

## WNY Southtowns Scenic Byway

March 2023 Meeting

March 14, 2023 \* 6:30 p.m. (via Zoom)

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**MEMBERS PRESENT:** Kim Bowers, Steve Crowley, Bill Even, Scott Honer  
Jason Keding, Bill Krebs, Bob Lennartz

**MEMBERS ABSENT:** John Burrell, Paul Mauer

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1. November 2022 Meeting Minutes
  - Motion was made by Bill Krebs and seconded by Bill Even to approve the minutes as written.
  - Motion was unanimously accepted and carried.
2. Update on Buffalo Bills Kiosk
  - Presentation made to Lynn Marinelli – WNY Director of Empire State Development who is the lead agency in the stadium development.
3. Treasurer's Report:
  - i. Beginning Balance = \$18,614.92
  - ii. Ending Balance = \$19,563.82
  - a. Erie County Grant Funds – A grant total of \$5,000 must be used exclusively in Erie County.
    - The legislature has requested an explanation of how the funds will be used.
    - Visit Buffalo Niagara ad (1/2 page for \$3200).
  - b. Required 990N form filed with IRS and required annual filing with NYS sales tax.
  - c. Motion was made by Bob Lennartz seconded by Steve Crowley to approve the Treasurer's Report as noted above.
  - d. Motion was unanimously accepted and carried.
4. Photo contest update from Bill Even.
  - Final thoughts:
    - i. 50 photos were submitted by 17 entrants.
    - ii. 12 finale images chosen from 8 photographers.
    - iii. 3 guest judges chose winning entries.
    - iv. Paul was responsible for distributing the winning prizes.
    - v. Suggestion was made to add a category for Phone pics in addition to camera pics.
    - vi. Next year, we will beef up advertising and media coverage.
    - vii. Kim made a motion and seconded by Jason Keding to award the Byway Champion to Bill Even, Paul Maurer and Bill Krebs.
5. Review of Marketing Efforts:
  - Boost ads / posts on Facebook.
    - i. Bill Even made a motion, seconded by Bob Lennartz.
    - ii. Bill Krebs suggested specific ad boosts vs general post.
6. The next regularly scheduled meeting will be on Tuesday May 9<sup>th</sup> at 6:30pm – Julie's Restaurant.