

# BID Tidbits

Volume 3, Issue 1

Downtown Auburn Business Improvement District Newsletter

Spring 2004

## Downtown Garbage Removal

**GARBAGE.** This seems to be a topic that is always on peoples minds, how do we more efficiently dispose of our garbage, what type of container should it go in, how much can we put out and when.

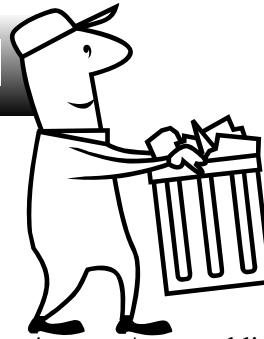
Part of the discussion at the October 22, 2003 BID Quarterly meeting held at the Genesee Center revolved around this very issue.

As part of the BID initiatives, we have been tasked with keeping the area of downtown that falls within the BID boundary looking clean and beautiful. We have begun our efforts, as you know, but instituting the Downtown Beautification Crew. This Crew consists of one person, who is tasked to keep the BID free of debris and refuse. As you can imagine, this is a daunting task for just one person to keep up with, so we ask for **YOUR** help.

We are now in the winter season, and the season where we no longer have this dedicated crew member to help clean downtown, due to budget constraints we are only able to currently staff this position in the summer months.

There are just a few simple steps that **YOU** can follow to help keep debris from coming loose and littering our downtown landscape:

1. Garbage pickup for most of the BID is on Friday morning (Thursday morning for the Loop and William) This means that there should be **NO** garbage put out for pickup until **close of business on Thursday.** (Wednesday)
2. All garbage must be **contained,** meaning no loose boxes, papers or any type of article that



3. All items should be placed in clear plastic garbage bags and secured tightly.
4. Any establishment that is throwing away perishable items should take extra precautions to secure these items so that it does not attract unwanted pests and leave stains on the sidewalks. Such as using heavier bags.
5. Please also keep in mind that there is a maximum number of bags allowed per business, which is 5 bags.

The City of Auburn recycling schedule is followed for the downtown businesses as well, so if you are recycling and need to know what goes out each week, please take a look at [www.ci.auburn.ny.us](http://www.ci.auburn.ny.us) and click on City Departments, then solid waste under Municipal Utilities and then City Collection Schedule and summary of rules.

If the schedule indicates that there is a holiday during the week, and Garbage is picked up on Friday, **YOUR GARBAGE WILL STILL BE PICKED UP ON FRIDAY, for those on the Loop Road and William, the holiday bumps your garbage day to FRIDAY.**

To help us keep up with the garbage pick up, please call 255-4155 if the garbage has not been picked up by 10:00 AM on any given day, as it should be gone by no later than 9:00 AM.

**Thank you** in advance for your cooperation and looking forward to a beautiful Downtown Auburn!

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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.

The website also gives you access to the BID's Strategic Plan and Annual Report for July 2002 - June 2003. So that you can be aware of what our initiatives are and where the money is being spent.

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

### MAKE CUSTOMERS FEEL SPECIAL

Customers like to feel important. Here are some things you can do to enhance that feeling:

- \* Call them by name
- \* Listen to their needs, wants and criticisms
- \* Learn their preferences and respond to them. Ex: asking, "Do you still prefer \_\_\_\_?" this lets them know you remember.
- \* Get to know them as people. Know something about their families, professions, interests, etc.
- \* Compliment and reassure them.
- \* Keep in touch.
- \* Take customers' pictures. Ex: An auto agency takes photos of customers with their new cars and posts them on a bulletin board. What a better way of bringing them into the "family of happy customers!" In short: Treat them as guests you care about.

### ELEVATE YOUR SERVICE RATING

Try these 10 techniques to encourage superior customer service:

1. Train managers to think of themselves as coaches.
2. Be sure that your staff is customer-driven and regard superior services as a primary part of their job -- not an extra.
3. Educate staff on the fact that 70% of customers that walk away do so not because of product inferiority, but because of lack of service.
4. Reinforce the importance of informing and assisting customers.
5. Encourage staff to look for rules and procedures within your organization that may actually be service barriers.
6. Measure the level of service constantly
7. Be sure that your staff are empowered rather than controlled.
8. Treat staffers the way you'd like them to treat your customers.
9. Provide performance building training programs.
10. Provide feedback and tangible rewards.

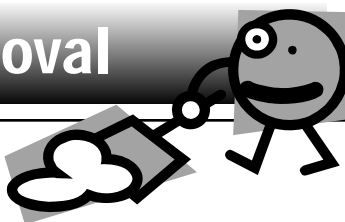
Contact: Barbara Wold, (949)675-8845;  
[bwold@ix.netcom.com](mailto:bwold@ix.netcom.com)  
P.O. Box 5755, Balboa Island, CA 92662  
International Speaker, Author, Business Strategist  
November 2002 and January 2003 Wold on Retail & Consumer Success

**DOWNTOWN AUBURN BID  
CUSTOMER SERVICE FRIENDLY BUSINESS**

This quarter the Downtown Auburn BID would like to recognize the *Auburn Document Centre* for its attention to it's customers and their needs and wants.

**CONGRATULATIONS!** Auburn Document Centre -  
Keep up the Good Work!

# Snow and Ice Removal



According to the CODE OF THE CITY OF AUBURN, NEW YORK, v4 Updated 3-25-2003  
 PART II GENERAL LEGISLATION, Chapter 259,  
 STREETS AND PUBLIC PLACES, ARTICLE I, General Provisions § 259-6. Removal of snow and ice from sidewalks. The following is the responsibility of the property owner and the chain of actions that will take place if the sidewalk is not cleaned in a timely and correct manner.

- A. **Responsibility.** The owner, occupant or lessee of any lot or lands adjoining any public sidewalk shall keep the same free from snow, slush or ice. In case of failure or neglect to comply with this requirement within 24 hours following any storm depositing such snow, slush or ice, such may be removed by the Department of Public Works at the direction of the City Manager. Failure to complete such removal shall not be deemed an act of negligence by the City of Auburn.
- B. **Cindering or sanding.** In the event that snow, slush or ice may become frozen on sidewalks in such a way that removal is difficult or injurious to sidewalks, the sidewalks shall be rendered safe for public travel by use of cinders, sand or other suitable materials and shall be properly cleaned thereafter when weather permits. If any owner, occupant or lessee of lots or lands abutting sidewalks fails to comply with this requirement, the walks shall be rendered safe by the Department of Public Works and thereafter cleaned at the direction of the City Manager.
- C. **Work performed by Department of Public Works.** Any work performed by the Department of Public Works pursuant to this section shall be charged against the property owner and shall be billed and collected by the City Treasurer. Such charge shall be a lien on the adjoining realty to the same extent as City taxes and may be included in the general City tax roll and enforced in the same manner as other City taxes. All actual items of work, including labor and materials, plus an administrative and supervisory expense of 50% thereof, shall be charged; provided, however, that the minimum charge for each occurrence shall be \$5 per lot or parcel of land.

If you have any questions in regards to your role as the tenant of a property and what is your responsibility to clean of snow and ice, please call the BID office at 252-7874.

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

## 2004 Experience Downtown Auburn Brochure

The 2004 Experience Downtown Auburn Marketing Brochures are **HOT** off the presses and ready for your business to begin displaying them.

Please let the BID office know if you have not received your supply by Mid-January so that we can ensure that EVERY business is helping us to market our Downtown.

The BID office also has display cases for the brochures so they can be displayed on your counter tops and information areas.

Please call us at 252-7874 for your supply or when you run out, so we can replenish your supply.



# Incentive Program targets loans to small business

Cayuga County is one of 12 Upstate counties targeted by a special incentive program of the New York Business Development Corporation for more bank loans to small businesses.

The program will pay mortgage fees for banks that agree to provide U.S. Small Business Administration long-term, low-interest second mortgages. The program enables banks to share the risk with the SBA on certain loans. For more information call 800-923-2504.

## Small Business Tax Phone Number

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



# How were your sales?

The Downtown Auburn BID Business Retention Committee would like to hear some feedback from the BID businesses in regards to how the 2003 Holiday Season sales were, so please fill out the questionnaire below and either mail back to the BID office at 131 Genesee Street or fax it to us at 252-7874. The purpose of this survey, is to help our Retention Committee formulate programs that will help our existing businesses, as per our Strategic Plan.

**Goal 3.1:** *Develop reporting system to measure the economic impact and condition of the BID membership.* **Obj. 3.12:** *Develop the capacity to assess short-term economic condition of BID, particularly post-Christmas and post-tourism periods.*

We will draw one survey from all those who return the surveys and this lucky business will receive a \$50.00 Gift Certificate from Nash's.

All surveys must be received by no later than **FRIDAY, JANUARY 16, 2003** to be included in the drawing.

1. Did the sales of your business increase or decrease from sales in 2002? (Time frame November 28, 2003 - January 4, 2004)

Increase                       Decrease

If there was an increase, by how much? \_\_\_\_\_

If there was a decrease, by how much? \_\_\_\_\_

2. Did you see an increase in traffic over the 2003 Holiday season?

Yes                                       No

If Yes, were there certain days and times that you experienced the increase? \_\_\_\_\_

\_\_\_\_\_

3. Did you extend your normal business hours during the 2003 Holiday Season?

Yes                                       No

If Yes, what days were extended and for how long? \_\_\_\_\_

\_\_\_\_\_

If No, why not? \_\_\_\_\_

\_\_\_\_\_

4. Compared to the rest of the year, did you see an increase or a decrease in sales?

Increase                       Decrease

If there was an increase, by how much? \_\_\_\_\_

If there was a decrease, by how much? \_\_\_\_\_

5. Did you purchase specific Holiday advertising for your store?

Yes                                       No

If Yes, where and do you think it helped? \_\_\_\_\_

\_\_\_\_\_

If No, why not? \_\_\_\_\_

\_\_\_\_\_

**Thank you** in advance for taking the time to fill out the questionnaire. The information that you provide us here will help us to formulate programs to benefit **YOUR** business.

# Quarterly BID Meeting January 14, 2004 5:30 PM

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: parking issues, spring cleanup, downtown flower program and Beautification Crew duties.

The meeting is scheduled for **Wednesday, January 14, 2004 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!!!

Thank you to all those who attended the October 22, 2003 Quarterly meeting. It was a small group, but the information gained from speaking with Deputy Chief Murphy, Jerry DelFavero and Jim Brazee was very informative.

**THANK YOU.**

# Special Celebrations

## May 5

### Cartoonist Day

The National Cartoonists Society proclaimed this day to recognize the humor and ideas that cartoonists contribute to our culture. Downtown libraries, bookstores and art stores can create special displays of books on cartooning and comic strips.

## May 12

### National Receptionists Day

This is the day to recognize the important role of receptionists in downtown businesses. Purchase a nice gift for your receptionist from one of our downtown stores. Champagne and roses are traditional gifts for this day.

## May 24

### International Jazz Day

This is the time to celebrate America's indigenous music and the musicians who created jazz and sustain it. A Jazz at Lunch concert would be great to host featuring area musicians and signers.

## May 1-31

### National Wildflower Month

Wildflower Week was founded in 1987 by Charles Spencer to honor his mentor, Edward Piela, a naturalist and botanist known for promoting wildflowers. Celebrate in a downtown park with gardening demonstrations, art and crafts with wildflower themes.

# Auburn's Historic & Cultural Sites Commission

In an effort to help educate our BID members in regards to the many wonderful treasures that Auburn has for us all to experience, we have started a new section in our newsletter where we will feature information on our historic and cultural sites and the commission formed to represent them. This will be the first installment in a hopefully appreciated and educational series.



The City of Auburn's Historic and Cultural Sites Commission was established by the Auburn City Council in 1999, an initiative of City Councilor Chuck Mason. The Commission was charged to develop and administer a tourism strategy for the City of Auburn. The Commission works to ensure cooperative marketing of Auburn's historic and cultural sites including the Auburn Schine Theater, the Case Research Lab/Cayuga Museum, Harriet Tubman Home, Seward House, the Schweinfurth Memorial Art Center and the Willard Memorial Chapel.

In 2000, five of these sites were designated official "Save America's Treasurer" project sites, and Auburn was coined a National White House Millennium Community by former President Bill Clinton's White House National Millennium Celebration Program.

The Commission board is comprised of museum and historic site directors, a representative from the Cayuga County Tourism Office, County Historian, Cayuga County Chamber of Commerce, Business Improvement District representative and other interested citizens.

In February of 2000, Auburn's Historic & Cultural Sites Commission Project was awarded \$23,800 from the Arts & Business Council, Inc. and New York State Council on the Arts (NYSCA). Cultural Tourism Initiative Grant partners included the Cayuga Museum, the Cayuga County Office of Tourism and the Commission. This proposal was funded at 100% of the request. The NYSCA funding criteria required a link between the cultural community and tourism agencies to enhance overall promotion of the arts and cultural heritage in New York State. Productive partnerships between local and regional arts and tourism organizations and/or the public sector were also grant goals.

The grant allowed the Commission to place large-scaled ads in national magazines such as Country Home and Better Homes & Gardens. The marketing campaign also included ads in newspapers and magazines in New England, the Philadelphia area, Canada and the Buffalo area. Selected ad placements included Yankee Magazine, the Hartford Courant, Historic Traveler, the Finger Lakes Tourism Travel Guide, the New York State Travel Guide and Buffalo News. Additional devices funded by the NYSCA grant included the increased use of "Living History" interpreters, and compensation for an intern to conduct surveys to ascertain visitor demographics. Corps participants dress in period costume and portray historical figures that pertain to the site where they are located.

All of these initiatives work hand-in-hand to enhance Auburn's economic climate and improve the quality of the visitor's experience. The Commission actively ensures that Auburn's cultural strengths be brought together and not work in isolation.

Contact the Commission at 1-877-343-0002 or 315-258-9820 or visit their website at [www.TourAuburnNY.com](http://www.TourAuburnNY.com).

## Letter from the Executive Director



### Upper Floor Vacancies

If you have vacancies on the upper floors of buildings that you own within the BID, commercial or residential use, please let the BID office know, by calling 252-7874, so that we can ensure that we have a current list of vacancies available in the Downtown BID area.

We currently have listed the ground floor vacancies on our website and would like to include ALL vacancies in the future to help us with recruitment and filling vacancies for you.

We are currently researching the changes in the new NY State Building Codes which should help with development of the upper floors in downtowns. So, please help us help you!

Again, call the BID office at 252-7874 or email us your information at [aubdpbid@adelphia.net](mailto:aubdpbid@adelphia.net).

I wanted to take this opportunity to thank the Downtown Auburn BID Board members for another year of dedication and small successes towards our ultimate goal of a fully revitalized Downtown Auburn.

I also wanted to thank all those who participated in the 17th Annual Parade and Celebration on November 29, 2003. This year was the first time that we added the day activities and it seemed to be a success, giving the people of Auburn a chance to come downtown and have some fun at the same time.

I also want to thank Dan Schuster, the BID intern, for the wonderful job he has done since he started with us in September. Without him the 17th Annual Holiday Parade and Celebration would not have been a success and I would not have felt as comfortable taking maternity leave.

I am looking forward to another prosperous year with the Downtown Auburn BID. There are a great deal of exciting changes happening in Auburn and the Downtown area can only benefit from these, *so here's to a Successful 2004!*

## Open Board Member Position

The Downtown Auburn BID Board has an open position for a **Class B** Board Member. **Class B** is a commercial tenant. The Board position would run from when you are officially instated as a Board member through June 2005.

The Downtown Auburn BID meets once a month on the second Wednesday at 8:00 AM at the YMCA in downtown Auburn.

We are looking for people who have good ideas to help fuel our efforts and some time to dedicate to helping out with initiatives.

Please call the Downtown Auburn BID office at 252-7874 if you are interested. We have a Board member handbook that we would be more than willing to pass along to you before making your final decision. You can also access information on our website at [www.auburndowntown.org](http://www.auburndowntown.org), such as the annual report and strategic plan.

Remember, downtown needs **YOU!**

The Auburn BID is *Investing in the Future of Auburn!*

Thank You to all the members of the Cayuga Chords that came out on Saturday, November 29, 2003 to entertain all those visiting Santa & Mrs. Clause. Your wonderful voices added to the experience.



Thank You to The Auburn Civic Band and Jane at Charlie's CD Service for coming to our rescue and providing Holiday Music during the 17th Annual Holiday Parade.

Thank you also to the Molly Shea Band for providing entertainment at the Genesee Mall during our day time activities for the 17th Annual Parade.

I also wanted to thank the Downtown Auburn BID Special Events Committee for all the hard work getting new and exciting additions to our annual Holiday events. I would especially like to thank Rita Sarnicola for all her hard work!

# New Business Chalk Board

## Welcome! New Businesses to the BID

The **UPS Store** is the newest addition to the Downtown Auburn Family. Located at 144 Genesee Street in the Metcalf Plaza. Whether it's great shipping options, full service packaging, mailbox or document services, copy and printing services, you can get it done at The UPS Store. Call 282-0622 or visit the website at [www.TheUPSStore.com](http://www.TheUPSStore.com).

The **NY Hair Studio** has opened its doors at the Genesee Center located at 100 Genesee Street, suite 100 in Downtown Auburn. If you have a chance stop by and welcome Terry DeRosa to the Downtown family, maybe stay for haircut. Call 252-7507.

**Fingerlakes Dermatology** located at 100 Genesee Street, suite 108 in the Genesee Center is another new addition to our Downtown family. Please take a moment to welcome them by stopping in or calling at 252-7539.

**Raymond Traver, MD** has also opened his doors at 100 Genesee Street in the Genesee Center, so please welcome him to our family by stopping by or calling 253-0518.

**Nak Shim, MD** has also opened his doors at 100 Genesee Street in the Genesee Center, so please welcome him to our family by stopping by or calling 253-0518.



David Contiguglia, Sandy Craner,  
Dr. Lisa Ann Homic

*Congratulations to  
Dr. Lisa Homic who  
received the Phyllis  
Goldman  
Encouragement Award  
for Women at the Ninth  
Anniversary Women in  
Business Luncheon.*

Please **WELCOME** the following new owners to existing businesses within the Downtown Auburn BID

1. *Dominoes* - Gary Gray
2. *Days Inn* - Mike Bhoula, GM

If you have a chance, stop in and welcome them to the Downtown Community!

## 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 1-866-734-2601.  
Need additional directories? Call 1-800-255-5900.



**Haines Publishing, Inc.**  
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**Downtown Auburn Business Improvement District**

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USA

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US Postage Paid  
Auburn, NY  
Permit #150

RETURN SERVICE REQUESTED

**BID Board Minutes**

**Officers & Executive Board**

Carl Yoensky - President  
Tony Piccolo- Vice President  
Sharon Fanelli - Treasurer  
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  
Joe DiVietro

**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*

Dan 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>

**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.

