

# BID Tidbits

Volume 5, Issue 3

Downtown Auburn Business Improvement District Newsletter

July - September 2006

## Second Annual Music for Murals

On Sunday, July 23, 2006 at the State Street mall in Downtown Auburn, join us as "the Downtown Auburn Business Improvement District and the New York Institute of Dance and Education present the New York Dance Festival finale and Music For Murals Family Fun Festival!"

At last year's event, money was raised to install a mural, Peter Mack's "Field of Hope" [below, right], on the Nash's Art building on State Street. We are hopeful that if the weather cooperates, this mural will be up prior to the event on July 23rd. However, even if it is not, the mural will be up by the end of summer.

At this year's event, we will be raising money for another, as yet undecided mural project in Downtown Auburn. Assuming enough money is raised, another mural project will be installed somewhere else Downtown next summer.



You may recall that at last year's event, an admission fee was charged. This year, admission will be FREE, thanks to a generous donation of bottled water from **Wegman's**. The BID will be selling this water at the event, and proceeds will go to next summer's mural project.

There will also be a raffle for many great prizes donated by Downtown businesses. As was the case last year, the grand prize in the raffle will be a brand new acoustic guitar from Speno Music in Downtown Auburn.

Like last year, the event will also feature art and food vendors, a live mural painting and other fun activities for the kids, and great live music from local and regional bands. So, this event promises to be great fun for the entire family!

The BID is very happy to partner this year with the New York Institute of Dance and Education. Each year, N.Y.I.D.E. holds a two-week New York Dance Festival that brings world-class entertainment to Auburn. By holding this year's Music for Murals Festival in conjunction with the grand finale of the New York Dance Festival, we are able to bring a variety of exciting acts to Downtown Auburn.

With help from N.Y.I.D.E. and event sponsor **Tompkins Trust Company**, this year's Music For Murals Festival will feature the national and international headliners, Adanfo



(an African Drum and Dance Ensemble from Ghana) and multi-award winning producer Sean McLeod in the new national tour, "Music From A Black

Man's Songbook." Special guests also include Jim Donovan (founding member of the multi-platinum band, *Rusted Root*) national guitar sensation and Epic recording artist Justin King, and special guest star Paola Paz from Bogotá, Colombia. Other local and regional acts will also perform.

So, make sure to mark your calendar for Sunday, July 23rd and join us for music, dance, food, art, and fun for the whole family. And don't forget to buy a raffle ticket and some water to help us raise money for another mural.

The event will run from 1pm to 6pm. Please call the Downtown Auburn BID office at 315-252-7874 for additional event information.



Inside

2  
Business Recruitment

5  
State Street Parking Kiosk

7  
BID Businesses

# Business Recruitment: Buxton to help BID find a match

The BID has hired Buxton Associates to help find businesses that will be a good fit Downtown.

Buxton will analyze and categorize the population within a 15-minute drive time of Downtown. The categories help identify the types of goods and services that the population surrounding Downtown Auburn is looking to buy.

Buxton will then identify a number of retail stores and restaurants that typically succeed in areas that have similar population categories. Buxton will also make initial contact with these businesses.

Using data and materials provided by Buxton, it will then be up to the BID and the City of Auburn to convince these businesses to locate in Downtown.

This study is being paid for with CDBG funds, a grant from Empire State Development, a grant from First Niagara Bank, and money from the BID's operating budget.

The BID will keep you updated on the progress of this exciting project.

## Downtown Merchant Night at Falcon Park

As we have done the past for the couple of years, the BID is once again teaming up with the Auburn Doubledays to host Downtown Merchant Night at Falcon Park. This year, Merchant Night will be held on Saturday, July 22nd as the Doubledays take on Staten Island, a minor affiliate of the New York Yankees. The game will begin at 6 PM.



Businesses that participate will receive an ad in the game day insert, 25 game day tickets for customers and staff, a PA announcement, and space at the park to display signage that day. There is also the opportunity to set up a display table on the stadium concourse area. Please refer to the mailing that was recently sent out or call Doubledays Assistant General Manager Kevin Breen at 252-2489 if you are interested in participating. Or, call the BID office at 252-7874 for information.

Whether participating or not, please join us at the ballpark this July. You can enjoy a game, support the Doubledays, and support your fellow Downtown businesses at the same time. You will even have the opportunity to win several raffle prizes donated by participating Downtown businesses.

## Downtown Design Guidelines

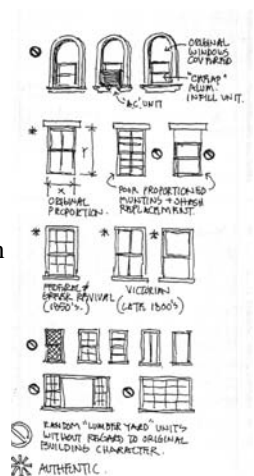
The Downtown Auburn BID is committed to enhancing the appearance, economic viability and quality of life of the community. One of the ways in which we can do this is through the **Downtown Design Guidelines**.

The Downtown Design Guidelines are meant to be used as a tool for guiding the ongoing redevelopment of our downtown buildings and open spaces. The Guidelines offer a unifying theme for the Downtown Area and identify key components which should be preserved, maintained and enhanced. In addition, they outline a process for facilitating the ongoing use of the Guidelines and a procedure for design review and guideline amendment.

The **Downtown Design Guidelines** can be found at the BID website at [www.auburndowntown.org](http://www.auburndowntown.org) or by stopping at the BID office and picking up a hard copy. The Guidelines should be used by anyone who is considering renovation, facade change, new storefront lighting or sign or any landscape or historic improvements.

The Guidelines are meant to help the building owners make the best decision for the look and feel of their building in conjunction with the rest of Downtown Auburn. The different building elements that are addressed in the Downtown Design Guidelines are: height, width, setback, massing and proportion, roof line, storefront, entrance, windows, details and materials, color, signage, sidewalks, building grouse and special individual buildings.

Included in the Guidelines is also a glossary of design terms to make it very understandable to all who read it. So please if you are considering any changes in your building, visit our website or stop by our office at 131 Genesee Street and pick up your copy of the **Downtown Design Guidelines**. A consolidated version of these guidelines will also be distributed by the City Codes Office when Downtown property owners apply for building permits.



# PERFORMANCES in Downtown Auburn

## Seward House:

located at 33 South Street in Downtown Auburn.  
Call 252-1283 for more information.

### The Brown Bag Summer Lecture Series

FREE ADMISSION

Every other Wednesday in the summer, beginning at 12 noon.

Bring your lunch and enjoy FREE lectures on a variety of historical topics. This summer's schedule is as follows:

#### June 28: Fanny Seward's Library

Dr. Deirdre Stam, Director of the New York Center for the Book, explores the life and writings of Fanny Seward (1844-1866), daughter of Secretary of State William Henry Seward.

#### July 12: Seward and the Episcopal Church

Seward Family and the Episcopal Church Rev. Robert Curtis Ayers, Ph.D., author of From Tavern to Temple, looks at the role played by the Seward family in the history of St. Peter's Episcopal Church, Auburn.

#### July 26: Cayuga County and the Civil War

Historian Anthony Gero, co-author of Cayugans in the Field 1793-2003, speaks on the service of Cayuga County men who enlisted in the Civil War.

#### August 9: Team of Rivals Book Discussion

Seward House Executive Director Peter Wisbey leads a discussion of *Team of Rivals* by Doris Kearns Goodwin.

#### August 23: Exploring Our Community & History With Trees

Community forester Walt Aikman looks at what Auburn's trees tell us about our past and our future.

## Spirits Tavern & Cafe:

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

### Spirit's Downtown Block Party

Weather permitting, Spirit's will be hosting a block party on State Street EVERY FRIDAY during June, July, and August.

Bands will be performing at the outdoor stage on State Street from approximately 5PM until 9PM at these parties. Alcohol will be served in the permitted area directly outside Spirit's only. Alcohol will NOT be permitted on the street itself. The street will be blocked off from traffic beginning at approximately 5PM.

Call Spirit's at 315-253-2244 to find out which bands are playing this summer.

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



# Auburn Public Theater

## Performance Schedule

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

### Saturday, July 15th, 2006

11:00am

#### **MRS. McPUPPET**

Elizabeth McMahon has received grants from New York Foundation for the Arts, won the 2000 National Parents Publications Award and the Recommended Parent's Choice award for her recording of "Waltzing with Fireflies" and has been performing and giving workshops in schools and museums for over a decade. She lives outside Ithaca, New York, and can't wait to perform again in Auburn at APT! Check out Mrs. McPuppet on the web at [www.mrmcpuppet.com](http://www.mrmcpuppet.com). Tickets are \$3.00 at the door.

### Friday, July 14th; Saturday, July 15th; Friday, July 21st; Saturday, July 22nd, 2006

All shows at 8:00pm

#### **MEN FAKE FOREPLAY**

Come see the return engagement of this hilarious one-man play. It was never about finding the right woman. It was about becoming the right man. Tickets are \$15.00 and can be purchased at the door.

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



## How to get your events and performances listed?

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

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



# Keeping Downtown Free of Garbage

In last month's newsletter, the BID's "Recycle Downtown!" program was introduced. Starting in 2007, the BID will begin recognizing businesses that actively try to recycle and that put garbage out in the correct manner. Refer to last month's newsletter or call the BID office at 252-7874 for more details on this program.

Regarding garbage, we have noticed a couple of issues that have been becoming bigger problems as of late. First, you should be aware that if there is a holiday that week, *garbage pick-up will be delayed by one day*. For most of Downtown, this will mean that garbage will be picked up on Saturday rather than Friday. Following the Memorial Day holiday, we did notice that several businesses left their garbage out Thursday night, and it stayed on the streets all day Friday as a result. So, please remember that holidays delay pick up by one day.

Also, the garbage cans on the street are to be used by pedestrians or for litter **ONLY**. They should not be used for business or personal garbage, or as a means of disposing of unwanted items before trash day. Lately, people have been using these cans for such purposes. As a result, they fill up quickly. It should be noted that the City empties these cans only once per week. When they fill up early in the week, they tend to overflow and garbage blows down the street. Our cleaning guy must then empty the cans and clean up litter, keeping him from completing his other duties.

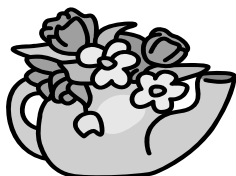


So, if you see neighbors or others misusing the on-street cans, kindly remind them that overfilling the cans does have a negative impact on the overall appearance of Downtown Auburn. Thank you for helping to keep Downtown Auburn clean!

# 2006 Flower Program Changes

This spring, some of you have been asking, "where are the flower pots?" The answer is that they were put out very late this year. This year's program was scaled back for two reasons. The first reason was budget uncertainty. The bigger reason, however, was the Downtown streetscape project. Because some of the pots would have been in the way of construction, we were unable to place them in as many places as we did in past years.

So, this year, the program was scaled back. Less pots were put out, and those that were put out, went out late. However, you may have also noticed that a brand new flower bed was created at the entrance to Market Street Park. We feel this new bed will add greatly to the flower program.



For 2007, we will continue to maintain this bed. And, we hope to have as many, or more, pots on the street as we have had in year's past. The flower program will be limited in scope for 2006 only. It promises to be better than ever in 2007!

# BID Annual Meeting

## July 12, 2006 8:00 AM

At this meeting:

- A) The July 2005 - June 2006 Annual Report will be presented.
- B) The open Board positions will be voted on for fiscal year 2006-07.
- C) There will be a time for you, as a BID member, to ask questions about the BID, annual report, etc.
- D) Copies of the July 2006-June 2009 Strategic Plan will be available to take home.

We encourage you to attend to meet the Board Members, staff and other BID members and to get updated on what is going on in YOUR Downtown community.

If you will not be able to attend the meeting, please look for the proxy voting forms that will be mailed prior to the meeting and take a moment to fill out the forms and to fax them back to our office. This will ensure that we will be able to complete the vote on the new BID Board members.

*Breakfast will be available for all who attend.*

The meeting will take place at the **American Red Cross office located at 11 State Street.**

Please RSVP to Dan or Sarah at 252-7874.

# BID gathering testimonials and successful referral stories

The Downtown Auburn BID would like to hear from the retail businesses and services within the BID.

Have you had customers compliment you on your service, product or anything else related to your business?

Have you worked with other Downtown BID businesses to help drive new customers into their location and cross promote your products by referring customers?

If so, please let us know by either sending us an email with the specifics of the compliment or referral to [aubdpbid@adelphia.net](mailto:aubdpbid@adelphia.net) or by calling or faxing to us at 252-7874.

We would like to use this information in Marketing materials and other information when we are recruiting businesses and just generally marketing our Downtown Businesses.

The BID does receive some of this information first hand but we would also like to hear from the Businesses directly.

This is an initiative that is included in our new Strategic Plan which is available for you to pick up from the BID office located at 131 Genesee Street.



## Downtown Streetscape Construction

Approval to send the Downtown streetscape construction project out to bid has been given by Auburn City Council. The project is now scheduled to begin sometime in August, assuming there are no further delays. Call the Office of Planning at 255-4115 for updated information.

As you may recall, the project area for this construction is Genesee Street, North Street, and South Street within the Loop Road. The project will involve replacement of deteriorated sidewalk slabs, the installation of brick pavers along the curb-line, and the installation of street furniture and trees. The Exchange Street Mall will also be overhauled.



The plan is for the work to take place along one side of the street at a time. The contractor will be required to finish one section before moving on to another. The contractor will be required to maintain access to ALL buildings at ALL times. This will ensure minimum interruption of regular business during the construction project.

Of course, some interruption should be expected. The BID office will work to keep affected businesses updated as the project moves along. Please contact Dan at 252-7874 if you have any questions.

## Parking Kiosk to Be Put on State St.

The City is planning on putting up a parking kiosk to charge for parking on the one-way section of State Street. Currently, there is free parking on State Street for two hours. When the kiosk is in place, it will cost the same to park on State Street as it will to park on-street anywhere else Downtown (call the City Treasurer's Office at 315-255-4143 for new parking rates).

For those unfamiliar with parking kiosk system, the idea is simple. Instead of having one meter at each spot, there is a kiosk at one location that collects money for multiple parking spots. This is more aesthetically pleasing than having many meters sticking out of the ground. Also, it is easier and less expensive to collect money from kiosks because the person collecting has less locations to worry about. It is easier to keep the kiosk areas free of snow in the winter than it is to clear snow away from all the meters. Kiosks are sometimes more convenient for customers as well because you do not need to carry change. You can pay with bills or credit cards.



As you may recall, the City was considering the possibility of eliminating most parking meters Downtown and putting up kiosks as a part of this summer's streetscape project. Because of concerns expressed by BID members, the City decided NOT to do that.

If, however, people seem to like the kiosk on State Street, the City may consider using kiosks in other areas of Downtown in the future. So, please let the BID office know what you think of the kiosk if you use it.

Also, the City has agreed to share the extra revenue generated by the kiosk with the BID. The BID will use the money to fund the Downtown Beautification Crew. This will enable us to keep the crew working full-time, year-round to make sure Downtown looks attractive. Thank you to all BID members who contacted City officials to express how important the funding of the crew is to Downtown. The City has listened to our concerns and has come up with this revenue-sharing idea to find funds for us.

So, thanks again to all of you and to the City for helping us out!

# Letter from the Assistant Director

## Kiwanis Duck Derby Recap



The Annual Duck Derby took place on Monday, May 26, 2006 after the

Memorial Day Parade. As usual, the event was made possible by the Auburn Kiwanis Club and AmeriCu Credit Union.

Thousands of people were on hand at Market Street Park to cheer their ducks down the river.

This year, about 5200 ducks were sold for \$5 apiece. This enabled the Kiwanis to donate about \$24,000 to local charities. For a listing of the charities that benefited, please visit the Kiwanis website at [www.kiwanisclubofauburnny.org](http://www.kiwanisclubofauburnny.org).

The Kiwanis and the BID would like to thank all the volunteers who made this event possible. We would also like to thank all of the businesses that helped out by selling Duck Derby tickets this year.

The Duck Derby is always one of Downtown Auburn's biggest events. But, it couldn't happen without the help and support of many. Thanks again to all who contributed!



For those that do not yet know, Sandy had her baby boy on May 21, 2006 at 2:17pm. He is named Zander Ward Craner. He weighed 8 pounds, 7 ounces at birth and was 21.5 inches long. Both Sandy and the baby are doing well. They have even come to the office to visit a time or two. So, if you see Sandy and Zander around town, wish them congratulations.

Sandy will be back to work at the end of August. In the meantime, feel free to contact me. I will be happy to assist you in any way that I can.

With Sandy out on maternity leave this summer, things at the office have been rather busy. Luckily, we have been helped out by Sarah Brittain. Sarah is our summer intern. Many of you may have spoken with her on the phone or met her as she was out delivering brochures. She has been coming in from Fayetteville four days a week and has been a big help. So, if you see or hear from Sarah, tell her thanks and keep up the good work.

I hope you are looking forward to the Music for Murals event, the streetscape project, the Buxton study results, and all the other exciting things happening this summer in Downtown Auburn. I know I am.

And remember, the Downtown Auburn BID, is *Investing in the Future of Auburn!*

**Dan Schuster**  
*Assistant Director*  
*Downtown Auburn BID*

## GIRL SCOUTS HELP CLEAN-UP DOWNTOWN

On Saturday, May 27th, Girl Scouts from Troops 1125 and 409 came to Downtown Auburn to help clean up Market Street Park prior to the Memorial Day Parade and the Annual Duck Derby. With their help, we were able to make Downtown look sparkling for the big day. Thanks again girls!!!



Jenna Zammett of Troop 1125 gets dirty making Downtown look clean.



Girls from Troop 409 fill up yet another bag of garbage.

# Downtown Businesses in the News

## DOWNTOWN AUBURN BID CUSTOMER SERVICE FRIENDLY BUSINESS

This quarter the Downtown Auburn BID would like to recognize *Dina's Alterations* as our Customer Friendly Business. From the comments and feedback that we received, Dina was nominated for her attention to detail and to the customers needs. It is because of businesses like *Dina's Alterations* that Downtown Auburn can continue to thrive.

**CONGRATULATIONS!** *Dina's Alterations* - Keep up the Good Work!



### A Community That Cares Blood Drive

The Cayuga County Chapter of the American Red Cross has been challenged by the NY/Penn Blood Region to collect 200+ units of blood during "A Community That Cares Blood Drive" on Thursday, August 17th at the Auburn Downtown Theater from 9am to 7 pm.

This is a daunting task for the Chapter. While the Red Cross collects over 4,000 units of blood each year, they have never collected blood at this level - all in one day - ever before.

The Red Cross needs to pre-register at least 350 people. Based on experience at other drives, they know that about 1/2 of the people who sign up to donate never even show at the drive. Summer is especially tough as the golf course, the lake and the nice weather call folks away.

The Red Cross is up to the challenge, but they need help. They have posters, pay check stuffers, lawn signs, flyers and banners to promote the drive. They need help getting the message out.

If you can hand out posters at work, place a sign in the yard at work or home, talk someone into putting stuffers in paychecks or hang a big banner in the hallway - please contact Susan Marteny, Executive Director of the Red Cross, at 315-252-9596. She will get the materials to you right away.

For those looking to help out with "A Community That Cares Blood Drive," there will be a Kick-Off luncheon to be held on Wednesday, July 12th at noon. Again, call Susan Marteny at 315-252-9596 for details on this and the other blood drives scheduled this summer. Remember, together we can save a life.



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

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

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

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

### WELLNESS OPEN HOUSES

**Homic Advanced Chiropractic**, located at 22 State Street in Downtown Auburn, hosts a wellness open house every Monday (except holidays) at 5:30 PM. July's focus is on migraines, dizziness and a discussion on the three truths of stubborn headaches. For more information call 277-1362 or visit: [www.CreatePurpose.com](http://www.CreatePurpose.com)

### More News from Auburn Public Theater...

\*ACTING WORKSHOPS FOR CHILDREN, TEENS & YOUNG ADULTS

July 24th through August 4th

Please check the website or call (315) 253-6669 for details

These workshops are taught by 2 talented acting teachers coming up from New York City

There are a very limited number of spots available, so be sure to book soon.

\*The APT Art Gallery is now currently we're featuring the work of Amy Chamberlain

\*The APT's 75 seat movie theater is almost done. Look for info on [www.auburnpublictheater.com](http://www.auburnpublictheater.com)

\*Every Monday night APT holds both Yoga Classes and Karate Classes.

\*The APT café/lobby now has wireless internet access.

\*The Tuesday night Music Jam Sessions continue to be a groovy weeknight thing.



**Downtown Auburn Business Improvement District**

131 Genesee Street, Suite 2

Auburn, NY 13021-3617

USA

Non-Profit  
US Postage Paid  
Auburn, NY  
Permit #129

**Remember.....**  
The BID TidBits Newsletter is no longer being mailed. It is now sent to people by e-mail ONLY. If you or someone you know wants to receive the newsletter by e-mail, please write to [aubdpbid@adelphia.net](mailto:aubdpbid@adelphia.net) or call 315-252-7874.

**BID Board Minutes**

**Officers & Executive Board**

Tony Piccolo- President  
Roger Mills- Vice President  
Henry MacDonald - Treasurer  
Meg Vanek - Secretary

**Board Members**

Jay Pearson  
Bill Jacobs  
Amy Hickok  
Carl Yoensky  
Lucy Cacciotti  
Joe DiVietro  
Carey Eidel  
Jim Meyer  
Lydia Powers  
Joe Calarco  
Stacy Tamburrino

**Ex Officio Members**

Cynthia Aikman  
Frank Howe  
Lynn Jordan  
Terri Bridenbecker

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

# Auburn's BID staff

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

*Executive Director*

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

*Assistant to Executive Director*

John Panko

*Beautification Crew*

If you would like to contribute to **BID Tidbits**, please contact the BID office at 252-7874 or by email at [aubdpbid@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, Suite 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.