

WNY Southtowns Scenic Byway

March 2022 Meeting

March 8, 2022 * 6:30 p.m.

Remote via Zoom

MEMBERS PRESENT: Kim Bowers, Steve Crowley, Bill Even, Jason Keding,
Bill Krebs, Bob Lennartz, Paul Mauer

MEMBERS ABSENT: John Burrell

1. September 2021 Meeting Minutes
 - a. Motion was made by Bill Even and seconded by Bill Krebs to approve the minutes as written.
 - b. Motion was unanimously accepted and carried.
 - c. Board of Directors directory has been updated with Bill Krebs' new email address.
2. Treasurer's Report:
 - i. Beginning Balance = \$8,266.19
 - ii. Ending Balance = \$9,291.48
 - a. Motion was made by Steve Crowley seconded by Bob Lennartz to approve the Treasurer's Report as noted above.
 - b. Motion was unanimously accepted and carried.
 - c. Review of support from municipalities: all but Town of Ashford are paid. Steve will follow up with John who will follow up with the Town. Additionally, Bill K. will send out a reminder as well.
 - d. Erie County Grant Funds – no report at this time.
 - e. Annual Filings IRS 990N, NYS Sales Tax and the CHAR 500 filing with the NYS Attorney General's office. Filings are due by March 20. Filings are all required to maintain our non-for-profit status and stay in compliance with Federal and State tax laws.
3. Interpretive Sign Addition
 - a. Steve Crowley and John Burrell will revisit a sign to be installed in Ellicottville.
 - b. Future discussion about Catt County funds donation.
4. Website Updates:
 - a. Bill Even has revamped our website and is now live.
 - i. Send pics of Interpretive Signs to Bill for website posting.
 - ii. Bill has Calendar of Events but needs contributions from all board members.
 - b. Bill Even has purchased a phone app software and testing currently through Google Store for Androids; next will be the Apple Store for iPhones..
 - i. If we continue with an app, how do we promote it?
 - ii. Research possibilities of advertisers for the app.
5. NYSDOT signs update.
 - a. Replacement of road signs due to fading – those in Catt County were completed summer of 2021 and Erie County will be tentatively completed in 2022.

6. Need for additional board membership.
 - a. Suggestion was made to reach out to Scott Bieler / West Herr (new owners of Aurora Theater) for possibility of adding a board member.
 - b. Additionally, we should reach out to some of the Chambers in which we are members, asking if there is interest in joining our board.

7. Photo contest discussion.
 - a. Discussion led by Bill Even and Paul Mauer.
 - b. Planned process
 - i. Submissions would start June 1st through November 30th with judging in December with awards to be presented in January.
 - ii. One (1) submission per month per person.
 - iii. Press release and publication in area papers and our website as well as social media.
 - iv. Bob made a motion and seconded by Paul to allow for a \$100 cash prize with smaller donated prizes for runners-up. Additionally, allowed Bill Even to spend up to \$500 for photo contest app software.
 - v. Bill Even to set up Contact Form for submissions (including a tag of where the photo was taken which MUST be on the Byway) on our website with terms and conditions.
 - vi. Reach out to the local newspapers to be Judges.
 - vii. Paul will reach out to the local newspapers for promotion.
 - viii. Bill Even will be sure to tag WNYSSB signage to the contest promotions.

8. Next meeting will be on Tuesday June 14th at 6:30pm – location TBD.