

**WNYSSB Board of Directors Minutes
March 9, 2017**

Attendance: Bob Lennartz, Bill Krebs, Pat Lamonte, Bill Even, John Burrell,

Guest: Steve Crowley

Excused: Pat Keem, Kim Bowers

Location: Papa Jakes Restaurant, Springville, NY

The meeting was called to order by Bob Lennartz at 6:30.

Tours: Pat Lamonte reported on her progress to arrange tours of the Byway. Pat has contacted Know How Tours, Maxima Tours and the Orchard Park Senior Center. Maxima Tours is very interested in tours originating in Clarence and the North Towns. Possible itineraries include stops in Orchard Park, Boston, Springville, Ashford and Ellicottville. Suggestions and comments from the Board include: stops along the Byway, coupons from retail and restaurants visited, visits to Terra Cotta in Boston, visits to the Antler Shed in West Valley, visit to the Springville Auction, and visit to the Ellicottville Arboretum. Pat reports that the first tours should happen this September or October.

Recognition Plaque: Bill Even reported that engraving of the brass plates for municipal recognition is \$30 per plaque. Bob asked that Bill Even prepare a sample plaque for the next meeting.

Municipal Fees: Bob explained that the Municipal Fees of \$250 per year cover the operating costs of the Byway as a non-profit organization. There are 8 towns and villages in Erie County and 3 towns and villages in Cattaraugus County. John reported that the Town of Ellicottville and the Village of Ellicottville will pay the Municipal Membership fees. Bill Krebs will send fee notices to the Town and Village. Bob will contact the Town of Ashford to explain the benefits and operation of the Byway. Bill Krebs will send a reminder to the Towns of Boston and Colden to pay their membership fees.

Fund Raising and Promotions: There was a general discussion of publishing and selling a Byway map with retail locations, CFA grants to promote tourism, placement of Pedestrian Information signs in Ellicottville, and tourism in West Valley.

Minutes of November 10, 2016: Motion to Approve John Burrell. Second Bill Even. All in favor. Motion carried.

Treasurer's Report: Balance as of 2/28/2017: \$3,627.95 Motion to Approve report John Burrell. Second Bill Even. All in favor. Motion carried.

Springville Pop Warner Trail Pedestrian Information Sign. Motion to award Johnson-Herr Associates the graphic layout bid of \$760; and ProGraphics Signs the construction and installation bid of \$3875 by Bob Lennartz. Second by Bill Even. All in favor. Motion carried.

Publicity: John Burrell reported that Ellicottville newspapers reported that the Town had approved payment of the Municipal Fees and printed pictures of the Byway signs. There was a general discussion of the increased views, likes, and posts on the Byway Facebook page.

Chamber of Commerce's: Bob volunteered to make presentations to the area Chambers and asked Bill Krebs and Bill Evens to volunteer for Byway presentations at Chamber meetings.

Next Meeting: June 8, 2017, Papa Jakes in Springville, 6:30 PM

Adjourn: 8:05 PM

Respectfully submitted,
Bill Krebs, March 10, 2017