

# BID Tidbits

Volume 2, Issue 2

Downtown Auburn Business Improvement District Newsletter

Spring 2003

## Parking in Downtown Auburn



With the winter finally winding down in Downtown Auburn, it is again time to bring up the subject of **PARKING!**

The City of Auburn's Police Department has been lenient on enforcing the 2 hours of FREE Customer parking over the winter months due to the amount of snow that we had this winter, but Spring is just around the corner which means they will again be enforcing the rules and regulations of the parking programs in Downtown Auburn.

So here is your refresher course on how the 2 hours of FREE Customer parking program works.

First lets address the issue of who the program was designed for. The intent of the program was to offer **CUSTOMERS** in the Downtown Auburn area an added bonus for bringing their business here. *Not* to create a cheap way for employees to park on street and clog up customer parking.

When employees and business owners alike park in the spaces onstreet this takes up space that a potential customer could have used. As we strive to revitalize Downtown Auburn and bring in more businesses, parking is going to become and even more valuable commodity. So while we are still at the beginning stages of our growth, **lets teach ourselves and our employees about the value of the onstreet parking.**

There are many other choices for parking for business owners and employees such as the parking garage - which costs \$4.00 to park all day or you can purchase monthly passes for \$25.00. If you purchase for a longer time frame, such as for 3 months, the pass is only \$65.

Visit our website at [www.auburndowntown.com/parking.html](http://www.auburndowntown.com/parking.html) to view all the parking choices in Downtown Auburn.

So now that we understand that the program is for **CUSTOMERS** and not business owners or employees, lets get into how the program works.

The program allows for **customers** to park for up to 2 hours FREE per day. A customer can only park in *one* space per day for FREE, even if the full 2 hours has not been used in one space.

After 2 hours the customer has to move their vehicle, park it in another space and place money in the meter for the appropriate amount of time they will be in that spot. A ticket will be issued if the car isn't moved, even if money is put in the meter.

That is the basic jist of the program, please promote the 2 hours of FREE **customer** parking in your ads, newsletters, flyers so that they are aware of the program before they park in Downtown.

If you would like the BID to come into your business and talk with you employees about parking, please call 252-7874 to set up a date.

**"THINK BEFORE YOU PARK"**

**The 2003 Experience  
Downtown Auburn  
brochures are HERE!!!**

Call 252-7874 to receive  
your supply today.

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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

### Building Relationships: One Customer at a Time

Every business says it is customer focused. Every mission statement promises great customer service. All executives claim they want close customer relationships. Do you know who your customers are? If a regular customer came in to your store, would you recognize him? Are you tracking your customers on a regular basis? Do you have membership cards for your retail customers and e-mail addresses for your business customers?

Great service happens only when you relate to your customers "one to one." To do that, you have to identify your customers, differentiate them, interact with them, and finally, customize your products or services to meet their needs.

#### Do you treat different customers differently?

Some customers are simply worth more to you than others are. And different customers need different things from you. The rule is, treat different customers differently.

This is the fundamental principle of the customer service relationship: the more each customer teaches you about what she wants, the more you can make it or deliver it that way, and the more difficult it is for her to take her business elsewhere.

#### Do you create a learning relationship with your customers?

Here's the underlying idea: the customer teaches the provider how to give him the service he wants and that installed base of knowledge makes the bond extremely tight. That's a learning relationship -- a relationship that gets smarter with every interaction. It's the linchpin of customer loyalty.

#### Do you keep your customers?

You have to be on top of what the customer wants. Customers are diverse and dynamic -- their tastes and needs change from day to day and even hour to hour.

The more you customize your product or service, the more marketing becomes a part of customer service -- and the more customer service becomes part of marketing. You erase the distinction between getting a customer, keeping a customer and growing a customer.

If you want to do a good job of acquiring new customers, you hire a marketing director or ad agency. No Problem. But if you want to do a better job of keeping your customers longer and growing them into bigger customers, there's nobody you can hire to do that. It has to permeate your organization. It has to become a way of doing business.

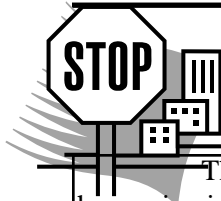
#### Do you organize around customers?

Most companies aren't organized for this new way of working and don't have anyone in charge of making it happen. But the firm of the future will be organized around individual customer relationships.

You have to think of customers as individuals. Once you start to think that way, you realize that your business is your customer, not your product or service. A great customer relationship gives you long-term business. The simple truth is, any company that can't identify its customers individually is going to be history. (September 2002)

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





## Open Board Member Positions

The Downtown Auburn BID wants you to get involved in what is happening in Downtown Auburn!

What is happening in Downtown Auburn you Ask!? Well, for that reason it is time to give the Downtown Auburn BID a call at 252-7874 and ask about becoming a Board member for the Downtown AUburn BID.

There are (3) positions that are open for the July 2003 election. One is a Class A Member - property owner, one is a class B Member - commercial tenant and the third is a Class D Member - resident.

Terms are (3) years in length and will keep you on top of what is going on in Downtown Auburn.

We are looking for Board Members with an open mind and experience to share with the rest of the Board members.

If you are not sure, please give me a call at 252-7874 and we can set up a time to meet and talk about how you can get involved.

**THE FUTURE OF DOWNTOWN AUBURN  
DEPENDS ON YOUR INVOLVEMENT!**

**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.**

YOUR  
LOGO  
HERE

### ABC BUSI - NESS

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

## What does your window look like?

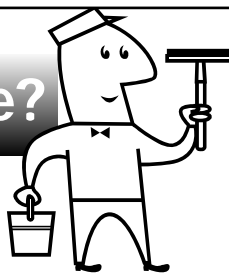
With nicer weather rearing its sunny head just around the corner, it is now time to start thinking about "Spring Cleaning".

With this nicer weather brings more customers to the downtown area. What can you do in your business to entice them to come into your store?

First let's start with your window display. How long has this display been in the window? Is there a display in the window or is it just bare? Remember, you never get a second chance to make a first impression!

Now we can move onto your windows themselves - have they been cleaned lately? It won't matter what kind of a display is in your window if customers can't see into them!

**HAPPY SPRING CLEANING!!**



## Operation Flower

### Pot

The Downtown Auburn BID will again be undertaking Operation Flower Pot for the 2003 Summer Season in an effort to help beautify Downtown Auburn.

The planters and flowers will be placed in downtown the week before Memorial Day.

This year we will be contracting with a landscaping company to provide the pruning and upkeep of the flowers in the Downtown planters.

This year we are also starting the Market Street Pilot Program. Adding more flowers and plantings to the park, while the merchants on Market Street take over the maintenance responsibilities. If the program is successful, we will expand it to other parts of the BID.

Take a moment and walk through the park this summer and relay your comments back to us, so we can gage what worked and what did not for the Market Street Pilot Program.





# Survey Center

In an effort to provide, **YOU**, the members of the Business Improvement District with the amenities and programs that will be most useful and beneficial, we are asking that you please take a few moments and fill out the following two surveys.

From the responses that we receive, we will then begin to determine what programs and projects need to be created in order to make Experiencing Downtown Auburn a most memorable experience.

## REST ROOM SURVEY

- ① Do you have a rest room for public use?     YES     NO
- ② Do non-patrons come in and ask to use your rest room?  YES     NO  
If yes, how frequently? \_\_\_\_\_  
\_\_\_\_\_
- ③ Do you know where public rest rooms are located to direct patrons to?  
 YES     NO  
If yes, where? \_\_\_\_\_  
\_\_\_\_\_
- ④ Comments or suggestions in regards to public rest rooms in Downtown Auburn: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## UPPER FLOOR SURVEY

If you are a property owner that has upper floors that are not developed:

- ① Are you interested in developing them but need help, ie: what to use for, monetary?  
 YES     NO
- ② Don't understand zoning laws and regulations and would benefit from a seminar?  
 YES     NO

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

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

**Please fax back surveys to 252-7874 or mail them to 131 Genesee Street, suite 2 by Wednesday, April 16, 2003. All completed surveys will be entered into a drawing for a gift certificate to a Downtown Auburn business or service.**

**WE APPRECIATE YOUR INPUT!!!**

# 2003 Annual Meeting

The 2003 Downtown Auburn BID Annual Meeting will be held on **Wednesday, July 9, 2003 at 6:00 PM.**

Location has not yet been determined.

Please mark your calendars now for this date. 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 are interested in becoming a Board member for the BID, please call 252-7874 or log onto our website at [www.auburndowntown.org](http://www.auburndowntown.org) and download the nominating form for the class of member that you are.



## **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 1-800-255-5509.

**Haines Publishing, Inc.**  
*Discover the Difference™*



# Business After Five

## 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.

### April

#### National Poetry Month

Since 1996, April has been National Poetry Month. This provides a great opportunity to work with our local library, bookstores and schools to create your event

#### May 11 - Mothers Day

Declared a national holiday by President Woodrow Wilson. Try having Mother's Day sales, discounts, special offers, special meals or gifts for Mom's that come in that day.

#### May 18 - Museum Day

Designated by President Jimmy Carter in 1979. Try offering behind-the-scene tours, free passes, drawings for memberships and other activities that could tie into other businesses in downtown.

#### Month of May

#### National BBQ Month

If this day doesn't seem like something to celebrate, consider this: 74% of all US households own a barbecue grill, and one of the biggest BBQ weekends is Memorial Day.

The Downtown Auburn BID is sponsoring a Business After Five on **Wednesday, April 16, 2003 from 5:00 - 7:00 PM**. The event will take place at the Chamber located at 36 South Street.

Since the Downtown Auburn BID represents all the businesses and service organizations within the BID we thought this would be an opportunity for you to let people know about your business and what you do and offer. We are offering your business, as a member of the Business Improvement District, the opportunity to take part in the April BAF through the following BAF Packages. Please see below and return your response to the Downtown Auburn BID by no later than **FRIDAY, APRIL 11, 2003**.

Please feel free to call me with any questions or comments in regards to the BID sponsored BAF at 252-7874.

### BAF PACKAGE #1 - DOOR PRIZES

During the BAF the Cayuga County Chamber Staff will take the business cards collected from that evening and draw winners for the Door Prizes. The prizes range from gift certificates to wine baskets to baseball caps.

This is another way to get your name out and bring people into your business. The following are the different Door Prize Categories:

**GRAND DOOR PRIZE** - value of \$100 or more

**BID DOOR PRIZE** - value of \$50 - \$100

**DOOR PRIZE** - value of \$50 and under

All Door Prizes MUST be to and/or for/from a business/service within the BID, remember this is another effort to market what we have to offer.

### BAF PACKAGE #2 - DRINKS

Since the BAF's are right after work, most folks are ready to have something to drink when they arrive to network. Be it soda, water, beer, wine or your businesses specialty drink. The easier the better in this category, so that more time can be spent networking.

### BAF PACKAGE #3 - FOOD

What draws people to an event - FREE FOOD!!, and what a great way to get people to taste your specialty. If you have a new menu item or something that is your house favorite or an item that you know everyone will love - this is the place to showcase it. Either Hot or cold items will work in this instance.

**All those who choose the Food and Drink packages are responsible for delivery/pickup and service of the aforementioned.**

### BAF PACKAGE #4 - COLLATERAL

If you would like to take part in the BAF on a smaller scale, this is the package for you. All you need to do is have (50) of your flyer/brochure/program to the Downtown Auburn BID Office by **Friday, April 11, 2003** and it will included in the Downtown Auburn BID Display. There is no cost for you to be a part of the April BAF, other than the cost of the food/drink/item donated to the BAF and your staff time.

Thank You and hope to see you on **Wednesday, April 16, 2003** at the Chamber for the Downtown Auburn BID sponsored **BUSINESS AFTER FIVE**.

# Letter from the Executive Director

*Jandee Leanes*

## Promoting your Business

Visit [www.DiscoverOurTown.com](http://www.DiscoverOurTown.com) and take a look around.

The Downtown Auburn BID has worked with their staff to get all the businesses within the BID listed on their website.

This website is a great way to promote your business. The listing on the website is FREE, but if you would like a live link to your businesses website contact them at [info@discoverourtown.com](mailto:info@discoverourtown.com).

Please also contact them if you would like more in the description section under your listing.

All the businesses should be entered onto the website by the end of April 2003.

Just another way the Downtown Auburn BID is working to make Downtown Auburn a destination for travelers and customers alike.

If you come across opportunities such as this, please forward the information to the Downtown Auburn BID office at 131 Genesee Street.

Every business, be it non profit or for profit, needs to have a group of people that support their cause and work to ensure that the hard work and hours spent in reaching the goals and objectives set forth are not being wasted.

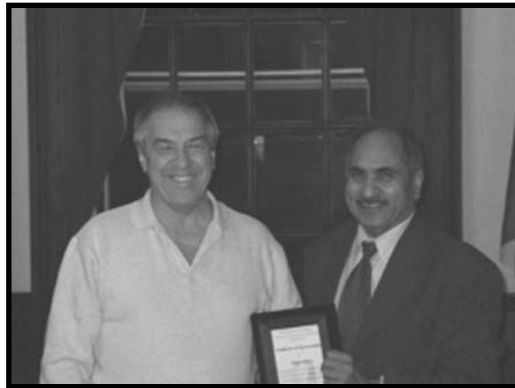
I wanted to take the opportunity to thank all those business owners, staff members, residents and City and County governmental representatives that are doing just that, supporting our cause which is, in a nut shell, to create a more viable Downtown Auburn community.

The input received, the hours logged as board members, committee members or just concerned citizens will all help us to reach our daunting goals and objectives that we have laid before us in our Strategic Plan.

So I am here to say, **keep up the good work!** And if we haven't said it lately, *THANK YOU* for all that you do for Downtown Auburn.

If you know of someone that has been an outstanding advocate for Downtown Auburn over the years, please let me know, as their efforts should not go unrecognized.

Below are pictures of just a few of those that we were able to thank in person.



On Thursday, December 19, 2002 the Downtown Auburn BID President, Carl Yoensky, awarded Vijay Mital with a certificate of Appreciation in recognition of the support he gave in the creation and growth of our organization while holding the office of Director of Planning and Economic Development for the City of Auburn.



On Thursday, December 19, 2002 the Downtown Auburn BID President, Carl Yoensky, awarded Mayor Carnicelli with a certificate of Appreciation in recognition of the support she has given in the creation and growth of our organization while holding the office of Mayor of the City of Auburn.

**THANK YOU**



The Cayuga Chords were the first entertainment that we have offered during the arrival of Santa & Mrs. Claus and were wonderful to have as part of our Holiday Program.

Thank You to all the members of the Cayuga Chords that came out on Friday, November 29, 2002.

We look forward to hearing your songs for this years festivities.

# New Business Chalk Board

## Welcome! New Businesses to the BID

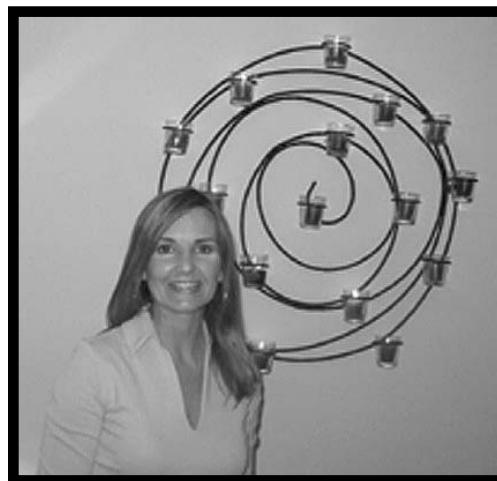
**Bee's Designs and Clark's Gifts & More** opened their doors on Saturday, March 1, 2003. Great place to get gifts for family and friends. Custom made jewelry great for the Prom, weddings or special occasions. Artwork, T-shirts, candles, sun catchers and much more. Located at 53 Genesee Street. They are open 9:00 AM - 5:00 PM daily. Call either 255-0500 or 255-1011

**The Mahogany Table** opened in it's doors at the end of February 2003. Located at 130 Genesee Street, this cozy restaurant offers "bistro style international comfort food" with "haute cuisine" panache. Serving lunch and dinner. Please call ahead for dinner at 258-5288.

**The Center** held it's welcoming reception on Friday, March 7, 2003. The Center is located at 7 William Street in the Carriage House on the second floor. Offering holistic therapies, energy work, workshops and lectures, resources and well products. Visit them online at [www.maEnergyWorks.com](http://www.maEnergyWorks.com). Call Mary Ann for more information at 704-0319.



Audrey Lukula, owner and chef sits with Sabrina Singleton, chef and Manager taking a break during their second week of operation.



Mary Ann Giacona, C.P. owner of The Center, A Place for A Lifestyle of Wellbeing at her place of business during her welcome reception on March 7, 2003.



Barbara Dunning on opening day at Bee's Designs located at 53 Genesee Street.



Rose Clark on opening day at Clark's Gift's & More located at 53 Genesee Street.

**Downtown Auburn Business Improvement District**

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

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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).

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

