

WNY Southtowns Scenic Byway

June 2018 Meeting

June 12, 2018 * 6:30 p.m.

MEMBERS PRESENT: Richard Bernstein, Kim Bowers, John Burrell,
Steve Crowley, Bill Even, Bob Lennartz

MEMBERS EXCUSED: Ron Klinczar, Pat Lamonte, Pat Keem, Bill Krebs

OTHERS PRESENT: None

1. March 2018 meeting minutes
 - a. Motion was made by John Burrell and seconded by Bill Even to approve the minutes as written.
 - b. Motion was unanimously accepted and carried.
2. Treasurer's Report
 - i. Beginning Balance = \$3,187.72
 - ii. Ending Balance = \$3,545.65
 - a. Motion was made by Steve Crowley, seconded by John Burrell to approve the Treasurer's Report as noted above.
 - b. Motion was unanimously accepted and carried.
3. Addition of Rich Bernstein to the Byway board.
 - a. Motion was made by John Burrell, seconded by Bill Even to nominate Rich Bernstein to the Board.
 - b. Motion was unanimously accepted and carried.
4. Tenth anniversary as a Byway is July 7th.
 - a. How do we get the word out?
 - i. Press Releases regarding anniversary
 - ii. Articles submitted to various paper publications
 - b. Any special celebration ideas?
5. Marketing:
 - a. Bob Lennartz will begin visiting each of the municipalities on the Byway.
 - b. Flyer inserts into Town Pennysavers.
 - c. Visit Buffalo-Niagara (300,000) booklets distributed.
 - i. How do we get an interview / article in the booklet?
 - d. Buffalo News' Buffalo Magazine
 - e. Brochures printed:
 - i. Erie County Grant - \$3,000.
 - ii. Motion was made by Bill Even and seconded by Kim Bowers to order an additional 5,000 brochures.
 - iii. Motion was unanimously accepted and carried.

6. 2018 Agenda:

- a. Addition of Board Members – from other Towns on the Byway – Bob Lennartz will review and make some possible suggestions.
- b. Research the potential of adding 4 interpretive signs in Catt County.
 - i. John Burrell and Rich Bernstein will lead an effort to put up 2 signs in Cattaraugus County. They will explore various funding options.

Next meeting will be on Tuesday September 11th at 6:30pm – location TBD.