

# BID Tidbits

Volume 2, Issue 4

Downtown Auburn Business Improvement District Newsletter

Winter 2003

## State Street Mall Redevelopment

Approved design for State Street Mall Redevelopment

The State Street Mall Redevelopment project is just a first step in a long line of physical improvements that you will see begin to take place in Downtown Auburn over the next few years. Currently, the State Street Mall is not an aesthetically pleasing area that would help us in our recruitment efforts. With the proposed changes, we will be able to actively sell the vacant spaces on the mall and begin to revitalize that area.

There have been many steps that have brought us to this point of actual ground breaking for the Mall.

**In Early 2000** the City of Auburn saw a need for a Physical Plan to be used as a guideline to the Downtown Improvements and to use as a tool to solicit funding for the revitalization process.

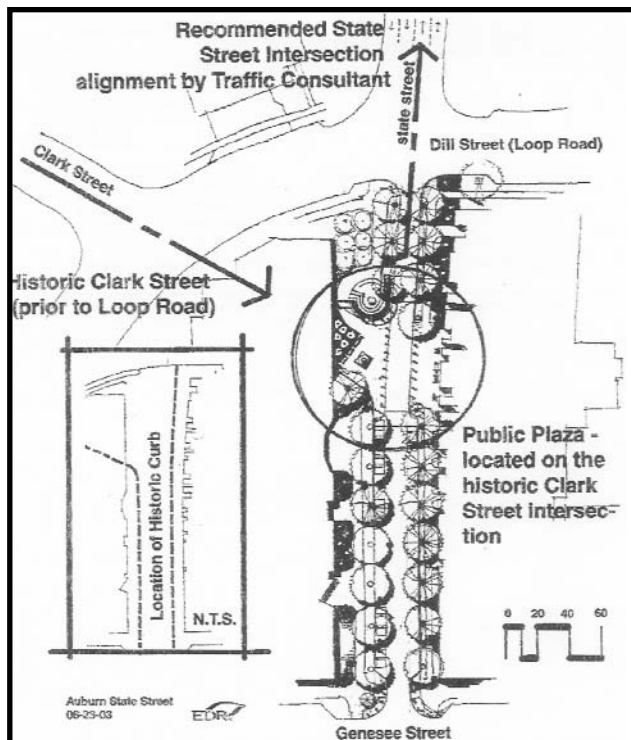
**In September 2000** The Synthesis Architectural firm was chosen to create this plan.

**In April 2001** downtown merchants were given a preview of the plan concepts and the plan is then presented to the City Council and the public in May of 2001.

Based on the overall plan concept, the City of Auburn secured partial funding from federal and state sources:

- Congressman Jim Walsh secures \$700,00 in funding
- Assemblyman Gary Finch secures \$100,000 in funding
- A HUD 108 application for \$3.1 million in funding is prepared by the City of Auburn

**In January/February 2002** merchant meetings gained additional public input. From these meetings the original concept plan was changed to reflect what were the



priorities of those who would be affected in the downtown area.

If you would like a complete list of the priorities created from these meetings, please visit our website at [www.auburndowntown.org](http://www.auburndowntown.org) and click on the Downtown Revitalization Plan. Of these priorities State Street Mall was included in the Phase One projects.

Because of the size and scope of many of the projects, State Street Mall was chosen because it was a controlled and smaller area to work with, that in the end would become the blueprint for the rest of the Downtown development.

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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.

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

### ***EVERYTHING COUNTS!***

The sales and customer service experience begins when a customer picks up the phone or walks in the door.

Customers scrutinize how they are treated after the sale as much as they evaluate a business while making the decision to buy. They are closely watching how every situation is handled, especially the difficult ones.

### **REMEMBER: Everything counts when it comes to a customer's loyalty.**

There are four specific things that customers say they will never forget about when doing business.

1. Customers do not forget attitudes. Each member of the team is an extension of the sales and customer experience.
2. Customers do not forget promises. Business is based on trust. When a business loses a customer's trust, there is really no basis for continuing the business relationship.
3. Customers do not forget how a business handles issues or misunderstandings. When customers have an issue or misunderstanding, more than any other time, a business has the opportunity to develop a bonded relationship.
4. Customers do not forget what happens after the sale. The best marketing tool available to a business is the customer's satisfaction after the sale. A business can set itself apart by being an after-the-sale champion.

Customers will become loyal if the sales customer service team develops a "no matter what it takes" attitude, keeps its promises, quickly addresses issues, and takes care of them after the sale. If a business does all these things, customers will be glad to come back for more!

### **REMEMBER: Everything counts!**

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  
February 2003 Wold on Retail & Consumer Success

## **SEE PAGE 5 FOR INFORMATION ON THE NOVEMBER 19th CUSTOMER SERVICE WORKSHOP TITLED "FIRST IMPRESSIONS MATTER!"**

Sponsored by the Cayuga County Office of Tourism and the  
Downtown Auburn BID.

## Salvation Army Chicken BBQ

On July 10, 2003 the Salvation Army held a Chicken BBQ sponsored by The Salvation Army's Emergency Disaster Service (E.D.S) Team. This team is comprised of volunteer members who are prepared to assist at disasters, local or national, to support victims/survivors and the emergency responders. Typically support comes in the form of food or drink, as well as opportunity for basic counseling services.

They sold more than 200 dinners raising over \$400 in net profits, said Captain Thomas Dressler, that went towards purchasing supplies and equipment, as well as training opportunities within The Salvation Army.

The other major fund raiser that the E.D.S team conducts is the All-You-Can-Eat Spaghetti Dinners. These dinners take place every Thursday in February.



For more information on The Salvation Army call 253-0319. They are located at 18 E. Genesee Street in Downtown Auburn.

## Genesee Beer Sign Stays in Auburn



Thanks to the hard work and dedication of Nick Speno from Speno Music located at 3 E. Genesee Street in Downtown Auburn, the look of the Downtown landscape will not be changing in the near future. He was able to negotiate to keep the Genesee Beer sign, which has become somewhat of an icon in Downtown.

Not only will it stay it has a received a face lift. Thanks Nick for your attention to this matter!!!

## Quarterly BID Meeting

This is your chance to get updated on all that is happening within the BID and ask questions in regards to upcoming seasonal changes and events.

Topics of discussion will include, but not be limited to: Holiday decorations, winter regulations on snow removal and garbage pickup.

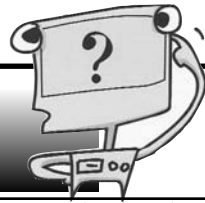
The meeting is scheduled for Wednesday, October 22, 2003 at 5:30 PM at the Genesee Center located at 100 Genesee Street.

Please call 252-7874 if you will be attending. We look forward to your input!!!



2003 Downtown Auburn Banner Program.

This year was the last year the City of Auburn was under contract with Community Banner Service. If you have an idea on how to continue the program in the future years, ie. no advertising on banners, different style banners, please call 252-7874 and ask for Sandy or Dan. Looking forward to your input!!!



# Parking Program Survey

The Downtown Auburn BID would like to begin a educational program that involves the 2 Hours of FREE parking Program and would like your feedback to see if your businesses would be interested in participating.

1. To educate the customer, we would like to provide each business with postcard sized cards to give to each purchasing customer. **Would your business be willing to give the postcards to your customers if provided by the BID office?**

YES  NO

2. To educate your employees, we would like to provide a poster to be hung in an employee area so that your employees can be exposed to the different options available for parking in downtown. **Would your business be willing to hang the posters if provided by the BID office?**

YES  NO

Comments: \_\_\_\_\_

\_\_\_\_\_

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

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**On March 25 and 26 2003** Environmental Design & Research, P.C. (EDR), the research and development firm hired by the City of Auburn, held (2) public input meetings in regards to designs and ideas for the redevelopment of State Street Mall.

After this set of meetings with public input, EDR came back to the City of Auburn and the BID with preliminary designs. A number of meetings followed with a group of BID representatives and the City Planning Office and EDR to go over the designs and hash out the good and the bad.

The designs that came from these meetings were then presented to the State Historic Preservation Office (SHPO) for approval. The original design was not approved. Approval from SHPO was received for the resubmitted design for State Street Mall in June of 2003. The approved design is the design on page 1.

On August 14, 2003 the City Council passed the resolution to go ahead with the designs presented by EDR.

Estimated time table for redevelopment is to start construction in November of 2003 with a completion date of July/August 2004. If you have any questions in regards to the State Street Mall Project, please call the BID office at 252-7874.

## 17th Annual Holiday Parade and Celebration

The 17th Annual Holiday Parade and Celebration will take place on SATURDAY, November 29, 2003 from approximately 1:00 PM - 6:00 PM.

*Please note the change in date, as it is usually the Friday after Thanksgiving.*

We are looking for the Downtown Auburn BID businesses to get involved, either by being in the parade, or offering events and activities in their stores during the day that will bring families out to spend a Day in Downtown Auburn.

Activities such as music, book sales, bake sales, craft fairs, pie baking contests and the like are what we had in mind.

**The parade will start at 5:00 PM** and end at City Hall for the Tree Lighting Ceremony where Santa will again be available at the Genesee Mall.

# First Impressions Matter

## Special Celebrations

### December 1-6

#### Christmas Tree Week

This is the time to invite children to help decorate the town Christmas Tree. Combined with free refreshments, music, and caroling, this event could become a tradition.

### December 6

#### St. Nicholas Day

Centuries ago, this beloved saint was born in a village in what is now Turkey. Known for his generosity and kindness, it is not surprising that hundreds of years later he was transformed into Santa Claus.

### December 12

#### National Poinsettia Day

The date marks the death of Joel Roberts Poinsett, who is credited with introducing the native Mexican plant to the United States. Red Downtown Christmas lights in the shape of these beautiful flowers combined with creative displays of poinsettias in shop windows could attract press photographers looking for that special holiday image.

### December 17

#### "A Christmas Carol"

The classic tale was first published December 17, 1843. Charles Dickens modeled the home of the Crachits after a shabby house his family moved to when he was 10.

The Downtown Auburn BID and the Cayuga County Office of Tourism present a customer service seminar titled "First Impressions Matter".

**WHEN:** Wednesday, September 19, 2003

**TIME:** 11:00 AM - 1:00 PM

**WHERE:** Natural Resource Center, Soil & Water Conservation Building,  
7413 County House Road, Auburn

**COST:** \$15 per person, includes box lunch and facility fee

**REGISTRATION DEADLINE: WEDNESDAY, NOVEMBER 12, 2003**

**Attendees will learn:**

Superior customer service demanded at all levels of customer contact. This workshop will include the following learning modules:

- ◆ Developing the service mentality
- ◆ When does a customer get their first impression?
- ◆ The power of positive attitude
- ◆ "Are we having fun yet?"

**About the speaker:**

The informative workshop will be led by Jacqueline (Jackie) Lewis, GM of the Microtel Inn & Suites, Auburn. Prior to coming to Auburn, Jackie spent 13 years as a Front Office Manager at Holiday Inn and Hampton Inn.

Jackie is a Certified Rooms Division Executive by the American Hotel & Lodging Association and also a Certified Front Office Manager and Trainer. She has 21 years experience in the hospitality industry in both rooms division and food and beverage departments. Jackie currently serves as the Board Secretary of the Cayuga County Convention & Visitors Bureau.

.....  
**REGISTRATION FORM**

Enclosed is my check, made payable to the **Auburn Downtown Partnership** for \$\_\_\_\_\_ for \_\_\_\_\_ people at \$15.00 each for the November 19, 2003 "First Impressions Matter" workshop.

Name(s): \_\_\_\_\_

\_\_\_\_\_

Firm: \_\_\_\_\_

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

Phone: \_\_\_\_\_

Please return forms to 131 Genesee Street, suite 2, Auburn, NY 13021.

# Letter from the Executive Director

## First Annual Celebration of H.O.P.E

Interested in an evening of dinner, dancing and fun? On Friday, November 14, 2003, Cayuga/Seneca Community Action Agency will present it's First Annual Celebration of H.O.P.E. (Help Oust Poverty Everywhere) sponsored by the Auburn Auto Mall.

This event will be held at Highland Park Golf Club from 6:00 PM to midnight. "We are looking to bring the community together to have a good time and raise funds for needed community programming," says Cayuga/Seneca Community Action Agency Executive director, Gloria Griffin.

Tickets to the Celebration of H.O.P.E. event are a tax-deductible donation of \$50 per person and can be purchased at any agency location or by calling Toni at 255-1703, ext. 131.

Also, any business looking to sponsor the event or to donate a silent auction prize can contact Toni at the number above.

I first would like to welcome the newest addition to the Downtown Auburn BID Staff, Daniel Schuster. He began with us at the beginning of September through our internship program and will stay with us through January of 2004. So if you have a chance please call and welcome Dan to the BID.



The last quarter has served to be very busy. The Flower Program was a wonderful success with the hiring of Auburn Irrigations to take care of all of our planters. The new planting beds in Market Street Park were created a little late in the season, but this gives us a jump ahead for next year.

The Downtown Beautification Crew was able to make use of one of the electric cars that was donated to the City of Auburn. This made the job of our one man crew a little easier. We were also allowed to use the new sidewalk sweeper purchased by the City of Auburn's DPW. These few enhancements are just the beginning for this program.

Looking forward to a wonderful fall/winter season in Downtown Auburn.

### 2nd Annual New Years Eve Celebration

For the second year in a row there is an effort afoot to organize a family event for New Years Eve that focuses on things families can do together to help ring in the New Year without alcohol.

If you business is interested in becoming involved in any way: donating space for an activity, donating services, donating your time, please call either Terri Bridenbecker at 252-7291 or Ellie Beck at 729-5358. Please also call with any questions in regards to event.

**Lets Celebrate the New Year Safely and showcase Downtown Auburn while we celebrate!**



To Heron Hill Winery for donating the wine for the BID Sponsored business After Five that was held on April 16, 2003.

To the YMCA for allowing the BID Board to meet in their conference room the 2nd Wednesday of each month for our board meetings.

To Godfather Pizza for donating the food for the BID Annual Meeting on July 9, 2003.

# BID Businesses in the News



Daddabbo's Pizza added a beautiful Cafe with flowers to help enhance their business this past summer.

Great Job! Looks wonderful and inviting!



Robin's Hair Care, located at 37 Market Street, received a facelift and updating over this past summer.

Thanks for keeping your business looking great, helping the look of the Downtown Auburn Streetscape!



Tuesday, July 29, 2003 - Tompkins Trust Company Ribbon cutting. Included in picture are Steve Garner, President & CEO of Tompkins Trust Co. Barbara Graney, Office Manager; Raymond Lockwood, Cayuga County Legislative Chair; Anthony Franceschelli, VP of Tompkins Trust Co; Jim Byrnes, Tompkins Trust Co. Board Chair; Mayor Melina Carnicelli and Assemblyman Finch.

**Congratulations and Welcome to the BID!**



Eliminator Auto located at 41 Market Street added a number of enhancements to their business facade this summer.

A new sign along with flower pots and plantings around the trees in front of his business.

Thanks Mike for adding a great new look to your section of Market Street!



Jim Meyer of Meyer Bookbinding Services planted flowers around the trees in front of his 35 Market Street business.

A little touch of color goes a long way!

**Thanks Jim!**



Angelo's Grill was open this past summer season to serve the Downtown Auburn business people and visitors. Jamie and Angelo D'Angelo are in above picture.

Thank You for serving us lunch this summer!



The Downtown Auburn Farmers is open every Tuesday, Thursday and Saturday from 7:00 AM - 2:00 PM June through October. So stop in and get your fresh locally grown seasonal vegetables, flowers and much more.

**Downtown Auburn Business Improvement District**

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

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**BID Board Minutes**

**Officers & Executive Board**

Carl Yoensky - President  
Tony Piccolo- Vice President  
Sharon Fanelli - Treasurer  
Dr. Lisa Ann Homic - Secretary  
David Contiguglia - member at large

**Board Members**

John Bouck  
Jay Pearson  
Meg Vanek  
Bill Jacobs  
Mike Antonacci  
Sue Palmer  
Kyle Hierholzer  
Roger Mills  
Lucy Cacciotti

**Ex Officio Members**

Cindy Aikman  
Frank Howe  
Lynn Jordan  
Terri Bridenbecker

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*  
Daniel Schuster  
*Intern*

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).

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>

