

**WNYSSB Board of Directors Minutes  
November 13, 2018**

**Attendance:** Bob Lennartz, Bill Krebs, Rich Berstein, Bill Even, John Burrell, Steve Crowley, and Jason Kedding

**Excused:** Kim Bowers, Pat Keem, Ron Klinczar

**Location:** Papa Jakes Restaurant, Springville, NY

The meeting was called to order by Bob Lennartz at 6:30. Bob welcomed Town of Boston Supervisor Jason Kedding.

**Approval of Minutes of the Directors Meeting of September 11, 2018.** Motion by Steve Crowley. Second by John Burrell. All in favor. Motion carried.

**Approval of Treasurer's Report.** Balance ending October 31, 2018 is \$5023.65. This includes the Erie County Grant, and membership dues. Motion to approve by John Burrell. Second by Bill Even. All in favor. Motion carried.

**Discussion Items:**

**Road Signage:** Discussion about the inventory of signs on Byway application, existing signs, Byway restrictions on future signs, and local municipality restrictions.

**Chamber of Commerce Membership:** Discussion about Byway membership in local Chambers of Commerce. Consensus that membership leads to effective partnerships. Motion to belong to the Chambers of Commerce in East Aurora, Springville, Ellicottville, Orchard Park, Ashford, and Boston-Colden by Bob Lennartz. Second by John Burrell. All in favor. Motion carried.

**Friends of the Byway Plaque:** Bob Lennartz presented a Friend of the Byway Plaque to Supervisor Jason Kedding for the Town of Boston's continued support the Byway.

**Byway Brochures:** 5000 brochures have been printed and distributed by Brand Connect Innovations. Cost is \$1350 for distribution in over 24 places including Visit Buffalo Niagara, Buffalo Niagara Airport, hotels, the AAA, and Chamber offices. Bob Lennartz moved to renew the contract with BCI for distribution of brochures at a cost of \$1350. Second by John Burrell. All in favor. Motion carried.

Rich Berstein suggested distributing brochures along Route 86 rest stops, areas south of the Byway, and in Ellicottville through the Ellicottville Chamber.

Bob Lennartz moved to print in the Spring and distribute 6000 brochures at a cost not to exceed \$900. Second by Bill Even. All in favor. Motion carried.

**Erie Cattaraugus Rail Trail.** Bob Lennartz questioned whether the Byway should support ECRT and the development of a multiuse rail trail on the 27 mile B&P corridor from Orchard Park to Ashford. Discussion about local resistance to the trail involving invasion of privacy, property values, and public safety. Bill Krebs reported on the recent contract effected between the B&P and ECRT giving development rights to ECRT for a multiuse trail under the Federal Rail Banking program. He reported on Springville's experience in constructing the 1.7 mile trail within the Village with the help of community grants and the support of Erie County including the Byway informational sign at the Trail Head on West Main Street. He pointed out the corridor is parallel to the Byway and would offer safe hiking and bicycling along the Byway. And he said the project is just beginning and there is no specific plan to approve yet.

Consensus that the Byway would generally support this tourism initiative , but will wait for an appropriate time to voice support for specific plans or grants.

**I LOVE NY:** The Byway is now on the I LOVE NY app and website.

**Media Contact:** Bill has contacted Paul Mauer of the Ellicottville Times about writing articles about the Byway.

#### **For the Good of the Order**

**Bob Lennartz:** suggested we promote seasonal events on the Byway.

**Rich Berstein:** reported that the Town of Ashford is interested in promoting kayaking and tourism along the Cattaraugus Creek.

**Bob Lennartz and Bill Even:** will participate in the NY Scenic Byway Advisory Council meeting.

**Next Meeting:** March 12, 2019, 6:30 PM, Papa Jakes Restaurant West Main Street, Springville.

**Adjourn:** 8:20 PM in a snow fall.

Respectfully submitted,  
Bill Krebs, November 30, 2018