

## WNY Southtowns Scenic Byway

March 2018 Meeting

March 13, 2018 \* 6:30 p.m.

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**MEMBERS PRESENT:** John Burrell, Bob Lennartz, Kim Bowers,  
Bill Even, Pat Keem, Bill Krebs

**MEMBERS EXCUSED:** Ron Klinczar, Pat Lamonte, Steve Crowley,

**OTHERS PRESENT:** Richard Bernstein

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1. September 2017 meeting minutes
  - a. Motion was made by Pat Keem 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 = \$7,983.72
  - ii. Ending Balance = \$3,187.72
  - iii. Motion was made by Bill Krebs, seconded by John Burrell to approve the Treasurer's Report as noted above.

Motion was unanimously accepted and carried.
3. Scenic Byway Membership Fee – Bill Krebs
  - a. Notifications have gone out for 2018
  - b. \$250 each for each of the 11 municipalities on the Byway
4. Springville Field and Stream Community Trout Pond Aquatic Habitat Restoration and Rehabilitation – reached out to the WNYSSB for a letter of support.
  - a. Motion made by Kim Bowers in acceptance of the letter and seconded by John Burrell.
  - b. Motion was unanimously accepted and carried.
5. Byway Administrators Association - Bill Even
  - a. Progress with the new leadership at the NYSDOT Byway division.
  - b. BywayAdmin.com is up and running.
  - c. Approx. 21 Byways in NYS.
  - d. Think Tank – allows for open discussion / what are other Byways doing?
6. Marketing Expense:
  - a. Brochures template:
    - i. Motion was made to update the brochure template for proper interpretive sign notification by Matt Steinberg for \$150.
    - ii. Motion was made by Bob Lennartz and seconded by John Burrell.
    - iii. Motion was unanimously accepted and carried.

- iv. Once updated, Bob will reach out to Bill Even to coordinate ordering more brochures with XOAR Communications.
  - b. Should we pay for any advertisements on social media such as Facebook?
    - i. May be beneficial when promoting Events happening on the Byway.
  - c. Research the potential of adding 4 interpretive signs in Catt County.
    - i. John Burrell and Rich Bernstein will lead an effort to put up 3 signs in Cattaraugus County. They will explore various funding options.
    - ii. The Byway will consider funding up to \$1,000 for this project.
  - d. Discuss how to utilize the last \$400 of the Erie County grant. Possibility to be used to reimburse Bill Even for creation of Byway Administrators Association.
- 7. 2018 Agenda:
  - a. \$3,000 grant from Erie County with no expiration – coming soon.
  - b. Holiday Valley Marketing Dept reviewed our brochure and sent back some suggestions.
  - c. Addition of Board Members – from other Towns on the Byway – Bob Lennartz will review and make some possible suggestions.
  - d. Bob Lennartz will begin visiting each of the municipalities on the Byway.

Next meeting will be on Tuesday June 12<sup>th</sup> at 6:30pm – location TBD.