

BID Tidbits

Volume 8, Issue 1

Downtown Auburn Business Improvement District Newsletter

January - March 2009

Downtown Community Loses a Friend

The BID was deeply saddened by the unexpected passing earlier this month of Cayuga County Chamber of Commerce Executive Director Terri Bridenbecker.

Since her appointment to the Chamber post approximately seven years ago, Terri served as an ex officio member of the BID Board of Directors.

She was always very active in board matters and was a great advocate for Downtown Auburn and for the business community of the area in general.

Her hard work, dedication, and passion for her job will certainly be very difficult to replace.

Our heartfelt condolences go out to her husband Tim, the rest of her family, and the staff and board of the Chamber of Commerce.

Terri will be missed greatly by all who knew her. But her memory will never be forgotten.

And, the work that she did for all of us will certainly live on.

New BID Website Has Launched!

The newly designed BID website has now been launched! Visitors can now log onto www.auburndowntown.org to find detailed information about Downtown Auburn.

The website will be continuously updated with news and notes about what is happening Downtown. Upcoming Downtown events are listed, and there is a searchable database of the over 280 BID businesses. A photo gallery of past events and links to current and past BID newsletters will give you a feel for what Downtown has to offer. Visit the "Member Marketplace" section for promotions and deals currently offered by BID members.

If you are a tourist or are new to the area, interactive maps are available to help you find your way. And, there is a great deal of information on parking in Downtown Auburn. For developers and prospective business owners, a searchable Downtown real estate section is there to help you find the space you need.

All BID businesses will have their very own page on the website, which they can now use to post information, photos, promotions, and links to their own website. This service is provided free of charge to all BID members. Each member has been assigned a username and password that they can use to update their page at any time. Further information regarding how this works will be sent out shortly.

And, as we are visiting folks while conducting our member survey (*see article, page 6*), we will provide you all the information you need and help guide you if you need help updating your page. Or, if you would like to get started on your page sooner, feel free to call us at (315) 252-7874 at any time for instructions.

The BID is very excited about this new tool that can be used to promote Downtown Auburn. We would like to thank Cherie Layton of TMB Studios for designing the site, and once again thank Senator Michael Nozzolio for his help in securing funding to make this project possible.

BID Office Now In New Temporary Location

This past November, the BID office moved down the street to a new temporary location while the building at 2 State Street, which housed our office previously, undergoes extensive renovations. We are currently located on 24 State Street at the corner of State Street and Dill Street. We will be here for at least the next several months. Our telephone number and e-mail addresses remain unchanged.



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Inn at the Finger Lakes Uses Main Street Money

The latest property owner to take advantage of Main Street grant money that is available was Hart Hotels, which owns the Inn at the Finger Lakes located on 12 Seminary Avenue in Downtown Auburn.

The Main Street money helped pay for improvements to the façade of the building and helped off set the costs of renovating some suites and interior space within the property.

We would like to take this opportunity to thank Hart Hotels for their continued investment in Downtown Auburn.

If you own property within the BID and are contemplating doing any kind of renovations or façade work to your property, you should be aware that you, too, are eligible to receive a grant to pay for up to 50% of the cost of that work through this program.

The BID still has Main Street grant money available for façade and interior renovation work to Downtown properties. Eligible renovation work includes remodeling, plumbing, HVAC and electrical work, and roof replacement.

Grants will be awarded on a first-come, first-serve basis. The time to act is now, as the grant will be expiring soon.

If you are interested in learning more, please contact the BID office at 315-252-7874.

Please Help Remove Snow & Ice

The winter season has arrived, and I would like to take a moment to remind everyone to please promptly clear your sidewalks of snow and ice after each storm so that Downtown is easily passable for all pedestrians. John Panko, the BID's Downtown cleaner, normally helps clear snow and ice at the intersections and crosswalks because snow can quickly build up at the curb-cuts after plows go by. We want to ensure that people can safely navigate the intersections. John also helps clear snow from some places of Exchange Street Mall and other areas on public property. However, it is not his responsibility to clear snow and ice on most of the sidewalks Downtown.

It remains the responsibility of each property owner to ensure that their sidewalks, from storefront to curb, are clear of snow and ice promptly. Please also be aware that the brick pavers do tend to freeze over more quickly than the concrete sidewalks. It would be helpful to spread salt more liberally in those areas to ensure the safety of all pedestrians. Remember that thousands of customers, employees, and visitors use the Downtown sidewalks each day. If even one stretch of sidewalk is not clear of snow and ice for them, it can create a dangerous situation where people can get hurt. If your schedules make it difficult to clear snow promptly, there are alternatives, of course. Many property owners make arrangements with their neighbors to make sure their areas are cleared even when they are not around. These arrangements usually work out very well for everyone.

If you have any questions, or if you would like references for snow removal services, please contact the BID office at (315) 252-7874 or aubdpbid@CentralNY.TWCBC.com.

2009 Flower Program

Although the cold and snow may not suggest this, it is time for the BID to begin planning for the 2009 Flower Program. Last year, with help from our partners including the City of Auburn, the Auburn Beautification Commission, and Auburn Irrigations, we added the hanging baskets and had more than twice as many flower pots as we ever had before. With the help of our partners and continued support from our many community sponsors, we hope to continue the momentum and add to our program in 2009. Please look for sponsorship information on the 2009 program, which will be coming soon. We would also like to take the opportunity to recognize our many sponsors who contributed last year, including:

- | | | |
|-------------------------|----------------------|----------------------------------|
| Piccolo Properties, LLC | Linda Knight | David Chalifoux |
| Dina's Alterations | The Liberty Store | Cayuga Co. Office of Tourism |
| Gilda Brower | Crosman's Jewelers | The Carmody Agency |
| Patrick McIntosh | Susan Marteney | Holiday Inn (Servus Hotel Group) |
| Wegman's | Lisa Green | Silbert Optical |
| Jack Kriser | Auburn Audiology, PC | Auburn Kiwanis Club |
| Sam's Shoe Service | Mary Jones | Seneca Falls Savings Bank |

Recent Downtown Improvements

We would like to take this opportunity to recognize efforts made to enhance the visual appeal of Downtown Auburn. If you have not yet seen these improvements, please take a moment to check these welcome additions to Downtown Auburn:

The **City of Auburn** recently installed new sidewalks and curbing around the memorial located at the Fire Department on Market Street. The **YMCA** recently installed an attractive new wooden sign in the front of its property on 27 William Street. And, work continues on the **Veteran's Memorial Park** next to the Cayuga County Office Building on Genesee Street.

EVENTS in Downtown Auburn

FILM & BOOK DISCUSSION

Seymour Library, located at 176 Genesee Street in Downtown Auburn, is one of 50 libraries nationwide receiving a grant to host a reading and discussion series exploring the theme of love and forgiveness in everyday life through classic and contemporary literature. The series began on January 8th with a screening of the movie *The Power of Forgiveness* at Westminster Presbyterian Church on 17 William Street in Downtown. It continued on January 24th with a discussion of Jane Austen's *Sense and Sensibility* at Seymour Library. Upcoming series events include:

- *Discussion of Nicole Kraus's contemporary novel *The History of Love* on **February 25th at 7 pm** at the Seymour Library
- *Screening of the movie *The Mystery of Love* on **March 19th at 6:30 pm** at Westminster
- *Discussion of Shakespeare's tragicomedy *A Winter's Tale* on **March 25th at 7 pm** at Seymour Library
- *Screening of the movie *For the Bible Tells Me So* on **May 7th at 6:30 pm** at CCC
- *Discussion of Ian McEwan's novel *Atonement* on **May 20th at 7 pm** at the Seymour Libray

Call the library at (315) 252-2571 for more info.

CHAMBER LUNCHEONS

The Cayuga County Chamber of Commerce is hosting the following upcoming luncheons. Both will be held at 12 noon at the Holiday Inn on 75 North Street in Downtown Auburn. The cost of each is \$28 for Members/\$35 for Non-Members. For more information, call (315) 252-7291.

Economic Forecast Luncheon

Thursday, January 29th. Sponsored by the Cayuga Community Health Network.

State of the City/ State of the County Luncheon

Thursday, March 26th. Auburn Mayor & Manager and the County Chair & Manager to report on the progress of local economic development.

Adams Foundation Piano Series...

Continues **Sunday, April 19th at 3 pm** at Westminster Presbyterian Church on 17 William Street. This series, now in its 8th season, is presented by the Cayuga County Arts Council. It brings world class piano performances to Auburn. Today, Simone Dinnerstein performs. Tickets are \$15. Student tickets cost \$5. For more info, call (315) 253-3331 or visit www.westminster.org.

"MAKING MOVIES" SERIES

"Making Movies," a contemporary film and video series presented by the Schweinfurth Memorial Art Center brings established and emerging regional filmmakers and media artists from New York State to Auburn. The curator of the series is Terry Cuddy. After screenings of their work, a moderated question and answer session with the artist will be held.

Screenings are held at the Auburn Public Theater on 108 Genesee Street. **All start at 7:30 pm and are FREE and open to the public.**

The dates of the series are:

- ***January 22nd** with media maker Chris Borkowski
- ***February 19th** with the "Clinical Art Ensemble"
- ***March 5th** with film and video artist Ghen Dennis
- ***March 19th** with multi-disciplinary artist Brian Milbrand
- ***April 23rd** with Rodrigo Toscano, artistic director for "Collapsible Poetics Theater"

CINEMA APT PRESENTS

Cinema APT, located at Auburn Public Theater on 108 Genesee Street, shows movies every Friday & Saturday night at 8 pm. Ticket are \$5.


Upcoming Movie Schedule

- Jan 30 & 31: *The Kite Runner*
- Feb 6 & 7: *The Kite Runner*
- Feb 13 & 14: *Harold & Maude*
- Feb 20 & 21: *Like Water for Chocolate*
- Feb 27 & 28: *Flow*

For future movie listings, call (315) 253-6669 or visit www.auburnpublictheater.com.

Find Out More About Downtown Auburn Events...

To receive a weekly e-mail listing of Downtown events or to let us know about an event you are holding Downtown so that we can include it in the weekly e-mail list or in this newsletter, please contact the BID office by calling (315) 252-7874 or visit www.auburndowntown.org.



Auburn Public Theater Performances

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

Americana singer-songwriter Stevie Tombstone will perform with the Last Band on Earth and special guests Colin Aberdeen and Donna Colton... Showtime is **Friday, January 30th at 7 pm...** Cost is \$10.

A guitar workshop and music concert by Scott Anslie will be held on **Sunday, February 8th...** The 90-minute workshop starts at **2 pm** and costs \$35... The concert starts at **7 pm** and costs \$12 in advance & for seniors & students, or \$15 at door.

Dave Tobin, a reporter with The Post-Standard, recently spent seven weeks embedded with NY Army National Guard soldiers in Afghanistan. On **Sunday, February 8th at 3 pm**, come hear some of what Dave experienced... **FREE**

First Annual Academy Awards Party on **Sunday February 20th at 7 pm...** There will be a cocktail hour, a live telecast of the award ceremony in Cinema APT, live music, and more! Cost to attend is \$50 in advance or \$60 at the door. All proceeds to benefit APT.

More upcoming events at APT:

- ***March 13th & 14th** - stand up comedy with Ryan Hamilton
- ***March 21st** - singer/songwriter Emily Arin
- ***March 26th** - words & music showcase with JP Rogers
- ***May 9th** - stand up comedy with Paul Mecurio
- ***May 12th** - a concert with Snatam Kaur

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



2008 Holiday Parade & Family Fun Day Recap

The 22nd Annual Holiday Parade and Family Fun Day was one of the most successful yet. It was a crisp, dry day for hundreds of people to enjoy rides on the Minturn Family's two horse drawn wagons. Close to one hundred children were newly registered in the free Child Photo ID Program provided by the Cayuga County Sheriff's Department. Girl Scout Troop 1125 worked their magic again and provided hundreds of delicious homemade cookies (*pictured below*). These cookies were quickly devoured. The troop also provided craft and decoration making activities for youngsters. Cayuga County Dairy Princess Emily Young and assistant Annie O'Hara served cheese while providing dairy product information. The Cayuga County Red Cross gave out over a thousand cups of hot chocolate. The wonderful choir from St. Mary's church graced the crowd with beautiful seasonal music.



The indoor activities all took place in the Genesee Mall, courtesy of property owners Charles & Chan Lung and property managers Carl Yoensky and Peter Marshall. We would like to thank each of them for the use of the Mall for this event.

For the first time a Downtown restaurant, Swaby's, offered food and beverages for sale in the Exchange Street Mall as a part of the parade day activities. The Auburn Fire Department and Chief, Mike Hammon, hosted the Community Bonfire in the parking lot across from City Hall. The Auburn Civic

Band braved the cold to gift the pre-parade crowd with holiday music as the parade anticipation mounted.

Once the parade began, emcees Sue Rose and Paul Ringwood welcomed each float and marching group and gave a sincere extra thank you to all of the Auburn and County Fire Departments for keeping every community safe all year round. There were several new groups participating with great floats and everyone looked like they were having a blast. The Syracuse Highland Pipe Band brought their distinct pipes, drums, and brilliant kilts to liven up the parade for the second year.

The Dickens Christmas characters from Skaneateles were a wonderful addition. Their period costumes of wealthy and poor characters in full gear delighted the crowd. WalMart's Snowflake People and Winter Wonderland float were a sparkly addition and Cub Scout Packs # 43 and # 11 marched with the Pack # 6 float. The scouts' reminder to every one of all of the worthy organizations that need donations all year long was a testament to the Cub Scout mission and experience.

Abner was there with the Doubledays float, and Chris was there with his wonderful antique truck from Builder's Choice. Kathy Ryan's dancing ladies were there kicking up their heels while the Randy Jorgensen family provided music and lights from their Phase 2 Entertainment outfit. The Eternal Life Baptist Church's float reminded us of the reason for the season, and A&M Vacuum and The Church of Jesus Christ of Latter Day Saints collected for the Calvary Food Pantry while handing out stuffed dogs to children in the crowd.

A special thank you goes to VFW Post 1975 for providing the Color Guard to lead the parade and the truck for Veterans to ride in. Also, thank you to Girl Scout Troop (*continued, page 5*)

Holiday Parade Raffle Winners

During the Family Fun Day activities prior to this year's parade, we held a raffle of holiday items and stocking stuffers which were donated by generous local businesses. The proceeds of the raffle helped to pay for the event.

Hairlooms, 8 East Genesee Street, owner Mary Ellen Ringwood, donated a beautiful basket of hair care products which was won by Glenn Churchill, owner of The UPS Store on 144 Genesee Street.

Smiley's Town & Country Florist, 7368 Owasco Road, owner, Jackie Scanlon, donated a fresh wonderfully decorated wreath which Alice Gear of Union Springs won.

Mark J. Lawn Opticians, 13 East Genesee Street, owners, Mark and Bonnie Lawn, donated a basket of warm items, cozy blankets, hats, mittens, and candle which Sanford Lawton of Auburn won.

We thank these businesses for their kind donations and everyone who purchased tickets for the raffle.

Parade Sponsor Appreciation

In order for Auburn Downtown BID to provide free activities for the Annual Parade and Family Fun Day, additional sponsors are sought to supplement the events budget.

The kind consideration for the community that these sponsors demonstrate with their donations, are very much appreciated by BID, as well as those that attend parade and fun day events. This year's sponsors included the following:

- The Liberty Store
- Seneca Falls Savings Bank
- NUCOR
- First Niagara Bank
- Wegmans

Thanks again for your support!

2008 Christmas Decorating Contest Winners

This year, the BID encouraged Downtown Auburn businesses and property owners to decorate their windows and buildings to help make Downtown Auburn look more festive during the holiday season. The BID judged all displays throughout December, and those creating the three best displays were awarded prizes donated by Downtown Auburn businesses. The three best displays were (in no particular order):

Lynch Furniture, located on 159 Genesee Street, who received one free night's stay at the **Inn at the Finger Lakes**, located on 12 Seminary Avenue.

Lawn Optician, located on 13 East Genesee Street, who received a free massage from Maria Weschler at **Everyday Massage**, located on 28 East Genesee Street.

Fabric Fair Upholstery, located on 66 Genesee Street, who received a gift certificate to **Daut's Restaurant**, located on 10 East Genesee Street

Honorable mention was also given to the displays at **Nash's Art Supply** (located on 12 State Street), the **Cayuga County of Tourism** (located on 131 Genesee Street), and the **Camardo Law Firm** (located on 127 Genesee Street).

We would like to thank our winners, those who donated prizes, and everyone who participated in the contest by dressing up their windows and properties. Together we made Downtown Auburn a much more festive and attractive place during the holiday season.

2008 Holiday Parade Recap (cont.)

(continued from page 4) #1125 for carrying the BID banner at the front of the parade.

The Parade and Family Fun Day events help the community kick off the Holiday Season by bringing families together Downtown to partake in fun activities and enjoy the Parade. After the arrival of Santa at the end of the Parade, Auburn Mayor Mike Quill lit the new Christmas Tree across from City Hall as Santa made his way to the Genesee Mall to visit with the many children lined up to tell him their wishes. Bob Lyna played Christmas sing-a-long tunes, Reva Rollerdrome passed out free passes, and Santa heard every last whisper and met every camera flash with a great big smile.

This wonderful community event is possible due to the generosity of many businesses and the involvement of everyone who participates in the Parade. Please join the fun next year with a float or marching group or as a vendor or display in the afternoon. Planning, creating and then showing off a float is a great project for school groups, organizations, churches, clubs, businesses, neighborhood groups, and anyone else who just wants to have fun. Please join the fun on Saturday, November 28, 2009.

Float Competition Winners

Each year during the holiday parade, the BID recognizes the top floats. Cash prizes are awarded to the top three entries. Floats are scored on a number of points. First, holiday theme is the focus. Second, creativity is encouraged. Third, identity of the group that has created the float must be easily determined by the people who are watching the parade. Finally, enthusiasm must be displayed by those on the float - which means, smiling faces, waving, and that glad-to-be-here attitude. Over the years, a friendly rivalry has developed as groups compete for the top prize. The 2008 Best Float winners were:

1st Place went to Cayuga Onondaga BOCES again this year. The technical expertise and inventive nature of the BOCES students and their fearless leader, Darryl Jirinec, is very hard to surpass. Their whole creative process is a prime example of how educational the act of float making can be and how it brings together many people to achieve a team goal. Their prize was \$150 and the satisfaction of once again beating the Knights of Columbus, who really gave them a run for their money once again this year!

2nd Place did indeed go to the Knights of Columbus. Brothers Paul and Lee Vanderpool's wonderful antique fire truck carried a very scary Grinch, who hovered over the cab of the truck in his menacing way as spooky music with smoke and bright lights accompanied him. He made small children cringe and adults stare in amazement. The two fire trucks were accompanied by the Knights of Columbus 4th Degree Color Corps, which created a very impressive presence. The judges were hard pressed to make a decision between the two floats, who are sure to raise the level of competition to a new level for the 2009 Parade. The Knights were awarded \$100.

3rd Place went to newcomers, Seneca Cayuga ARC, whose director, Pamela Wilson, staff, and consumers created a Charlie Brown Christmas float. This float was a charmer with heart and soul and proved that you don't need a lot of bells and whistles to create a winning entry. They received \$75. We are so glad that they took part in the Parade for the first time, and we look forward to their wonderful creativity this year.

Please consider joining the festivities yourself this year. There is lots of time to conjure something up. Yes, there can be money won, but more importantly there is the satisfying feeling of being part of a community happening, helping make people smile, and having fun. It's never too early to give us a call at (315) 252-7874 or email aubdpbid@CentralNY.TWCBC.com.

Dorm Is an Asset for Downtown

One of the goals of the BID is to encourage the development of residential units Downtown. But, as we try to encourage this development, people often overlook the fact that there are over 500 people already living Downtown. Approximately 325 of these residents live in the two large senior housing centers located here - Stryker Homes and the Boyle Center.

Almost 100 people are also living in Lattimore Hall, Cayuga Community College's dormitory located at 81 Genesee Street. And, even though they may only be living Downtown temporarily, the students at Lattimore Hall are a large, yet often underappreciated, part of the Downtown community.

These young men and women can often be seen walking Downtown - on their way to catch a bus to class, pick up groceries at Wegman's, or grab a quick bite to eat at Bambino's. In so doing, they are contributing a great deal to the well being of the Downtown economy while they are here.

And, during the summer months, the rooms at Lattimore Hall are usually leased to others, such as the visiting actors from the Merry-Go-Round Playhouse. According to Tony Piccolo, the owner of Lattimore Hall, the summer months are typically at 100% occupancy in his building.

So, although the faces of the people living there may change from year to year and even from season to season, the fact of the matter is that Lattimore Hall provides almost 100 full-time residents to (continued, page 7)

New & Expanding Downtown Businesses

The BID would like to congratulate the following businesses that have recently opened or expanded operations. If you have a moment, please stop in and wish them luck in their new endeavors.

Last October, **Homeinstead Senior Care** opened at 2 South Street, suite 404. This for profit agency provides a variety of non-medical services for the senior community - such as light housekeeping, food preparation, and companionship. Their services help seniors continue to live at home. For more information, call franchise owners Salvatore Santora and Nancy Skalamera at (315) 252-2354 or visit www.homeinstead.com.

In November, **Crow's Nest Custom Tattoos** opened at 59 North Street. Owner Elizabeth Simmons creates custom-made tattoos. The store is open from 11 am to 9 pm from Monday to Saturday and on Sundays by appointment. They can be reached at (315) 255-2557.

Lincoln Gallery, located at 131 Genesee Street (around the corner from the Cayuga County Office of Tourism), is a local business specializing in custom picture framing and art sales. They are celebrating 25 years in business by expanding products and services to include custom sign making and graphics. These services will consist of: sign designing, fabrication & installation, sign repair, commercial vehicle lettering, logo design, yard signs for contractors and realtors, window lettering, permanent signs for new & old businesses, golf sponsor signs, banners, indoor directional signs, frames, vehicle magnets, and more! Randy Young (who started Lincoln Gallery) and his brother Scott (who has over 30 years graphic design experience) invite you to give them a call at (315) 515-3111 to discuss your sign needs. Or, email them at lincolngallery1183@yahoo.com or lincolnsigns1108@yahoo.com. Hours are weekdays 10 am to 6 pm, Saturday 10 am to 2 pm, closed Tuesday and Sunday. Randy and Scott are pleased to be a part of Downtown Auburn's bright future!



At the start of January, **Yesteryears Coffeehouse & Café**, formerly located at 24 State Street, moved to the Metcalf Plaza at 144 Genesee Street. They are now owned by former employee Bev Johnson and have changed their name to the **Underground Café**. When they moved, they also expanded their business hours and are now open from 7:30 am to 5 pm, Monday through Friday. Stop in and see them or call (315) 253-0050 for more information.

Second Annual BID Member Survey

In the coming months, the BID office will be conducting its 2nd annual survey of members. All businesses and organizations within the BID will be visited by Executive Director Dan Schuster, Assistant Director Connie Tallcot, and/or a member of the BID Board of Directors. Along with updating our records, we will also be asking members to answer some brief questions which will help us determine the general health of the Downtown economy and what are some of the things the BID office can be doing to assist our members.

The survey itself should not take more than 5 minutes. However, you are welcome to spend more time with us if you would like to discuss certain issues. We will also have information for you regarding our new website and how you can log on to update your business page.

So, look for us to stop by for a visit at some point in the coming months. If you would rather schedule a specific time to meet with us, please feel free to call the office at (315) 252-7874, and we can make the arrangements.

BID Business Blurbs

This section of the newsletter provides brief snippets about BID businesses. If you would like to provide an item about your business for the next newsletter, please let us know ahead of time... The **Auburn Public Theater**, located on 108 Genesee Street, is now offering acting classes for teens and adults. The 8 to 10-week sessions cost \$125 and will be taught by Carey Eidel, the managing director at the theater, who has over 25 years of professional acting experience. For more information, please call (315) 253-6669 or visit APT's new and improved website at www.auburnpublictheater.com... **Seward House**, located on 33 South Street is now open for tours year-round so that it can accommodate more visitors. It had previously been closed each January... The **Cayuga County Chapter of the American Red Cross**, located at 11 State Street, and the two local **Dunkin Donuts** franchisees, including the Downtown location on 2 East Genesee Street, are partnering for 2009 to recognize 12 outstanding Red Cross Volunteers. Each recognized volunteer will receive a \$25 gift card from Dunkin Donuts. In addition, during January, blood donors at all Cayuga County Blood Drives will receive a coupon for a complimentary 1-pound bag of Dunkin Donuts coffee. The Volunteer of the Month for January 2009 is Jim Burlingame, a 25 year volunteer. Jim is an active member of the D.A.T. or Disaster Action Team, which responds 24/7 to emergencies in Cayuga County. Jim is also the official DART (Disaster Action Response Trailer) driver. During the summer months, Jim tows the DART representing the chapter during many parades.

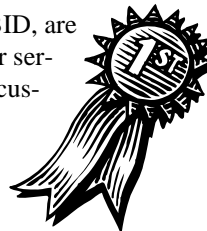
Interested in Serving on BID Board?

For those who may be interested in serving on the BID Board, there are some vacancies that will be coming up in July for both Class A (Downtown property owner) and Class B (Downtown commercial tenant) BID members. If you think you may be interested in serving, please contact the BID office at (315) 252-7874.

If you do not wish to serve on the board but would still like to be involved, you are welcome to serve on one of the subcommittees. We have volunteer opportunities also, so do not hesitate to call if you want to be involved in Downtown's revitalization.

DOWNTOWN AUBURN BID CUSTOMER SERVICE FRIENDLY BUSINESS

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



The BID is pleased to recognize **Silbert Optical**, located at 97 Genesee Street, as the "Customer Friendly Business" of this quarter. The folks at **Silbert Optical** are very friendly and attentive to their customers needs. They have been doing business in Downtown Auburn for over 65 years now! Give **Silbert Optical** a call at (315) 253-7032 for all your eye care needs - including eye exams, glasses, sunglasses, and contact lenses. Or, visit them at www.silbertoptical.com.

Silbert Optical, like each winner of the award, was chosen based on the comments and feedback that we receive at the office. So, please contact the BID office at (315) 252-7874 to let us know your experiences as a Downtown customer so that we can choose the next winner. Thank you to **Silbert Optical** - and to all our business owners - for continuing to make quality customer care a priority!

Lattimore Hall Students (cont.)

Downtown. And, while they're here, the residents not only spend money at local businesses, they also often get involved in the community. This December, The Citizen featured an article on James Hayes and Dan Campbell - roommates at Lattimore Hall who spend time volunteering at Chapel House, the local homeless shelter. Timothy Donovan, the Resident Director at Lattimore Hall and BID Board member, is always on the look out for other volunteer opportunities for the students as well.

So let's not overlook the benefits of having the college dorms here. Lattimore Hall and its residents continue to be an asset for the Downtown community.

Congratuatiions on Your Retirement!

Chris McEvoy, owner of **McEvoy Florist** on 27 East Genesee Street, has decided to retire after many years of doing business in Downtown Auburn. Mr. McEvoy and his sister, Kathleen McEvoy Vetrano, first opened the shop 51 years ago. Its closure this January marks the end of era.

Mr. McEvoy indicated that in his retirement, he will be spending more time with his family, including his two new grandchildren. And, if you would like to see him to say hello, a good place to find him may be the golf course.

Mr. McEvoy would like to thank everyone in the community who has supported his business for over half a century. The BID would also like to thank him for all he has done for Downtown over the years.

Congratulations on your retirement, Chris! You have earned it.

BID Board Members

Officers & Executive Board

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

Board Members

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

Ex Officio Members

Tony Piccolo
Jennifer Haines
Benjamin Vitale

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

Auburn's BID staff

Dan Schuster, dschuster@auburndowntown.org

Executive Director

Connie Tallcot, ctallcot@auburndowntown.org

Assistant Director

John Panko

Beautification Crew

Downtown Auburn Business Improvement District

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website: <http://www.auburndowntown.org>

OUR MISSION

The Downtown Auburn Business Improvement District (BID) is a membership organization of residents, business owners, property owners, not-for-profit organizations, and government entities. By means of research, advocacy, marketing, promotion, event planning and collaborative efforts, the BID is committed to enhancing the appearance, economic viability and quality of life of the community.