

Attica Downtown Coalition

work session - MINUTES

Thursday, January 12, 2012

IN ATTENDANCE:

Jim Cooley, Mayor Lepsch, Nicole Martin, Rick Hauser, Bob Burek, Laura Johnson, Bruce Camp, Arnie Sprague, Justin Lane, Jim Walker, Christine Peterson, Jennifer Baldwin, Laura Lane, Supervisor Patti, Julie Slepinski, David Ciurzynski, Stu Hempel, Kate Edwards

UPDATES & IN-REVIEW:

- Rick shared that the following items are being moved forward separately and we should have more to share in the coming weeks:
 - **Housing Market Demand Analysis.** Downtown business owners commissioned this study and recently met with the consultant to review a draft.
 - The completed version should be available at the Public Meeting for review.
 - The study looks at upper floors in downtown and the market demands in Attica.
 - **Community Investment Grant.** Supervisor Patti has coordinated a meeting with interested parties throughout the County for next Wednesday.
 - **New York Main Street Grant Application De-Briefing.** In a meeting next Tuesday, ADC & Chamber members will be able to hear recommendations and review of our application, as well as ask questions about future rounds.
- Nicole shared additional items being moved forward separately, including:
 - **Village Parking Policies.** Mayor Lepsch is working with the new Police Chief and the DPW. New signs have been installed and a positive press release shared with the Batavia Daily News & Attica Penny Saver to promote the Village's decision to resume 2-hour parking policies downtown in support of businesses at our request.
 - **National Register Historic District.** The Draft Application has been submitted to the State Historic Preservation Office (SHPO).
 - Our SHPO representative will be red-lining the draft in accordance with their requirements, and we'll be holding a standard SHPO public meeting with property owners soon.
 - Once our SHPO representatives feel the application is complete, it can be presented to the State Review board (we're targeting the June 2012 round) and Attica will be placed on the State Register. The State then forwards their recommendations to the Federal Register at the National Parks Service.
 - Rick emphasized that while this is a great marketing tool for downtown, and can afford interested business owners significant Historic Restoration tax credits, the National Register Historic District listing is **honorary only. It does not prevent an owner from doing anything they would like to their building – so long as they were already permitted to do it!**

GROUP PLANNING & TASKING:

▪ Slogan.

- Nicole shared that while the Village and Town still wholeheartedly support the ADC, the Slogan and the selection process, the Mayor and Supervisor have recently spoken with their Attorneys. Understandably, they cannot recommend that the Municipalities extend themselves for exposure to a lawsuit and related expenses.
- The group as a whole discussed our original process, our opinions on being held up since June and what would be our next best step. Conversation highlights included:
 - “It seems to be such a waste of time and money to employ a copyright lawyer.”
 - “The lawyers are still adamant that there is no real case.”
 - After discussing the possibility of having the ADC become a non-profit sooner than planned, in order to support the slogan independently, we concluded that as a group we stand firm but are not interested in wasting any more time.
 - “Let’s move on – it’s not worth it. Go back to our second choice.” – Stu Hempel.
- To avoid a Nuisance Lawsuit, the group revisited our original slogan submissions and criteria. After reviewing the Runner-Up Slogan, which was behind by only four votes, the group voted unanimously to begin using the slogan “Attica... by choice!” immediately.
 - I.S:A has previously mentioned to Turgeon, Coogan & Turgeon that their 2005 recommendation was being considered, and will follow up accordingly.
- The slogan will now begin to appear around Attica!
 - Look for it on official letterhead, websites and marketing tools; details to be discussed in sub-committee meetings and unveiled as appropriate.
- **“Attica... by choice!”**

▪ Public Meeting.

- Thursday, February 9 – 7pm, Village Municipal Building at 9 Water Street.
- Rick emphasized that this is our opportunity to share what an incredible first year we’ve had and recruit folks to help direct the future of Attica.
- Be sure to bring a friend or family member who cares about downtown with you!
- We reviewed the last Semi-Annual Public Meeting agenda & format, from June 2011, and agreed to move forward with similar format.
- Draft Agenda is as follows, per our discussions:
 - **New Deliverables & Tools:**
 - **Attica National Register Historic District.** Jennifer Baldwin, Village of Attica Planning Board.
 - **Housing Market Demand Analysis.** David Ciurzynski, ADC.
 - **Community Leaders Program.** *David or Tom?*
 - **12 Months of Downtown Calendar.** *David or Jim?*
 - **Attica OPEN flags.** Julie Slepinski, Attica Area Chamber of Commerce.
 - **Gateway Signage.** Mayor Lepsch.
 - **Business Recruitment & Retention.** Bruce Camp, ADC.
 - **Agripalooza.** Laura Lane, Wyoming County Chamber
 - **Maple Weekend.** *Speaker Needed.*
 - **Green UP & Clean UP?** *Speaker Needed.*
 - **Artists in Attica?** *Speaker Needed.*
 - **Updates from last June.**
 - **Attica Slogan Competition.** Nicole Martin, I.S:A.
 - **Attica NYMS Grant App.** *Pending de-briefing. Rick Hauser, I.S:A.*
 - **Limited Funding Still Available.** *Speaker Needed.*

- **Downtown Attica Perpendicular Signage – Guidelines + Matching Funds from Chamber.**
 - **Downtown Attica Façade Paint Guidelines + Before & After Matching Grant from Attica Ace.**
 - **ADC Open Forums & Facebook Page.** Tom Cockman, ADC.
 - **Main & More.** Laura Lane, WyCoC
- **Community Guests.**
 - **Founders’ Day – 10 Year Celebration!** *Kate Edwards?*
 - **“Wednesdays in the Park” Gazebo Concert Series.** Jim Cooley, AACoC
- **Additional Notes & Tasks, per our discussions:**
 - **Main & More.** Laura shared her goals for that program in the County this year and we discussed last year’s successful iterations.
 - Tentative Date: Thursday, May 17th. Evening hours.
 - County businesses partner with Main Street businesses. Anyone interested in joining that committee or having questions can contact Laura at ljlane@wycochamber.org.
 - This was discussed as an opportunity to really “unveil” the newly completed downtown and welcome warm weather to Attica, including:
 - Scheduling the Clean up & Green up party downtown prior to the event, with volunteers taking care of paintings, plantings, and general spiffing up. *Nicole to contact Janis Hempel inquiring re Garden Club partnership. 12 Months folks to add this to Calendar and Event Planning list.*
 - Working with the Attica Artists Club at the Stevens Library to populate vacant or underutilized storefronts throughout downtown with the first Artists in Attica (described previously as a possible 12 Months of Downtown event, possibly in partnership with the Arts Council for Wyoming County). *Nicole to contact Nancy Burns at the Library inquiring re partnership. 12 Months folks to add this to Calendar and Event Planning list.*
 - The Planning Committee discussed this further during their break-out session, as follows:
 - We should be launching this program and getting folks to sign up at the Public Meeting on February 9.
 - From last year’s experience, we know we’re looking for partner businesses who can sponsor food and drink.
 - Folks will typically spend about 5 to 10 minutes in each business, and this event is especially great for businesses that one wouldn’t normally walk into, such as professionals and services requiring appointments.
 - One of the most popular components of last year’s version included the “bingo” map that attendees filled up at each business and could turn in for great door prizes.
 - The Attica Hotel was suggested as the gathering place to wrap the event up with door prizes and a mixer.
 - A sub-committee member will need to assemble the list of downtown businesses that would make great targets for the Main & More event and begin working with Laura.

- **Agripalooza.** Laura shared that Agripalooza will be held in Attica this year at Friendly Acres on June 10.
 - Last year's event was in Pike and drew 2,000 people, and was an award winning event. This year's is expected to draw twice that.
 - We discussed as a group partnering opportunities, including ADC and Chamber partnerships with the WyCo Chamber.
 - The Planning Committee discussed this further during their break-out session, as follows:
 - The ADC should have a booth:
 - staffed by members, who can serve as ambassadors,
 - distributing:
 - the June to June version of the 12 Months of Downtown Calendar,
 - a map of Attica's downtown businesses,
 - any ADC or Attica business pamphlets or flyers,
 - Most visitors will be from the "20-minutes away" range and we can bring them back to Attica with good promotional items, such as a coupon book for downtown businesses.
 - The booth wouldn't "sell" anything other than Attica.
 - The food vending could be split between an Attica organization such as the Attica Band (Tom C. to be contact) and Attica area restaurants (Jim Walker to be contact).
- **Maple Weekend.** Mayor Lepsch shared that the Fire Hall does a large Pancake breakfast on the 18th (the event will be March 17-18 & 24-25 this year).

BREAK OUT SESSIONS:

PROMOTIONS:

- **Community Leaders.** David shared that this program is moving forward but has taken a backseat to the Calendar. We will continue to discuss and unveil as appropriate.
- **12 Months of Downtown Calendar.** The sub-committee consists of Tom Cockman, Jim Cooley and David Ciurzynski, who met with Laura of the WyCo Chamber on Thursday December 29.
 - They shared a draft "rack card" planned for distribution in Spring. This rack card will be a teaser-calendar, sharing the first 6 months of events and getting folks interested in adding their events to the calendar.
 - Another 12 month version will be issued this summer as more event details come in, and that will become the annual repeat.
 - The Planning Committee discussed this further during their break-out session, as follows:
 - Laura shared that the cost for 5,000 of the 6-month rack-cards, the total cost for printing would be \$584.
 - Bruce Camp stated, "If we can have it in time for the Public Meeting, just go ahead with printing. We'll get the funds."
 - The cards will be distributed in local banks and businesses, as well as at area events by ADC members.
 - Rodeo. When Alfred Vaughn joined us at the October Work Session, he shared the Rodeo may be interested in partnering for advertising. *Sub-committee to connect and pursue partnership opportunities.*
 - Contacts. *Justin volunteered to join the sub-committee and aid in making individual organization contacts for adding community events to the calendar.*

- **Founders' Day.** This year will be the 10th anniversary!
 - Kate Edwards from the Founders' Day Committee joined us. David, Tom & Jim volunteered to form an ADC Sub-Committee to partner with the FD Committee and aid them in any way needed.
 - Goals included bringing the celebration downtown if possible,
 - Expanding the celebration as possible.
 - The Founders' Day Committee will be meeting the morning of Tuesday, January 24, after which they will connect with the ADC's sub-committee to coordinate and move ahead. Suggestions included
 - A moderate increase in the booth fee,
 - Soliciting new booth vendors,
 - Coordinating with the Chamber for performance tents,
 - And getting the ball rolling on shutting down the road.

PLANNING:

- Each of the following items were discussed by the Planning Committee as noted in the relevant section above:
 - Main & More.
 - Agripalooza.
 - 12 Months of Downtown Calendar.
- Business Recruitment & Retention
 - **Attica OPEN flags.** Julie Slepinski shared a flyer showing samples from a nearby Main Street, which can be obtained for a reasonable price. We will continue to discuss and unveil at the Public Meeting if possible.
 - **Target Businesses.** The group agreed upon the top 3 suggestions from previous sessions as follows:
 - Coffee Shop / Bakery
 - Butcher Shop / Deli
 - Restaurant / Gastro-Pub
 - These suggestions will be submitted to Jim Pierce at the Wyoming County Business Center.
 - Additional suggestions for future consideration included:
 - A Uniform Shop for local correction's officers, as well as area healthcare workers and others.
 - A Small Animal Veterinary office.
 - Jim Walker shared that he is in the process of opening an Ice Cream Parlor in the space adjacent to Nino's Pizzeria, and hopes to be open in time for the Main & More event!
 - **Gift Certificates.** Laura shared that the Wyoming County Chamber is working on a gift card program that can be used at businesses throughout the County with a regular credit card machine. They hope to launch the program in late February.

UPCOMING MEETINGS:

- **Next Public Meeting.** Thursday, February 9 2012
- **Next Work Session.** Thursday, March 8 2012