



Summer 2002

Volume 1, Issue 2

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Auburn Downtown Partnership

Downtown Times

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A success

Sandra Craner



Each year when the sun starts to shine brighter and Auburn wakes up to the blossoms of the trees and the flowers pushing through the ground, Downtown Auburn begins its flower program.

This year we took a different approach to the program and so far, this has been a success.

The pots were planted May 17, 2002 and the new program involved gaining support from community members, businesses and organizations to help care for the flowerpots throughout the 21-week season that they will be on the streets in downtown Auburn.

The response to care for the flowerpots was great; the following have enlisted to take part in R shudwlrq Ior z hu S rwe

- Montessori School of the Finger Lakes
- Auburn Document Centre
- Photo Magnum Lab
- Genesee Garden Apartments
- The YMCA
- The Liberty Store
- Mark J. Lawn Optical
- Sam's Shoes
- Nash's
- Brownie Troop 1182, Jr. 938 and Cadet Sr. 21
- Joyce Cavanaugh and Chris Gutelius
- Unity House
- Mary Ann Catalano & Joe DeMaio

- The Medicine Shoppe
- Stryker Homes

I would like to thank all those groups, businesses and community members that have taken an active interest in helping to beautify downtown Auburn. It is because of this type of involvement that we can continue to make steps towards a more attractive and economically viable downtown community.

I would also like to thank Auburn Irrigations for planting the flowers and Dickman Farms for supplying the beautiful flowers.

We are continually trying to enhance the flower pot program, and this year we purchased (10) new planters from Robinson Concrete to help create a more beautiful downtown area.

In order to continue to grow this program, we need the continued support from the volunteers to care for the flowers as well as the donations to the Flower Program, so we can continue to replace cracked and old pots and add flowerpots as needed.

The City Department of Public Works helped us this year, not only by placing the flowerpots throughout the City, but also by painting them, so they would be more esthetically pleasing.

If you are interested in participating in Operation FlowerPot or making a monetary donation for this year or for next year, please call 252-7874. We are starting to plan now for enhancements to make R shudwlrq Ior z hu S rweven more successful in 2003. ♦



VISITS AUBURN

Sandra Craner

The Syracuse Symphony Orchestra will again bring world-class music to Auburn for three evenings at Emerson Park this summer.

The first concert will begin with the traditional Independence Day celebration on July 3, 2002, which will include a spectacular display of fireworks.

From the Star Spangled Banner to Tchaikovsky's *1812 Overture* this concert is sure to please family members of all ages. Concert to start at

9:30 PM under the Pavilion.

The Syracuse Symphony Orchestra will also be in Auburn on Thursday, July 11 and Thursday, July 18, 2002. These concerts will feature light classics such as the *Blue Danube Waltz* and Broadway and movie music. Concerts to begin at 8:00 PM.

Led by the Music Director Daniel Hege or Resident Conductor Grant Cooper, the summer concert series offers the opportunity to hear great live orchestral music in our own backyard.

All concerts are FREE. There is a \$2 parking fee. Food will be available for your convenience. Coolers are allowed.

Don't miss this chance to see a live orchestra, a significant cultural activity and something to be remembered for years to come. ♦

WHAT'S NEW IN AUBURN



Tucker Associates

Located at 2 South Street, ste 207 in the Phoenix Building. They provide services in Architectural/Landscape, Architectural Design and construction management. Call Dave or John at 252-1911.

Murphy Real Estate

Joined the Downtown Auburn community at 144 Genesee Street. Let Murphy Real Estate find your dream home! Welcome to Downtown Auburn. Call 255-1766 for more information.

Extreme Graphix Tattooing & Body Piercing

Now open at 9 E. Genesee Street. Call 704-0420 or visit them online at <http://www.extremetattoo.com>.

Look for a new name in Downtown Auburn

Gino & Joe's Pizzeria Cucina will be changing their name to Daddabbo's Pizza. "Don't try to say it, just enjoy it!" Call them at 255-3385. ♦



UP TO 2 HOURS OF FREE CUSTOMER PARKING

Marketing tool

Sandra Craner

The Parking Pilot Program has been in effect since Memorial Day. Use the up to 2 hours of **FREE CUSTOMER** Parking as a marketing tool for your store. If you send mailers to customers or do special advertising don't forget to include the up to 2 hours of **FREE** Parking. Use it to your advantage, as a perk that you can offer customers that come to visit your store! ♦

THANK YOU

Thank You Jack Nolan

For 67 Years of service in Downtown Auburn.

The Auburn Downtown Partnership/Business Improvement District wishes you well and thanks you for your years doing business in Downtown Auburn.

Thank you to the Union Springs High School Marketing Class for completing the Auburn Downtown Partnership/Business Improvement Districts yearly census.

Thank You to Pine's Signs for donating window signage to help promote open spaces in Downtown Auburn.

Thank You to Daddabbo's Pizza and Wegmans for donating pizza and munchies for the ADP/BID Annual Meeting on June 10, 2002.

Façade Improvements for Lynch Furniture

Great New look for Lynch Furniture located at 159 Genesee Street. Congratulations on a job well done!

Thinking of making Façade improvements to your business? Call 252-7874 for a Façade Guideline or visit our website at <http://www.auburndowntown.com/programs.html>.

STATE STREET MALL SIGNAGE

Working Partnership

Working closely with the City of Auburn Department of Public Works and the in-house sign department, signage for the State Street Mall merchants was created and installed at both ends of the mall area in May 2002.



The main purpose of the signage is to help direct customers to the businesses that are located on the mall as well as to promote those businesses to local residents.

The signage was created so that it could be used in different stages of the revitalization process in downtown Auburn, to help direct customers during construction and then to be used once the project is completed.

The Auburn Downtown Partnership is working to create a more attractive and economically viable downtown community. If you have ideas for projects that would benefit downtown Auburn and its businesses, please call 252-7874. ♦

AUBURN FARMERS MARKET



June – October 2002
Monday, Thursday &
Saturday
7:30 AM – 2:00 PM
Genesee Street in
Downtown Auburn.

PROMOTION OPPORTUNITY

Added Benefit of the BID

Sandra Craner

In an effort to market Downtown Auburn through the new Experience Downtown Auburn brochure, the brochures have been placed at two welcome centers in the Upstate NY area – the Binghamton Welcome Center and Beekmantown Gateway Information Center.

As a perk for placing our brochure at the Beekmantown Information Center, we are able to pass onto all businesses that are members of the Business Improvement District, a 20% discount to place your individual business promotional literature at the Information Center.

If you are interested in receiving this discount, please call Sandy at 252-7874 so that the proper forms can be sent to your attention. ♦



Natural Gas Savings

Sandra Craner

New York State Gas & Electric (NYSEG) now offers a program designed to help cut your natural gas expense.

If you would like to learn how this program can reduce your gas expense by 10% or more a month please call 252-7874 to receive an outline of how the program works and a form to receive a FREE Natural Gas Savings Analysis.

If you would like to look into receiving lower natural gas prices on your own, NYSEG does publish a list of Natural Gas marketers on their website at www.nyseg.com. ♦



Upcoming Events

JULY

Wednesday, July 17, 2002

8th Annual Starlight Cinema presented by The Finger Lakes Radio Group

9:00 PM – Who Framed Roger Rabbit?, south lawn at City Hall

Thursday, July 18, 2002

7th Annual Taste for Community Action

At the Holiday Inn in Auburn, 5:00 – 8:00 PM, \$25 tickets, please call Mindy at 255-1703

Thursday, July 18 – Saturday, July 20, 2002

Annual Downtown Dollar Days Normal Business Hours

Wednesday, July 24, 2002

8th Annual Starlight Cinema presented by The Finger Lakes Radio Group

9:00 PM – Chitty Chitty Bang Bang, south lawn at City Hall

Wednesday, July 31, 2002

8th Annual Starlight Cinema presented by The Finger Lakes Radio Group

9:00 PM – Forrest Gump, south lawn at City Hall

AUGUST

Wednesday, August 7, 2002

8th Annual Starlight Cinema presented by The Finger Lakes Radio Group

9:00 PM - Mary Poppins, south lawn at City Hall

Wednesday, August 14, 2002

8th Annual Starlight Cinema presented by The Finger Lakes Radio Group

9:00 PM – Monsters, Inc., south lawn at City Hall

SEPTEMBER

Wednesday, September 18, 2002

Business After 5 and new Member Trade Show

5:00 – 7:00 PM – call Terri or Lisa at 252-7291

Sunday, September 29, 2002

Cayuga Valley Model Railroaders Annual Open House

12 noon – 5:00 PM, 3 E. Genesee Street. Call Bernard at 253-8225

Auburn Downtown Partnership Board Minutes

Officers and Executive Board

Carl Yoensky – President
Joe DiVietro – Vice president
Sharon Fanelli – Treasurer
Dr. Lisa Ann Homic – Secretary
David Contiguglia – Member at large

Board Members

John Bouck
Tony Piccolo
Maureen Conroy
Jay Pearson.
Nick Speno
Chuck Mason
Meg Vanek
Bill Jacobs
Mike Antonicci
Lynn Jordan
Ex Officio Members
Sam DeRosa
Cindy Aikman
Trish Ottley

The Board meets every month on the second Wednesday at 8:00 AM at the YMCA.

Annual Meeting Held



Sandra Craner

The Auburn Downtown Partnership/Business Improvement District Annual Meeting was held on Monday, June 10, 2002 at the Knights of Columbus in Downtown Auburn

The Annual Report was reviewed, the Executive Committee for 2002-2003 was voted into office and the open Board positions filled. The following are those who have been voted into office and the length of their term.

EXECUTIVE COMMITTEE

Carl Yoensky – President
Joseph DiVietro – Vice President
Sharon Fanelli – Treasurer
Dr. Lisa Ann Homic – Secretary

All terms for Executive Committee positions are for July 2002- June 2003.

BOARD MEMBERS

Mike Antonicci – Class A
Nick Speno – Class A**
Dr. Lisa Ann Homic – Class B
Lynn Jordan – Class D

All terms for new Board members are July 2002 – June 2005, 3 year terms.

** One year term.

Class A Board members represent those who own property within the BID District.

Class B Board members represent those who are commercial tenants within the BID District. And Class D Board members represent residents within the BID district.

For a copy of the ADP/BID Annual Report, please call 252-7874 to set up a time to pick one up from our office or visit our website at <http://www.auburndowntown.com/contactus.html> and click on Annual Report.

If you have any questions regarding the Annual Report, please feel free to call Sandy, the ADP/BID Executive Director at 252-7874.

Understanding what the ADP/BID can do for you and your business is very important to the success of the downtown Auburn revitalization, so get the facts and get involved. ♦



Auburn Downtown Partnership
131 Genesee Street
Auburn, NY 13021
USA

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