

**Gaffer District Business Association  
August 2011 MEETING MINUTES  
Wednesday, Aug. 24, 2011  
Lando's, 41 Bridge St.**

**Present**

Georgiana MacMahon/The Crafting Cottage; Karen Maio/Simple Style; Laurel Eschbach/Radisson Hotel; Samantha Marks/Radisson Hotel; Peggy Colman/SCCVB; Sandie Wilson/Gaffer District; Lin Kotlinski/Gaffer District; Mike Melaro/Gaffer District; Sheila Sutton/Wineglass Marathon; Lee Welles/Corning City Council; Ann Recotta/Soulshine Studio; Barry Nicholson/UPS Store; Ann Welles/Exhibit A; Susan O'Leary/YMCA; Joe Lando/Lando's; Joe Carey/The Site; Dawn Burlew/Gaffer District BOD; Coleen Fabrizi/Gaffer District; Ginny Coon/Imagine That!/ Rita Reed/Rockwell Museum; Chris Sorge/Sorge's; Bonita Nesbitt/Corning Community College; Maleah Helfrich/Corning Chamber; Kristen Stewart/Gaffer District; Tracey Knapp/Gaffer District.

Barry Nicholson called the meeting to order at 8:00 a.m.

**Approval of June Meeting Minutes**

On a motion by Barry Nicholson, and seconded by Ginny Coon, the minutes of the July 27, 2011, meeting were approved without changes.

**Financials**-Nicholson reported that the cash balance of the GDBA account remained the same as last month. There were no changes.

**Wineglass Marathon—Sheila Sutton**

The Wineglass Marathon has both a website and a Facebook page that is updated regularly. Sutton relayed that she has been reposting information that individual businesses have been posting on their pages, so please keep posting things like additional hours, weekend promotions, etc.

This is the 30<sup>th</sup> anniversary of the Wineglass Marathon. This marathon is a qualifier for the Boston marathon. There will be some runners trying to qualify for Olympic trials. There will be runners from the US, Canada, India, Mexico and Brazil.

Runners usually come to the area with spouses, family and friends, and most often stay several days in the community (Thursday through Monday). It is important to offer hours that will accommodate their stay; open Thursday-Saturday evenings, and open Sunday. The event will include a Pasta Night with opportunities for restaurants. The YMCA will host a Wineglass Marathon Expo from 4-9 p.m., Friday, Sept. 30, and from 9 a.m.-3 p.m., Saturday, Oct. 1. The Information Center will be handing out glasses and splits. The finish line will be located on Market Street. Businesses are encouraged to take advantage of this influx of people in our community for this four-day period.

Volunteers are needed for various stations along the route. Peggy Coleman of the CVB stated that they will have a list of volunteer opportunities available next week, and training will be provided.

Susan O'Leary stated that the Expo at the Y will also need volunteers.

Maleah Helfrich stated that the Information Center will also be open extra hours during this weekend event.

Coleen Fabrizi encouraged businesses to offer promotions. They will be posted on the Gaffer District Facebook page.

Nicholson reminded everyone that when planning promotions, 75 percent of the half-marathon runners are female, and 50 percent of the marathon runners are female.

**Corning Community College Update—Bonita Nesbitt**

Corning Community College will be hosting an alumni reunion from Sept. 23-25, the same weekend as the Jazz & Harvest Festival. They estimate attendance at approximately 200 people.

Friday events include an All-Alumni Gathering at 6 p.m., at Three Birds Restaurant.

Nicholson noted that this offers an additional opportunity to remain open that evening as the Jazz & Harvest Festival events include beer & wine tasting that evening, as well as entertainment from 5-9 p.m., Sept. 23.

Ann Welles stated that Exhibit A will also be hosting a new exhibit opening that same evening.

Nesbitt stated that the college would like to provide a representative to attend future meetings in an effort to provide updates on the addition of campus housing to the school, as well as other events on their calendars.

### **Steuben County Conference and Visitors Bureau—Peggy Coleman**

Coleman restated that there are many of volunteer opportunities during the Wineglass Marathon event. They will be providing bag stuffers for the 3,200 runners, and will need any information to be included before Sept. 15.

The "Alliance for a Greener Downtown" will be expanding to become a "green" tourist trail throughout Steuben County and will be highlighted with a page in next year's travel guide. The agency is attempting to partner accommodations with regular business events/programs to increase traffic for their "Women's Only Weekend" program during the slow period of January-March.

The agency is currently collecting information from businesses with an online form. This information will be used for the 2012 travel guide, as well as a number of other publications.

The CVB will be in Albany Sept. 12 to determine budgeting.

[www.corningfingerlakes.com](http://www.corningfingerlakes.com)

### **GAFFER DISTRICT STAFF**

#### **Coleen Fabrizi, executive director:**

The Crystal City Christmas steering committee is up and running. Plans are in the works to partner with the Corning Area Chamber of Commerce's Family Holiday Festival for added exposure.

Fabrizi recently met with staff from Mountain Home Magazine. They are planning to add a Corning area/Gaffer District section to the magazine that will include editorial content and advertising. They will begin this coverage with highlights on the Wineglass Marathon in the September and October editions.

The Leader has recently become a sponsor of the Wineglass Marathon.

#### **Mike Melaro, director of marketing and communications:**

The deadline for participation in promotions during the Wineglass Marathon event is Sept. 15. Lists of promotions and those businesses open on Sunday will be distributed in welcome bags.

The Crystal City Christmas steering committee will meet again at 8:30 a.m., Sept. 7, at the Gaffer District office. All are welcome. Please bring your ideas and plans for the holiday season events.

The new Gaffer District website is up and running. Please take a moment to check it out. Also please take advantage of placing you info in the Events & Happenings on the website.

**Lin Kotlinski, director of events:**

September Centerway Square music flyers will be distributed soon.

Jazz & Harvest coming up Sept. 23-24 will include beer and wine tasting from 5-8 p.m., Friday; music in the square from 7-9 p.m., Friday; and music and family activities from 11 a.m.-5 p.m., Saturday. Music on Sept. 24 will include local band followed by Sammy Kershaw at 5 p.m.

Crystal City Ferrari will be held Sept. 2 with cars on blocks 2-3 from approximately 5:30-9:30 p.m. There will be drawings for Ferrari merchandise. There will also be an opportunity to vote for a People's Choice Award to benefit Sister Cities.

Welcome packets with bag stuffers will be distributed to this group upon their arrival in town.

**Sandie Wilson, director of administration and operations:**

The Centerway Parking Garage renovations continue. The project is still on schedule, with completion anticipated by Sept. 23.

Ann Welles asked about the street light out in front of her building on block 2. Lee Welles responded that the high street lights are maintained by the city, and businesses should contact the DPW Department at City Hall.

Fabrizi responded that the lower decorative lights and tree lights are maintained by the Gaffer District.

Wilson reported that the tree lights are run from GFI outlets on the pole that are in need of replacement. This is a work in progress.

**Kristen Stewart, director of preservation and design**

The Historic Walking Tour now has its own Facebook page, please check it out. The page may soon include trivia questions and possibly prizes. It's an opportunity for businesses to link up to their own pages.

Ann Welles asked where she might be able to find more information about her building. Stewart noted that the Gaffer District offices have building histories on many of the downtown buildings as well as many photos. Please contact her for more information. Ginny Coon suggested that a video conversation with Joe Cuda might be beneficial as he has lived on Market Street for years and has a wealth of knowledge about the street.

**Dawn Burlew, Manager of Business Development**

At tomorrow's board meeting, the group will hear the results of the Gaffer District Market Mix Study that was done this summer. The information will be presented to the GDBA at the September meeting.

Many buildings on Market Street are under renovation. There is 90 percent occupancy at this time.

Laser Art Shop is leaving the street to relocate to a more convenient location.

The Tommy Hilfiger store renovations are taking longer than expected. The store now plans an opening at the end of October.

Crunge Records has relocated to block 1.

The Cellar will be expanding into the former Crunge Record space.

Leather and Lace has closed, but a book store will be taking the space.

**Corning Area Chamber of Commerce—Maleah Helfrich**

The Chamber of Commerce will hold their annual golf tournament on Sept. 12.

Sponsorships are available.

Leadership Training Seminar deadline is Sept. 14.

For more information on programs visit the chamber's website:

[www.corningny.com](http://www.corningny.com)

**Corning City Council-Lee Welles**

The council is working on a 10-year road plan.

One of the things they are also working on is a councilman orientation policy.

Elections will be happening this fall with races for the mayor, and council seats for Wards 2, 4, 6 and 8.

The Steuben County League of Women Voters will hold a meet the candidates soon.

**9/11 Tribute—Barry Nicholson**

Nicholson noted that this Sept. 11 would be the 10 year anniversary of the attack on the World Trade Center towers, etc. Asked if local police or fire departments may be doing anything, Kotlinski responded that she knew of no planned program. It was mentioned that many of the local responders who participated in the cleanup efforts in 2001 may be headed back to NYC for ceremonies.

**Calendar Dates—Barry Nicholson**

Sidewalk Sales had been discussed with a plan to move the event from mid-July to early August, and drop the Crazy Daze title.

The celebration of Halloween has to be considered as it is on a Monday this year.

These discussions would be held at the next meeting.

**Business Update**

**Radisson Hotel:** Laurel Eschbach introduced Samantha Marks as the new coordinator for weddings at the hotel. She will be taking over for Shelly Krellner who will be concentrating on convention planning at the hotel. The hotel will host an open house Oct. 13 to show off the new renovations that have been made.

**The Crafting Cottage:** Georgiana MacMahon announced that the renovations at their new location are coming along. She hopes to host a grand opening mid-October, with a possible soft opening event sooner.

**Lando's:** 60's Night tonight beginning at 7 p.m. The event is open to the public.

**Old Business**

None.

**New Business**

None.

Meeting adjourned 9:10 a.m.