

WNY Southtowns Scenic Byway

May 2022 Meeting

May 31, 2022 * 6:30 p.m.

Julie's Restaurant, Springville

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

MEMBERS ABSENT: John Burrell

SPECIAL GUEST: Ron Klinczar (previous board member)

1. March 2022 Meeting Minutes
 - a. Motion was made by Steven Crowley and seconded by Jason Keding to approve the minutes as written.
 - b. Motion was unanimously accepted and carried.
2. Treasurer's Report:
 - i. Beginning Balance = \$9,291.48
 - ii. Ending Balance = \$9,891.48
 - a. Motion was made by Bill Even seconded by Bill Krebs to approve the Treasurer's Report as noted above.
 - b. Motion was unanimously accepted and carried.
 - c. Erie County Grant Funds – Bob Lennartz signed paperwork for the grant with anticipated arrival of the first \$5,000 in mid-July and the second \$5,000 following shortly afterward. The grant total of \$10,000 must be used exclusively in Erie County.
3. 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.
4. BCI brochure distribution services – invoice to be paid for \$695 for 12-month period.
5. 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.
6. Technology 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.

7. Photo contest discussion.
 - a. Discussion led by Bill Even and Paul Mauer.
 - b. Paul has been instrumental in contacting businesses and Bill has been handling the technology side.
 - c. Planned process
 - i. Submissions will start June 6th through November 30th with judging in December and awards to be presented in January.
 - ii. No more than (5) five submissions per person.
 - iii. Press release and publication in area papers and our website as well as social media.
 - iv. Bill Even set up a 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.
8. Need for additional board membership.
 - a. Look to reach out to some of the Chambers in which we are members, asking if there is interest in joining our board.
9. Next meeting will be on Tuesday September 13th at 6:30pm – Julie’s Restaurant.