & Saturday, Nov. 15th from 10 am to 4 pm, Skaneateles artist Sara Davenport will show and sell her original paintings, prints, notecards, and more. Music and refreshments Friday.

#### Lecture: Peace Among Religions

On Tuesday, Nov. 17th at 7 pm, former NY Times religion reporter Gustav Niebuhr will talk about achieving peace through "engagement, not tolerance." This lecture is free to the public.

#### Dramatic Reading: The Gospel of Mark

On Saturday, Dec. 6th at 7pm, Rev. Joseph Morris presents a one-man reading of the Gospel of Mark, in a dramatic performance of the entire gospel.

### Cayuga County Chamber's 99th Annual Dinner...

The Cayuga Co. Chamber of Commerce will be holding its 99th annual dinner on Thursday, Oct. 30th at 6pm at the Auburn Holiday Inn. Open bar & silent auction begin at 6 pm. Dinner is served at 7 pm. The program begins at 8 pm. The keynote speaker is Paul S. Speranza, Jr., the Vice Chairman for Wegman's corporate office. For more info and reservations, call (315) 252-7291.

### CINEMA APT PRESENTS

Cinema APT, located at Auburn Public Theater on 108 Genesee Street, shows movies every Friday & Saturday night at 8 pm. Tickets are \$5. For movie listings, call (315) 253-6669 or visit [www.auburnpublictheater.com](http://www.auburnpublictheater.com).

#### Upcoming Movie Schedule

- Oct 31 & Nov 1: *Rocky*
- Nov 7 & 8: *The Pink Panther Strikes Back*
- Nov 14 & 15: *Monty Python*
- Nov 21 & 22: *Once*
- Nov 28 & 29: *Young at Heart*

Also, in conjunction with the Schweinfurth Memorial Art Center, Cinema APT presents filmmaker Matt McCormick on **Monday, November 3rd at 7:30 pm**. He will be presenting a collection of recent short works, including the brand new piece, "Light Tiger Eye." This will be followed by a question and answer session with the audience.

### Find Out More About Downtown Auburn Events...

To receive a weekly e-mail listing of Downtown events or to let us know about an event you are holding Downtown so that we can include it in the weekly e-mail list or in this newsletter, please contact the BID office by calling (315) 252-7874 or by e-mailing us at [aubdpbid@CentralNY.TWCBC.com](mailto:aubdpbid@CentralNY.TWCBC.com).



# Auburn Public Theater

## Performance Schedule

Located at 108 Genesee Street in Downtown Auburn. It's all happening Downtown... again!

Guruganesha Singh, Nirinjan Kaur, & Friends live in concert. Experience the joy of an evening with Guruganesha. There will be ecstatic chanting, virtuoso raag/jazz/rock fusion instrumentalists led by Guruganesha's signature guitar, the angelic and heart-opening vocals of Canadian Nirinjan Kaur, heart warming stories from Guruganesha's 35 years on the road, and music from his new album, *Joy Is Now!* ... Show is **Thursday, October 30th at 7 pm...** Tickets are \$21 in advance or \$31 at the door.

Come see Americana singer-songwriter Stevie Tombstone and the Last Band on Earth with very special guest and acclaimed guitarist Loren Barrigar on **Thursday, November 20th...** Tickets are \$10. Children participating in the APT fall production program will be performing a Thanksgiving show on **Saturday, November 22nd and 29th at 2 pm and again at 4 pm** each day... Tickets are \$8.

Look for more on these other events coming up at APT:

- \*A holiday concert with Bob Pioron on **December 7th**
- \*APT's 3rd Birthday Bash will be held from **December 12th - 14th**
- \*Dusty Pascal & Friends to perform on **December 18th**
- \*Amy Bellamy student concert to be held on **December 20th**

For more information and tickets, please call the theater at (315) 253-6669 or visit APT on the web at [www.auburnpublictheater.com](http://www.auburnpublictheater.com).



## Design Committee Working to Beautify Downtown

The Downtown Auburn BID's Design Committee, chaired by Tony Piccolo of Piccolo Properties on 66 Genesee Street in Downtown Auburn, has been hard at work this past year making Downtown Auburn look more appealing. After collaborating with the Auburn Beautification Commission (ABC) and the City of Auburn to implement the hanging flower basket program this spring, the Design Committee members took a walking tour of Downtown to identify some areas that needed sprucing up. This summer, the Committee took on projects at two very noticeable locations and worked collaboratively with other organizations and businesses to make those projects happen.

The first was the City-owned area at the corner of North and Genesee Streets adjacent to Crosman's Jewelers. The Committee felt that since this area on the main intersection in the heart of Downtown was seen by so many people, it needed an extra touch. So, the Committee contacted ABC, who agreed that the area needed work and donated some money toward the project. Auburn Irrigations was then hired to clear the vines out of an existing garden bed and replace them with some colorful flowers. Then, a grassy area was tilled, and a new flower bed was created. Now the corner has a much more appealing quality.

The second project the Committee identified was at the corner of Dill and Genesee Streets adjacent to Quality Rentals. Again, the Committee felt that this highly visible intersection needed some attention. So, Jim Kent, the chairman of the ABC, and Joe Catalfano, the owner of Quality Rentals, were brought together to see what could be done. The result was that ABC and Quality Rentals split the cost of planting some crab-apple trees and flowers in the area. When fully grown, the trees will help block the parking lot from people's view and create a more beautiful focal point for the intersection.

The Design Committee's work did not stop with those two projects. This fall, the Committee was instrumental in coordinating a project where colorful mums were planted in over 50 of black flower pots located Downtown. The cost of this project was shared by the BID, ABC, and Auburn Irrigations.

The Committee will next turn its attention to helping get better Christmas lights and displays Downtown and to improving the hanging flower basket program in 2009.

If you are interested in joining the Design Committee or another BID committee, please contact the office at (315) 252-7874 or e-mail us at [aubdpbid@CentralNY.TWCBC.com](mailto:aubdpbid@CentralNY.TWCBC.com).

## Annual Downtown Appearance Award

Beginning this year, the BID will annually recognize an individual or business that has worked exceptionally hard toward enhancing the appearance of Downtown Auburn in the past year.

This year, the BID would like to recognize Jay and Kim Pearson of **Nash's Art Supply** on 12 State Street. Not only do they always maintain an attractive window display and storefront, but they also plant and care for the six (6) City-owned flower pots on State Street.

We hope everyone had a chance to see the impressive array of flowers and plants in these pots this summer. Jay and Kim outdid themselves, however, with their fall arrangement, which included several large pumpkins.

Thank you, Jay and Kim, for all that you do to keep Downtown Auburn looking so good. We all appreciate your efforts. Keep up the good work!

## CDBG Program Public Hearings To Be Held

The City of Auburn annually receives federal funding from the Community Development Block Grant. This money is used to advance a number of projects and programs that meet our community needs. To help identify these needs, the City annually holds a number of public meetings.

To help the City create the 2009-2010 CDBG Action Plan, please come to one of the following scheduled meetings. A public hearing is set for **Wednesday, November 12th from 6 to 7 pm** at Memorial City Hall, located on 24 South Street.

An open house is scheduled for **Wednesday, December 17th from 10:15 to 11:30 am** at the United Way conference room, located on 17 East Genesee Street.

All are welcome and encouraged to attend. For more information, please call the City Office of Planning & Economic Development at (315) 255-4115 or e-mail Crystal Purcell at [cpurcell@ci.auburn.ny.us](mailto:cpurcell@ci.auburn.ny.us).

The City has also hired a consultant to begin working on the formation of its new comprehensive plan. Work on the plan has already begun. The City will provide the public with an opportunity to weigh in on the plan.

Meetings for public input will be held throughout the process. It will be important for everyone interested to comment on the plan. So, please look for information regarding these meetings when they are scheduled.

## Help Direct People To Long Term Parking Areas

The BID recently conducted a survey regarding parking in Downtown Auburn. One thing we learned was that although the vast majority of Downtown customers realize that there is a 2-hour time limit to park on-street (and that you risk getting a ticket if you stay in an on-street spot longer than 2 hours even if you put more money in the meter or kiosk), only about half the people surveyed knew where long-term was actually available Downtown.

With this in mind, please help us educate people by reminding your employees and customers that if they work Downtown or are doing business that will take longer than 2 hours, they should park in the designated long term parking areas. Those areas are located at the parking garage and in several lots in the Downtown area (Court Street, Loop Road across from the parking garage, Dill Street, and Seminary Avenue).

There are also a few on-street parking spaces that are designated as long term spaces. These are located near the YMCA, and few new ones have been installed along Dill Street near The Citizen newspaper.

Another thing the survey told us is that people seem to be unaware that once you get the time-stamped ticket from a parking kiosk, that ticket is good until the time indicated **no matter where you park**. This means you can pay once and move from spot to spot without paying again until the time is up. Please remind your customers of this convenience.

## First Annual Downtown Concert Series A Success

Each Wednesday night this past July and August, Downtown Auburn was rocking as hundreds of people came out to the first annual Downtown Auburn Summer Concert Series. The series opened with three concerts at the Street Mall and concluded with four concerts at Market Street Park.

Folks young and old came out to dance, enjoy a hot dog and ice cream cone, or just sit and relax Downtown on a nice summer night. The series was made possible by our many sponsors, including the New York State Council on the Arts (NYSCA), the Phelps Arts Center, the Phelps Historical Society, the City of Auburn, NUCOR Steel, Wegman's, First Niagara Bank, the Schweinfurth Memorial Art Center, and Wal-Mart.

Be sure to come Downtown in July of 2009 when the 2nd Annual Downtown Auburn Summer Concert Series begins.



*A nice crowd enjoys the sounds of the Mario DeSantis Orchestra on State Street. This concert was sponsored by NYSCA, Wegman's, and First Niagara Bank.*



*Pastashio the monkey grinder and his assistant prepare to warm up the crowd prior to a concert at Market Street Park.*

## BID Member Marketplace Launched

In an effort to help our members market themselves, the BID is now offering a new weekly e-mail service. All BID members can submit a listing of a special deal they are offering. All member specials will be included on an e-mail that the BID will send out once a week - usually on Thursdays.

All BID members can use this service FREE of charge. This service is NOT available to non-members. To be listed, all specials must be submitted to the BID office by Monday of the week the special will be listed. To submit a special to be listed, please send it to the BID office at [aubdpbid@CentralNY.TWCBC.com](mailto:aubdpbid@CentralNY.TWCBC.com) or call (315) 252-7874.

## Downtown Auburn Loses A Legend

This past August, Downtown Auburn lost one of its greatest ambassadors when Bob Nolan, the longtime owner of Bob Nolan's Sporting Goods, passed away at age 83. Mr. Nolan outfitted generations of Auburnians while he ran his store for 51 years.

He will be remembered as a great businessman and a caring father - not only to his own family but to the many kids he met through his business. Our heartfelt sympathy goes out to the Nolan family. Bob will always be remembered in Downtown Auburn.

## New Downtown Businesses

The BID would like to recognize several new businesses that recently opened or will soon be opening in Downtown Auburn. Please stop in and welcome each of them to the Downtown community.

**Riverbend Coffee** opened up at 83 Genesee Street in August of this year. They feature Green Mountain Coffee Roasters, a full espresso bar (with cappuccinos, lattes, etc.), and a full array of pastries. Stop in on your coffee break and say hello to owner Tim Bridenbecker or call (315) 255-1570 for more info.

**Top Dog Funding, LLC** opened an office this summer at 57 Genesee Street on the 2nd floor. The company, owned by James Kilmer, finances car loans for third party dealers. For more info, call (315) 255-0200.

**JMJ Taxi**, owned by Richard Bracy, opened its dispatch office this October at 161 Genesee Street. The service runs 24 hours each day. Call (315) 252-5004 or (315) 252-5446 if you need a ride.

**Bistro One**, a restaurant serving American fare and fine dining in a relaxed atmosphere, will soon be opening in the Carnicelli-Indelcato American Legion Post building on 1 East Genesee Street in Downtown Auburn. The restaurant will be owned by Dawn Schulz, who also owns Cascades Grille on Owasco Lake. Bistro One will be managed by James Hares. It will be serving dinner from Tuesday through Saturday. They are planning for a December 1st opening.

## BID to Invest in Our Website

The BID board has recently decided to make a major investment in our website. In addition to BID operating funds devoted to this, the project was also made possible by grant funding secured through Senator Michael Nozzolio's office.

When the re-design is complete - which we hope to accomplish by the end of the year or the first part of 2009 - the website will include a number of tools which will contribute toward more effective promotion of Downtown businesses and events.

One such tool will be a calendar of events and activities. Visitors will be able to log on to view everything that is happening Downtown. They will also be able to sign up to receive weekly Downtown events listings by e-mail. We currently do send this weekly e-mail listing of Downtown events. Anyone interested in signing up for this free service can do so by e-mailing [aubdpbid@CentralNY.TWCBC.com](mailto:aubdpbid@CentralNY.TWCBC.com) or calling (315) 252-7874 and providing us with your e-mail address. When the website is complete, however, we will be able to get information about these events and activities to a wider audience who will also be able to locate the material on their own.

The website will also have a searchable database of all property vacancies in Downtown Auburn, which will include contact information for all the property owners or listing agents. This will make it easier for anyone researching available office or retail space. This will also make it easier for property owners to find tenants. Currently, we do have up to date vacancy listings at the BID office. Anyone looking for space Downtown is encouraged to stop by. However, the website will make it much more convenient for people to access the information.

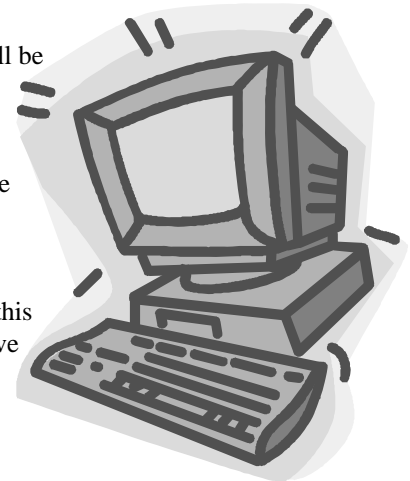
But, the most beneficial new element to the website will be the on-line business directory. All of our over 250 member businesses will have their own page on the website that they will be able to use to promote themselves. This will be provided to all of our members free of charge.

The businesses will be able to control the pictures and content of their page. For some, they will want to use this to link to their own websites. For others, who don't have their own sites, this page will give them a presence on the web - which is vitally important in today's business environment.

Through their business pages, our members will also have the opportunity to offer specials or promote themselves through our "Member Marketplace" (*see article, page 5*). Visitors to the website will be able to sign up receive a weekly list of deals offered by our members. If anyone wants to sign up for this weekly listing of specials now, please e-mail or call us. Currently there are a number of great deals offered through the Member Marketplace involving car care, bank loans, graphic design, and more. Right now, the only way to take advantage of the deals is to sign up to receive the weekly list. When the website is developed, it will be much more convenient for people to see the information.

Once the website is complete, we will encourage our members to take full advantage of it and encourage the public to visit it.

In the meantime, if you are interested in finding out more about Downtown, please contact the office and sign up for our free e-mail lists or to receive our quarterly newsletter free of charge by mail.



# BID Business Blurbs

This section of the newsletter provides brief snippets about BID businesses. If you would like to provide an item about your business for the next newsletter, please let us know ahead of time... Vince Tosto of **Experience Tattooing, Body Piercing, and Fine Arts**, located at 4 East Genesee Street, has announced that he will be opening a second studio location at 4872 West Seneca Turnpike in Syracuse. The Downtown Auburn location will remain open... Daddabbo's Pizza, located at 105 Genesee Street, is now known as **Bambi-no's Bistro**. In addition to pizza, wings, and subs, the bistro serves a variety of authentic French-Italian cuisine - and now has gelato!... **Auburn Document Centre**, located on 74 Genesee Street in Downtown Auburn, is proud to announce their new web site, [www.auburndocumentcentre.com](http://www.auburndocumentcentre.com). Including more than 150 web pages, it is the most complete "how to" website for any printer in CNY. Have problems getting a file ready to print? Now you can download a free PDF Creator and make PDF's from any file right on your desktop, submit them to the Document Centre online, and even see an online proof of your work before going to print. Got questions on products and services for marketing your business? Refer to the more than 50 Podcasts on the site that will help you market your business like a pro. You can even create an online document library where your files can be stored for easy reorders. Check out the ideas page for the latest in marketing ideas. For more information, contact Auburn Document Centre at (315) 255-4664 or e-mail [jon@auburndocumentcentre.com](mailto:jon@auburndocumentcentre.com)... **Silbert Optical**, located at 97 Genesee Street, is celebrating their 65th anniversary with a "Fall Fashions After Hours" on Thursday, November 6th from 4 to 8 pm. Join the folks at Silbert for a glass of wine or cup of coffee and sign up to win Varilux Lenses and other great door prizes! Salespersons will be displaying their complete lines of Prada and Oakley. Optometrists will be available for complete eye exams... **Finger Lakes Answering Service**, a BID member located at 42 Westlake Avenue in Downtown Auburn, has been honored with the exclusive 2008 "Award of Excellence" for the fourth consecutive year. The award is presented annually by the Association of TeleServices International (ATSI), the industry's trade association for providers of telecommunications and call center services including telephone answering and message delivery. Finger Lakes Answering Service was presented with the award at ATSI's 2008 Annual Convention held at the Hyatt Regency Hotel, in St. Louis, MO. After six months of intensive testing, an independent panel of judges scored call-handling skills such as courtesy, response time, accuracy and overall service to their clients, the cornerstones of the call management industry. If a company scored 80% or better in ALL categories, only then are they are presented with the coveted "Award of Excellence."

## Please Get Us Your Menus

The BID is working with the Cayuga County Office of Tourism to create menu binders to serve visitors requests concerning recommendations about where to eat.

To help us better serve the public, we need your help. Please send us at least five (5) menus. We will gladly take up to 25 additional menus (or photocopies of menus) so that we can hand them to people to take with them.

The reason we are asking for at least five to start with is that we will be putting together five binders that will be placed at several historic site locations. These binders will include menus from every type of restaurant, bistro, café, deli, pizza shop, etc. We are trying to include everyone to accommodate all visitors' requests.

Help us get people to your business. There is no cost to you, except the cost of getting the menus to us. You can mail them, drop them off at 2 State Street, or call us at (315) 252-7874, and we'll pick them up.

Please do this as soon as possible so we can get this project completed. Please call Connie or Dan at the BID with any questions.

## Arts Council Names New Director

The Cayuga County Arts Council, owner of the Schine's Theater on 16 South Street in Downtown Auburn, recently named Michele Graney as its new Executive Director.

The Arts Council also recently opened its new office, located just outside the BID at Sts. Peter & John Church on 169 Genesee Street. Stop in and welcome Michele to Downtown if you get a chance.

### DOWNTOWN AUBURN BID

#### CUSTOMER SERVICE FRIENDLY BUSINESS



Small businesses, like many of those in the Downtown Auburn BID, are often successful because of their commitment to quality customer service. They pay close attention to detail and to the needs of their customers. The Downtown Auburn BID recognizes the "Customer Friendly Business" of each quarter in this space. A press release will also be sent to the local media. Information about the quarterly winner will be sent to our e-mail list.

The BID is pleased to recognize the **Carmody Agency**, located at 32 East Genesee Street, as the "Customer Friendly Business" of this quarter. The folks at the **Carmody Agency** are very knowledgeable and service all your insurance needs with a smile. Give the **Carmody Agency** a call at (315) 252-7208 to see how they can help you. Or, visit them at [www.carmodyinsurance.com](http://www.carmodyinsurance.com). The **Carmody Agency**, like each winner of the award, was chosen based on the comments and feedback that we receive at the office. So, please contact the BID office at (315) 252-7874 to let us know your experiences as a Downtown customer so that we can choose the next winner. Thank you to the Carmody Agency - and to all our business owners - for continuing to make quality customer care a priority!

## BID Board Members

### Officers & Executive Board

Henry MacDonald - President  
Mark DiVietro - Vice President  
Nancy Thomas - Treasurer  
Sue Rose - Secretary

### Board Members

Kelly Gridley	Dave Chalifoux
Richard Malcolm	Paul Ringwood
Jessica Harkins	Jon Mason
Kevin Dautrich	Mike Lynch
Susan Marteney	Anthony Pacini
Tim Donovan	

### Ex Officio Members

Tony Piccolo  
Marlene Bryant  
Terri Bridenbecker  
Benjamin Vitale

The BID Board meets the 2nd Wednesday of each month at 8AM in the Red Cross conference room, located on 11 State Street. Meetings are open to the public.

# Auburn's BID staff

Dan Schuster, [dschuster@auburndowntown.org](mailto:dschuster@auburndowntown.org)

*Executive Director*

Connie Tallcot, [ctallcot@auburndowntown.org](mailto:ctallcot@auburndowntown.org)

*Assistant Director*

John Panko

*Beautification Crew*

## Downtown Auburn Business Improvement District

2 State Street ♦ Auburn, NY 13021-3617

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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.