

WNY Southtowns Scenic Byway

September 2017 Meeting

September 14, 2017 * 6:30 p.m.

MEMBERS PRESENT:

Bob Lennartz, Kim Bowers, Steve Crowley, Bill Even,
Pat Keem, Bill Krebs, Pat Lamonte

MEMBERS EXCUSED:

John Burrell, Ron Klinczar

1. June meeting minutes
 - a. Motion was made by Pat Keem and seconded by Pat Lamonte to approve the minutes as written.
 - b. Motion was unanimously accepted and carried.
2. Treasurer's Report
 - i. Beginning Balance = \$7,380.07
 - ii. Ending Balance = \$7,983.72
 - iii. Motion was made by Bill Even, seconded by Bill Krebs to approve the Treasurer's Report as noted above.

Motion was unanimously accepted and carried.
3. Byway Tours Update – Pat Lamonte
 - a. Know-How Tours: First one is set for Roycroft etc. (see details sent by Pat Lamonte and online)
 - b. Maxima Tours: see attached.
 - c. Much kudos to Pat for her efforts and hard work in making this happen!
 - d. Rally Masters of WNY – contacted Bill and Bob. Bob provided them with several of our brochures.
4. Distribution of the Byway Champion plaques was made to the participating towns and villages of the Byway.
5. Officer Elections
 - a. Bob Lennartz was nominated by Bill Even with a second by Pat Lamonte for a three-year term as President.
 - b. Motion was unanimously accepted and carried.
6. Marketing Expense:
 - a. Discuss how to utilize the last \$400 of the Erie County grant.
 - b. Should we pay for any advertisements on social media such as Facebook?
 - c. Discuss possibility of ordering more brochures. We are down to a couple hundred.
7. 2018 Agenda:
 - a. What can we do to increase community awareness of the Byway and promote our mission statement?
 - b. What are we doing right and what can we do better.
 - c. This effort is an update of the short-term goals of our business plan.

d. Input and suggestions from every board member is vitally important.

- Bill Krebs:
 - Marketing tours in the Northtowns
 - Senior centers & their newsletters
 - Local newspapers such as the Bee Publications
 - Visit Buffalo Niagara
 - Continue with Facebook
 - Tours originating in the Southtowns
 - West Seneca, Orchard Park, Hamburg
 - Springville, Boston
 - Pedestrian informational signs in Ellicottville and Ashford
 - Funds for a Director who would promote Byway full-time & answer to the Board.
 - Prepare brochures with advertising from Byway tourism destinations
 - Prepare tourism grants (ESD & WNY REDC)
 - Coordinate Byway efforts with regional tourism groups such as EC Farm Trail, VBN & Enchanted Mountains
 - Represent Byway in local Chambers of Commerce
 - Represent Byway in local festivals
- Bill Even:
 - Create an audio tour app that allows visitors to listen to pre-recorded messages as they visit each interpretative sign location.
- Pat Lamonte:
 - Continue to work with bus tour companies such as Know-How tours to create interesting and informative tours of the Byway for the various seasons of WNY.
- Kim Bowers:
 - Create an agenda for annual fundraising efforts and events.

Next meeting will be on Tuesday November 14th at 6:30pm at Papa Jake's Springville.