

BID Tidbits

Volume 8, Issue 4

Downtown Auburn Business Improvement District Newsletter

October - December 2009

Downtown Christmas Decorating Contest

It won't be long now before the City lights the trees and hangs decorations in preparation for the upcoming holiday season. To help Downtown look its best, the BID is once again encouraging businesses and property owners to add to these efforts by installing Christmas displays on their buildings and in their storefronts. Any type of decoration - lights, wreaths, etc. - is appropriate. To provide an incentive for you to be creative, the BID will once again be judging each display and awarding prizes to those judged to be the best. More points will be awarded for those displays that are in some way different from those set up in previous years. Winners will receive prizes donated by Downtown BID businesses.

It will be best if all decorations are up before the Holiday Parade on November 28th. But, displays will be judged throughout December, and the winners will be announced in the January edition of the BID newsletter. Last year's winners were very difficult to decide because there were so many good displays to choose from. But, that's OK. We actually hope this year's contest is even more difficult for the judges. Good luck to everyone!

23rd Annual Holiday Parade & Family Fun Day

Downtown Auburn will once again usher in the holiday season with the 23rd Annual Holiday Parade & Family Fun Day, which is scheduled this year for Saturday, November 28th.

Activities will begin a little earlier this year - at 3 pm - and will take place in the Genesee Mall (on the corner of South and Genesee Streets) and outside in the adjacent Exchange Street Mall and parking garage areas. There will once again be several activities for kids, such as ornament-making and prize games. The Cayuga County Sheriff's Department will be on hand with their Child ID program. There will be food sampling. The Cayuga County Red Cross will again be providing hot chocolate to warm you up. There will be festive holiday music to get you in the spirit of the season. All these activities will be provided FREE of charge.

Also, free of charge will be the very popular horse-drawn wagon rides in Downtown Auburn. These have been so popular the last few years that we have had to provide additional wagons. The rides will also begin earlier this year to accommodate more folks. But, if you want to make sure you get a chance to ride, remember that it is best to come early.

There will once again be snacks and drinks available for purchase. And, at the nearby Auburn Public Theater, the children that participated in the fall acting workshops will be performing the play, "The Thanksgiving Address." There are two shows - at 4 pm & 7 pm. Cost is \$8, and tickets will be available at the door.



The highlight of the day is, of course, the parade itself. The parade begins at 6 pm at the corner of Genesee and Fulton Streets. It travels down Genesee Street, through Downtown, and makes a left hand turn onto William Street. It then travels along Loop Road, past the parking garage, before ending near City Hall. Come out early to stake out the best spot to view all the excitement.

After the parade we will have the tree lighting ceremony, a community bonfire controlled by the Auburn Fire Department, music by the Auburn Civic Band, and visits with Santa Claus.

If you would like to participate in this year's parade, you are encouraged to do so. There is no fee to enter the Parade and, in fact, cash prizes are given to the top floats! First place receives \$150. Second place receives \$100. And third receives \$75. Floats are judged based on the following criteria: creativity, holiday theme, enthusiasm of those participating, and ability to identify the group/organization that created the float. Please register your float by Friday, November 13th. Contact the BID office at (315) 252-7874, and we will send a registration to you. This holiday season, come to Downtown Auburn... a place to make memories, once again!

Inside

3

Events in Downtown

5

New BID Businesses

7

BID Business Blurbs

Main Street Grant Money Still Available

The Downtown Auburn Main Street program provides Downtown property owners with matching grant money to assist them with fixing up their buildings.

Money is available for façade improvements and for interior and infrastructure renovations. Just about anything could potentially qualify, so don't hesitate to call and ask about your project.

The latest property owner to take advantage of the program was the Stardust Entrepreneurial Institute (see article, page 5), which used the grant to help pay for façade improvements to its building on 2 State Street.

In addition to the money available for property owners, the grant program has also helped improve the Downtown streetscape. A couple of years ago, Main Street money was used to purchase benches and garbage cans to add to those purchased by the City as part of its Downtown streetscape project.

This year, we used some Main Street streetscape money to purchase several new flower pots, which match the black plastic ones the City installed a couple years ago. As funding allows, we will be gradually replacing the concrete pots that we have used for several years, and that are starting to show their age, with these plastic models which should last longer. The new flower pots purchased with Main Street money will be used in 2010.

Annual Downtown Appearance Award

In the fall newsletter, the BID annually recognizes an individual or business that has worked exceptionally hard toward enhancing the appearance of Downtown Auburn in the past year.

This year, the BID would like to recognize St. Mary's Church, located on 15 Clark Street, for the award. They were chosen because they planted and maintained several flower plants along Clark Street, which complemented the BID's flower program this year.

The BID contracts with Auburn Irrigations to plant and maintain a total of 65 flower pots and 60 flower baskets which hang from the street poles. But, several businesses - including the Genesee Mall, Bambino's, Mark Lawn Optician, and Daut's on Genesee Street, Eliminator Auto on Market Street, Nash's Art Supply on State Street, and Wegman's on Loop Road - pitch in by maintaining their own flowers. Many have done so for years. This year, St. Mary's contributed as well, using some of the BID's concrete pots that were no longer in use.

It should be noted that as we gradually replace all the concrete flower pots with the plastic ones (see "Main Street" article, left), there may be additional concrete pots available for any Downtown business that wishes to complement the BID flower program by planting or maintaining a pot or two of their own. If your business is interested, please contact the BID at (315) 252-7874.

ABC Helps to Improve Downtown's Appearance

Over the summer, residents and visitors saw evidence that the Downtown BID and the Auburn Beautification Commission (ABC) care about our Downtown. BID lined the streets with more, and brighter, plants and ABC helped make that happen.

This summer, the walk between the Holiday Inn and Downtown restaurants and shops was welcoming, taking visitors through Freedom Park's refreshed plantings, past the perennials adjacent to Key Bank's drive-thru, to the hanging baskets and pots of flowers on Genesee Street. Then, autumn colors replaced the annuals in the falling leaves and seasonal mums Downtown.

The upcoming holiday season is yet another opportunity to show off our Downtown, and we will help BID bring the streets alive in any way we can.

What's next? Our group plans some unique changes for Downtown. Look for information on our inaugural public art competition. The winning sculpture will be displayed Downtown for one year. In addition, we're planning to install twinkling lights in key areas Downtown.

Ever aware of our carbon footprint, we'll be installing lights that use green technology. And, discussions are beginning regarding an exciting initiative that will represent Auburn's theme of "History's Hometown" (see article, page 6) throughout Downtown.

The Auburn Beautification Commission (ABC) is grateful to the Auburn Downtown BID for their support of our efforts to improve the look and "feel" of our community, and their willingness to work collaboratively with us. We appreciate the efforts of business owners and employees, and all the people who work, live, and visit downtown, to keep our Downtown - and their neighborhood - beautiful!

The above article was submitted to the BID by the ABC Board for inclusion in this newsletter. If you ever have an article or letter that you would like to have included in an upcoming issue of this newsletter, please e-mail it to aubdpbid@CentralNY.TWCBC.com.

EVENTS in Downtown Auburn

Peace Weekend...

Sponsored by the American Red Cross & Auburn Public Theater (APT), the weekend features a number of events, workshops, & activities. For more information on the weekend's activities, contact the Red Cross at (315) 252-9596 or chapter@crcdrcross.org

Thursday, November 5th

9 am to 4 pm: "Total Diversity Workshop" will be held at the Red Cross office on 11 State Street. Learn how to interact peacefully in your community. Cost is \$5. Registration by October 29th.

Friday, November 6th

9 am to 4 pm: International Humanitarian Law workshop will be held at the Red Cross office on 11 State Street. Explore the role of global peacemaking organizations. Cost is \$5. Registration by October 29th.

5 to 9 pm: Peace Bazaar to be held in the atrium of the Genesee Mall on 100 Genesee Street. Free to attend. Features globally conscientious holiday shopping, fair trade booths, re-cycling, local & regional vendors, kids activities, ethnic foods, Peace Crane Workshop Music, chair massages, yoga, belly dancing, drum circle, and more!

Saturday, November 7th

10 am to 4 pm: Peace Bazaar continues at the Genesee Mall.

2 pm: Lecture on peace featuring a speaker to be announced. Cost to attend is \$5.

8 pm: "Jazz for Peace" concert featuring Internationally known musician Rick Della Ratta. Uniting people through the Art form of Jazz. Tickets are \$60 per person. Cash bar and buffet begin at 6 pm. Seating limited to 200 guests. RSVP by October 30th. For tickets, call APT at (315) 253-6669.

2009 Market Cayuga Business Expo ...

A variety of businesses will be on hand to show what Cayuga County has to offer. The 2009 expo, presented by the Cayuga County Chamber of Commerce, will be held from **9 am to 3 pm on Thursday, November 12th** at the Auburn Holiday Inn. For more info or to have a booth, call (315) 252-7291.

Live Music at Parker's...

Parker's Grille & Tap House, located on 129 Genesee Street, has live music every Thursday night. A full tavern menu is available, and there is NO COVER charge.

Thursday Schedule - 8:30 pm to 12:30 am

October 15th: Marty Lee Flynn & Shannon Rae

October 22nd: Chris Mosley & John Schulte

October 29th: Cliff McCann

November 5th: Chris Mosley & John Schulte

November 12th: Marty Lee Flynn & Shannon Rae

November 19th: The Boogiemens Unplugged

November 25th (Wednesday): Cliff McCann

December 3rd: Righteous Connection

December 10th: Rhyne McCormick

December 17th: Cliff McCann

December 23rd (Wednesday): Elephant Shoes

December 31st: Band T.B.A.

Check the listings on-line by visiting www.cnylimelight.com.

Cayuga County Chamber's 100th Annual Dinner...

To celebrate the 100th annual dinner for the Chamber of Commerce on **Thursday, October 22nd at 5:30 pm** at the Auburn Holiday Inn, local historical scholar Mike Long will speak about the "Bridge from the Past" and Chamber Executive Director Andrew Fish will discuss the "Key to Tomorrow's Future." For more information, call (315) 252-7291.

Cornell Chamber Orchestra & Cornell Chorale Concert...

Performance of Haydn's "Lord Nelson Mass" will take place on **Saturday, November 21st at 8 pm** at St. Mary's Church on 15 Clark Street. Admission is by a free-will offering. For more information, call (315) 252-9545.

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 Events

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

Award-winning writer Patricia Roth Schwartz leads a writing workshop focusing on memoirs... **Saturday, October 17th from 10 am to 1 pm...** Cost is \$5.

"You Know You Can Dance" competition/fundraiser... **Saturday, October 17th at 8 pm...** Local personalities paired with trained dancers compete while raising funds for APT... Cost is \$35.

Halloween Holiday Party... Many fun Halloween activities for the whole family... **Friday, October 30th from 6 to 11 pm...** Cost is \$15, or \$5 for students, and kids under 12 are free... Proceeds benefit Hospice of the Finger Lakes

A Thanksgiving Concert with Loren Barrigar and Dusty Pas'cal...

Wednesday, November 25th at 7:30 pm... Cost is \$8.88.

"The Thanksgiving Address," a play performed by children participating in ATP's fall acting workshop...

Saturday, November 28th at 4 and at 7 pm... Cost is \$8.

"A Christmas Memory," starring Academy Award-winning actress Patricia Neal... Based on Truman Capote's holiday classic... **Friday, December 4th at 7:30 pm & Saturday the 5th at 3 & 7:30 pm**

Critically acclaimed play and APT tradition, "A Child's Christmas in Wales"... Six performances from **December 11th through the 20th...**

Ballroom dancing lessons... **Every Thursday at 7 pm...** For more information, call Jeanne Cramer at (315) 209-7452.

Tuesday Night Music Jam... **Every Tuesday at 7:30 pm...** A different mix of local musicians each week... \$2 donation is suggested.

Cinema APT presents movies each weekend... Showtimes are every **Friday and Saturday night** starting at **8 pm...** Cost is \$5 at the door, or \$4 if purchased on-line in advance.

For more information, movie listings, and tickets, please call (315) 253-6669 or visit APT on-line at www.auburnpublictheater.com.

Downtown Auburn Summer Concert Series Recap

The 2nd annual Downtown Auburn Summer Concert Series was held this past July and August. With the help of our many generous sponsors - including Swaby's Tavern, Nucor Steel, The Citizen, Coburn Design, Owasco Beverage, the WALL 99.3, First Niagara Bank, the City of Auburn, the Red Cross, M&T Bank, Auburn Public Theater, and Splatter House Prints - a total of six free concerts were held in the Exchange Street Mall.

Despite one night in which rain significantly reduced the number of people that came, attendance this year averaged 165 per show, an increase of approximately 44% from last year. Those that came danced to the beats, enjoyed food and beer from Swaby's Tavern (which was on hand each night), or just sat and enjoyed the music in the comfortable setting provided at the mall.



A crowd enjoys the sounds of "That '70s Band" during a performance at the Exchange Street Mall as part of the 2009 Downtown Auburn Summer Concert Series.

Also this year, the BID raffled off prizes donated by Owasco Beverage. The proceeds helped defray costs of the series. The raffle prize winners were:

- *First Prize - 4 VIP tickets (along with an overnight hotel stay) to see Journey perform at Darien Lake, won by Al Cook
- *Second Prize - An Electric Guitar and a Guitar Hero video game, won by Bob Pennell
- *Third Prize - Guitar Hero video game, won by Grace Daloia



The concession trailer of Swaby's Tavern was a hit for those that attended the Concert Series.

We hope to build on the success of the 2009 concert series and produce an even better series next year. But, to help us do that, we appreciate any comments and feedback from this past year.

Please feel free to call us at (315) 252-7874 or e-mail aubdpbid@CentralNY.TWCBC.com with your thoughts.

YMCA Improves Its Landscaping

The Auburn YMCA-WEIU recently made significant improvements to the landscaping outside its property on 27 William Street in Downtown Auburn. Full-time staff at the Y - including Jeff Hanno, Steve Komanecky, Bill Brown, Rick Smith, Beth Arnold, Denise Tabone, Dixie Warner-Webert, Dorthea Hughes, and Mena Hansinger - did a great deal of work to clean up what was there and to plant new bushes, flowers, and greenery.

The result is a beautiful addition to Downtown Auburn, and it helps the Y look its best as it continues to celebrate its 150th anniversary in the community. If you have not yet had an opportunity to see the improvements, consider a trip to see the new landscaping and to find out more about what is happening at the YMCA as its 150th year rolls on.

NYS Small Business Assistance Program On-line Directory

The Governor's Office recently announced that the State of New York now offers a free on-line directory of programs.

The interactive directory is sponsored by the Small Business Task Force created by the governor last July.

Designed to help small business owners and entrepreneurs access valuable resources for planning and operations, the guide is a clickable PDF file that is easy to search and navigate.

It includes descriptions of 143 state programs from 28 agencies aimed at helping New Yorkers start and grow a business.

This directory is free and meant to be shared with everyone. So, you are encouraged to make others aware of this terrific new resource for businesses.

To open the directory, visit www.auburndowntown.org, look for the news story on the right hand side of the page, and click on the link provided.

Each program listing includes phone and email contacts and an interactive URL (Web address).

When you click on any URL, it will take you directly to the agency webpage for that program, where you can get more detailed information and download pertinent forms and applications.

By clicking the navigation bars at the top of each page, you can jump around to the information you need most.

Historic Preservation Tax Credit Program

The State of New York recently enacted changes to its historic tax credit program to provide greater incentives for people to renovate historic structures.

The program now offers a state income tax credit that could cover up to 20% of qualified rehabilitation costs, up to a credit value of \$5,000,000.

The state program now matches the federal program, which offers an additional 20% credit on the federal income tax.

Commercial, office, industrial, and rental residential buildings can qualify for the program, as long as they are income producing.

However, the property must be listed on the State or National Registry of Historic Places or as a contributing building in a historic district.

To qualify for the state credit only, the property must be in a Federal Census Tract that is at 100% or below of the State Family Median level, identified as a Qualified Census Tract according to the Internal Revenue Code, or located in an area of chronic economic stress.

For further information about whether your property may qualify based on these criteria, or to learn more about how the tax credit program actually functions in practical terms, please contact the BID office at (315) 252-7874.

We also have information and hand-outs available at our office that we can share with you.

New BID Businesses

We are pleased to recognize a few new businesses that have opened in Downtown Auburn in recent months.

Hott Stylz, a clothing store featuring stylish apparel for both men and women, can be found on 66 Genesee Street between Fabric Fair Upholstery and the Auburn Document Centre. Stop in and see owners Jennifer Graves and Mark Teabo. Or, call them at (315) 516-0298 for more information.

Evolve Bodywork is a holistic, therapeutic massage practice directed by licensed massage therapist Jesse N. Ball. It is located on the second floor of 132 Genesee Street, above PBJ on the Corner. Stop in or call (315) 515-8073 to make an appointment. You can also learn more about the treatments available by visiting www.evolvebodywork.com.

Pinnacle Investments, LLC opened a Downtown Auburn office at 110 Genesee Street, suite 120. Stop in to see financial advisors Michael Cuddy, John Donovan, James McQuiggan, and Lynne Coville. Or, call (315) 515-6400 to make an appointment.

Sound Monkey Music & Variety, located at 12 South Street, offers guitars and musical accessories. They are open Monday through Wednesday from 10 am to 6 pm, Thursday and Friday from 10 am to 7 pm, Saturday 11 am to 4:30 pm, and Sunday by appointment. For more information, contact owners Craig Clark and Rich Kaye at (315) 282-7794 or soundmonkey@gmail.com.

3 Point Rent-to-Own, located on 10 South Street and managed by John Donovan, is also now open for business, offering computers, furniture, electronics, appliances, and more. Hours are Monday through Thursday from 10 am to 6 pm, Friday from 10 am to 7 pm, and Saturday from 10 am to 5 pm. Call (315) 515-3158 for more information.

Stardust Entrepreneurial Institute Grand Opening

On Thursday, August 20th, over 100 people enjoyed refreshments in the shade of two sparkling white tents placed in front of 2 State Street as a ribbon cutting ceremony celebrated the official opening of the Stardust Entrepreneurial Institute in the First Niagara Center. The opening melds the resources of the Stardust Foundation and Cayuga Community College's Department of Entrepreneurial Training, which brings some CCC instructional courses back to Downtown Auburn. The Institute houses five low cost business incubator spaces available to startup ventures, access to a grant writers' library, and classes and curricula led by Tom Paczkowski, CCC business instructor and endowed chair of the entrepreneurial program. A "smart classroom-conference room" is available for community use.

This Institute is part of the "Creative Corridor," an aggressive redevelopment of the State Street business area, which includes the rehabilitation and renovation of several properties and the eventual installation of wireless internet access for the entire street. This collaborative effort of the Stardust Institute, the Stardust Foundation, CCC, the Pioneer Companies, and JBJ Real Property LLC is poised to infuse business activity to State Street. It will also, "trigger more creativity, more jobs, and sense of community. The goal is to bring people Downtown," said Guy Cosentino, Director of the Stardust Foundation.

After the ceremony, attendees were invited inside for more refreshments and tours of the stunningly beautiful building. Andrew Ramsgard of Ramsgard Architectural Design has a way with colors. Each room sports walls in colors unexpected and yet very pleasurable, all results of Andrew's creativity and design experience. The remodeled building façade and smartly striped awnings were partially funded through Downtown Auburn Business Improvement District's Main Street Program (*see article, page 2*).

BID Thanks Outgoing Board Members

With the election of new members of the Board of Directors (*see article, right*), that, of course, means that others have moved on. This year, the Board said good-bye to two individuals - Henry "Mac" MacDonald and Nancy Thomas - who have done a great deal over the last few years to move our organization forward.

Mac served two terms on the BID Board. He spent a couple years as Board Treasurer, before ascending to Board President, a position he held for the last two years. There were many significant advances that took place under Mac's leadership.

It was Mac who signed the first contract that the BID had with the City of Auburn to perform cleaning and maintenance services Downtown, providing the BID Beautification Crew with a stable and steady revenue stream. Later, the contract was amended to enable the BID to purchase a new truck for the crew, which certainly allows us to do the job much more efficiently.

Mac was also at the helm when the BID went through the lengthy process of revamping its website. It wasn't inexpensive to do this, and Mac's support was important in advancing the project and seeing it through its completion. The BID and its members now own a fantastic tool that is used to promote Downtown and its businesses more effectively.

But, perhaps the most significant thing Mac (*continued on page 7*)

New BID Board Members, Officers Elected

The BID has a 15-member board consisting of 8 Downtown property owners, 3 commercial Downtown tenants, 1 Downtown resident, and 3 individuals appointed by the City of Auburn. The Board oversees and directs the organization, which is committed to enhancing the appearance, economic viability, and quality of life of the Downtown community.

At its annual meeting on July 8th, the BID elected the following members to serve three-year terms on the Board of Directors:

- *Kevin Dautrich (owner/manager, Daut's Restaurant)
- *Richard Malcolm (manager, Holiday Inn)
- *Paul Ringwood (owner, Hairlooms)
- *Marc Schulz (owner/manager, Bistro One)

Kevin, Richard, and Paul were also on the board previously. They were elected to new terms. Marc Schulz is a new addition. The City of Auburn also recently appointed the following individuals to serve two-year terms on the BID Board:

- *Jon Mason (manager, Wegman's)
- *Jessica Harkins (employee, The Citizen)
- *Mike Ferro (interested resident)

Also, at the annual meeting, the Board elected the following to serve as officers this year:

- *Paul Ringwood, President
- *Jessica Harkins, Vice President
- *Mark DiVietro (Silbert Optical), Treasurer
- *Sue Rose (Inn at the Finger lakes), Secretary
- *Dave Chalifoux (Edward Jones), Officer-At-Large

"History's Hometown" Campaign Kick-Off

The Auburn Historical and Cultural Sites Commission and the BID are introducing the new brand, "Auburn: History's Hometown," with a presentation at the Auburn Holiday Inn in the Seward Room, Wednesday, October 21st at 10am.

The branding campaign will highlight how local businesses and historical sites can promote themselves by utilizing the new slogan in various ways. The repetition of everyone using the same slogan will solidify the fact that Auburn is indeed the fortunate location of very impressive history. Added to that is the wonderful reality that our historical sites have been well preserved for generations and are enjoying renewed interest from national exposure with Doris Kearn Goodwin's book "Team of Rivals," a film based on her book, and the Harriet Tubman Home being in the process of becoming part of the National Park Service. Sound on film was initially developed in Auburn at what is now the Cayuga Museum. The only known complete Louis C. Tiffany is also here. Additional museums, art centers, recreation centers, unique small businesses, and great restaurants make Auburn an economical, interesting, fun community to visit and explore.



Join us on the 21st to discover how your business can take advantage of this new tool which is simple, eye catching and effective. Erin DiVincenzo of CLARK CSM Marketing Communications, who created the slogan, will do a presentation. City Planner, Jenny Haines, will also give an update on the City's Comprehensive Plan. We expect the entire presentation to be about an hour. Please call Jesse Kline at (315) 255-1658 or Connie Reilly at (315) 252-7874 to reserve your seat.

BID Business Blurbs

Dan Cuddy, of **Cuddy Financial Services** located on 7 William Street, was recently recognized as one of H.D. Vest Financial Services' Top 75 Financial Advisors. In recognition of this achievement, Cuddy was presented with the prestigious H.D. Vest Excellence Award at H.D. Vest's National Conference, held in Fort Worth, TX in June... The Fred L. Emerson Foundation and the Foundation Historical Association, two organizations instrumental in establishing and preserving the **Seward House**, located on 33 South Street, recently received an award for "Excellence in Historic Preservation" from the Preservation League of New York State. This statewide awards program recognizes individuals and organizations for demonstrating an outstanding commitment to the preservation of New York State's irreplaceable architectural heritage.

BID Has New Mower Thanks to Auburn Chain Saw

As most of you are aware, the BID has a contract with the City to clean up Downtown streets and mow some of the parks and public spaces in the Downtown area. John Panko, our Beautification Crew leader, is the person most responsible for doing this job, and we thank him for his efforts. However, we needed to purchase better equipment for John to use and do the job more efficiently. This summer, the BID bought a new 33-inch wide Cub Cadet walk behind mower that will make his job easier so he can tend to more issues Downtown. We were able to purchase the equipment because the kind folks at Auburn Chain Saw & Mower, Inc. were able to provide us with an outstanding deal.

Auburn Chain Saw is a locally-owned business that is great to work with and is very willing to assist the community with its needs. They also provide terrific service on their products. Be sure to visit them at 128 York Street in Auburn, or call them at (315) 252-0664 for your mower and power equipment needs.

DOWNTOWN AUBURN BID CUSTOMER SERVICE FRIENDLY BUSINESS AWARD

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 **Subway**, located at 76 North Street, as the "Customer Friendly Business" of this quarter. The Downtown **Subway**, like several other Subways in the area, is a franchise locally-owned by the Lisenos family of Elbridge.

Subway, like each winner of the award, was chosen based on the comments and feedback that we receive at the office. In particular, **Subway** was chosen due to kind words submitted from an out-of-town guest that was recently stranded in Auburn due to car trouble. The guest indicated the **Subway** employee was very friendly and was able to give them detailed directions to points of interest in the area that they may wish to check out while in Auburn. Evidently, the Lisenos have trained their employees well. So, for friendly service and good food, visit the Downtown Auburn **Subway**, or call them at (315) 253-4507.

Please also 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 of this award. Thank you to **Subway** - and to all our business owners - for continuing to make quality customer care a priority!

Outgoing Board Officers Moved BID Forward

(continued from page 6) did as President was to serve as the de facto Executive Director during the summer of 2007 while he led the Board in its search for a replacement. Without fanfare or compensation, Mac ably kept the organization moving forward until a new director was in place.

Nancy served one full term on the BID Board, the last couple of years as Board Treasurer. As a Board officer, she also played a crucial role in helping Mac lead the organization these past few years.

Although Mac and Nancy left the board, they are still tremendously involved in the Downtown community.

Mac owns and manages Finger Lakes Scuba on 11 Dill Street and still pitches in to support BID events and programs as well as advocating for his fellow BID members on issues important to Downtown.

One of the main reasons Nancy chose not to seek re-election to the BID Board was so that she could concentrate her efforts on serving on the Board of the Stardust Entrepreneurial Institute (*see article, page 5*), which will be a very important part of the future of Downtown Auburn. In addition, Nancy still manages the Downtown branch of First Niagara Bank.

So, although Mac and Nancy will be missed at Board meetings, we know they really have not gone far. Thank you both for your service on the BID Board and all you do for Downtown Auburn.

RETURN SERVICE REQUESTED

BID Board Members

Officers & Executive Board

Paul Ringwood - President
Jessica Harkins - Vice President
Mark DiVietro - Treasurer
Sue Rose - Secretary
Dave Chalifoux - Officer-At-Large

Board Members

Tim Donovan	John Camardo
Richard Malcolm	Marc Schulz
Jon Mason	Mike Ferro
Kevin Dautrich	Susan Marteney
Anthony Pacini	Jim Driscoll

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. Meetings are open to the public.

Auburn's BID staff

Dan Schuster, dschuster@auburndowntown.org

Executive Director

Connie Reilley, ctallcot@auburndowntown.org

Assistant Director

John Panko

Beautification Crew

Downtown Auburn Business Improvement District

24 State Street ♦ Auburn, NY 13021-3617

Phone: 315-252-7874 ♦ E-mail: aubdpbid@centralNY.TWCBC.com

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.