



OYSTER BAY

MAIN STREET ASSOCIATION NEWS

Volume 4

Winter 2016/2017

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Staff

Meredith Maus, *Executive Director*

Sasha Freedman, *Project Manager*



Expansion of the OBMSA Facade and Sign Grant Program

In September our facade and sign grant program began its fifth year of funding. Due to the success of the program, and to mark this major milestone, we expanded the program in order to incentivize even larger, more elaborate renovations to further improve the aesthetics of the downtown. The changes to the grant were two-fold:

1. A new tier was added, allowing applicants to submit their eligible projects as either an individual sign or facade improvement or as a combined facade and sign renovation. Individual grants remain eligible for a maximum \$2,000 reimbursement, but combined grants are eligible for a maximum of \$3,000.
2. The total grant annual budget increased from \$10,000 to \$15,000 and then again to \$17,500 to accommodate increased demand.

Since the grant first began in 2013, we have provided grants to 25 businesses, investing over \$42,000 into the downtown and leveraging an additional private investment of over \$26,000 from grant recipients - for a total investment of over \$68,000 into our buildings and businesses.

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What's New with the Oyster Bay Main Street Association?

The façade and sign grant program is not the only part of OBMSA that is going through some changes! Since the beginning of our fiscal year, we have made some notable changes to the administration, structure and even location of our organization, including:

New Officers Elected by the Board of Directors

August 31st marked the end of our fiscal year and with it a five year tenure of our slate of Executive Officers. Thank you to our President John Bonifacio, Vice President Henry C. Clark, Treasurer Claude Bahnik, and Secretary Kyle Piechucki for your hardwork, dedication, and for all the countless hours of your time spent providing valuable insight and direction. The Main Street Association would not be where it is today without you!

The board voted and elected a new Executive Committee, who will be taking the lead for the remainder of the 2017 fiscal year. Please join us in congratulating:

Sandra Coudert Graham, *President*

John Bonifacio, *Vice President*

Alex Urdea, *Treasurer*

Antonius (Ton) Heijmen, *Secretary*

We also welcomed three new board members this past year! A big welcome to Ton Heijmen, Linda Cassola and Alexis Pagano!

New Staff

In December of this past year, OBMSA secured a capacity building grant that allowed us to take on a part-time project manager. We are so pleased to introduce you all to the newest member of the team: Sasha Freedman!

Prior to working at OBMSA, Sasha worked as a Real Estate Agent at the Brookville Office of Laffey Fine Homes, as a Planner at H2M Architects & Engineers in New Jersey and as a Green Building (LEEDtm) Consultant. She has a Master's Degree in City and Regional Planning from the Bloustein School at Rutgers University and a Bachelor's of Arts in English Language and Literature from Smith College. As a current resident of East Norwich, Sasha not only brings pivotal expertise, but important insight as a member of our community. Welcome!



President Sandra Coudert Graham, Executive Director Meredith Maus, and Project Manager Sasha Freedman
Photo Credit: Linda Cassola

New Location

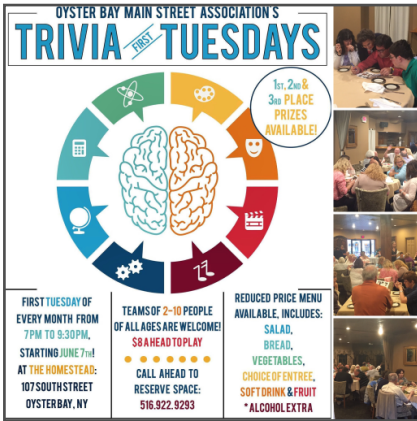
For those of you familiar with our office on West Main Street, it comes as no surprise that the hiring of a new staff member would require more office space. And so, in December we moved our offices to 19 Spring Street in the downtown. Drop by to say hello!

OBMSA's New Logo!

Designed and drawn by our Executive Director, the Board of Directors voted and approved our new logo!

A simple design, we feel this best highlights what the Main Street Association strives to accomplish - from our seasonal decorations to our larger renovation projects - protecting our historic assets and making them functional aspects of our downtown, while also improving the caliber of our Hamlet as a whole.





OYSTER BAY MAIN STREET ASSOCIATION'S TRIVIA FIRST TUESDAYS

1st, 2nd & 3rd PLACE PRIZES AVAILABLE!

FIRST TUESDAY OF EVERY MONTH FROM 7PM TO 9:30PM, STARTING JUNE 7th! AT THE HOMESTEAD: 107 SOUTH STREET OYSTER BAY, NY

TEAMS OF 2-10 PEOPLE OF ALL AGES ARE WELCOME! \$8 AHEAD TO PLAY

CALL AHEAD TO RESERVE SPACE: 516.922.9293

REDUCED PRICE MENU AVAILABLE. INCLUDES: SALAD, BREAD, VEGETABLES, CHOICE OF ENTREE, SOFT DRINK & FRUIT *ALCOHOL EXTRA

Trivia First Tuesdays

Beginning in June of 2016, OBMSA hosted trivia night the first Tuesday of the month for six months. Held at the **Homestead Restaurant**, participants were treated to an evening of stimulating trivia along with a reduced price dinner menu and plenty of drinks! Teams of two to ten people competed for top billing during three rounds of questions all culminating in the final round, where teams could wager none or all of their points - risking it all on one final question.



OYSTER BAY MAIN STREET ASSOCIATION'S DANCING IN THE STREET!

NOW IN ITS 6TH SEASON!

EVERY FRIDAY THIS JULY: JULY 1ST • 8TH • 15TH • 22ND & 29TH

JOIN US AT THE BANDSTAND ON AUDREY AVENUE FROM 7 TO 9 PM

BRING A CHAIR!

ENJOY FREE DANCE LESSONS AND LIVE DEMONSTRATIONS FROM PROFESSIONAL DJ'S

SPONSORED BY: BMW OF OYSTER BAY

6th Season of Dancing in the Street

For the sixth year in a row, OBMSA has brought music and dancing to the streets of Oyster Bay every Friday in July. From 7-9 pm we shut down the street in front of Town Hall and bring in a DJ who entertains the crowd with music, dance lessons and even on occasion a serenade or two!

We are so excited to announce that once again, **BMW of Oyster Bay** is sponsoring Dancing in the Street!

2017 Dancing in the Street Dates: July 7th, 14th, 21st and 28th



Halloween Parade with Raynham Hall

Originally projected to have a turn out of 75 to 100 attendees the Halloween Parade garnered a crowd of nearly 500 spectators, spectacles and ghouls! The event, which marched through the downtown, was led by the spooky puppets commissioned by **Raynham Hall** and culminated in a gathering at **Oakcliff Sailing Center**. Their winners of best individual, group, and dog costumes were given trophies provided by **Raymond James**. Due to the wild success of the event, we have already started planning next year's event!



Holiday Ice Rink

OBMSA hosted a skating rink for two nights in coordination with the OB-EN Chamber of Commerce's Christmas Tree Lighting & Holiday Market. The event was a huge success! Thank you to **2 Spring** for sponsoring this great event!

Despite the bitter cold, over 300 residents and visitors came out to enjoy the rink. We are excited to start the planning to make this an on-going tradition downtown!

Seasonal Design Initiatives in the Downtown

Seasonal Decorations Downtown

Every year we purchase, install, and maintain seasonal decorations in the downtown – from the wreaths on every lamppost and the Christmas Tree and bandstand decorations in the winter, to the hanging flower baskets which bring life and color to the Hamlet from Memorial Day through the Oyster Festival in mid-October. With Spring already here, we will be installing 162 baskets of petunias in time to celebrate Memorial Day!

Buying and maintaining these baskets each year is an expensive and time consuming undertaking. Our annual budget for FY 2017 is \$15,000 and we need your help! Keep an eye out in the coming weeks for a special invitation from OBMSA to sponsor your own hanging basket or full lamppost and help us bring the welcoming signs of spring to the downtown!



Second Season of Operation Clean Sweep

After a very successful first season, OBMSA once again secured the funds, with assistance from the Oyster Bay-East Norwich Chamber of Commerce, to hire local student Michael Todisco to help sweep up the streets and sidewalks during our peak visitor season, May through October.

We increased his hours from two days a week to three in an attempt to get on top of the loose debris left behind after trash pick up and the hugely successful Cruise Night hosted by the Chamber every Tuesday. Michael worked diligently throughout the Summer and even continued to work well into December, while beginning his freshman year at St. John's University.

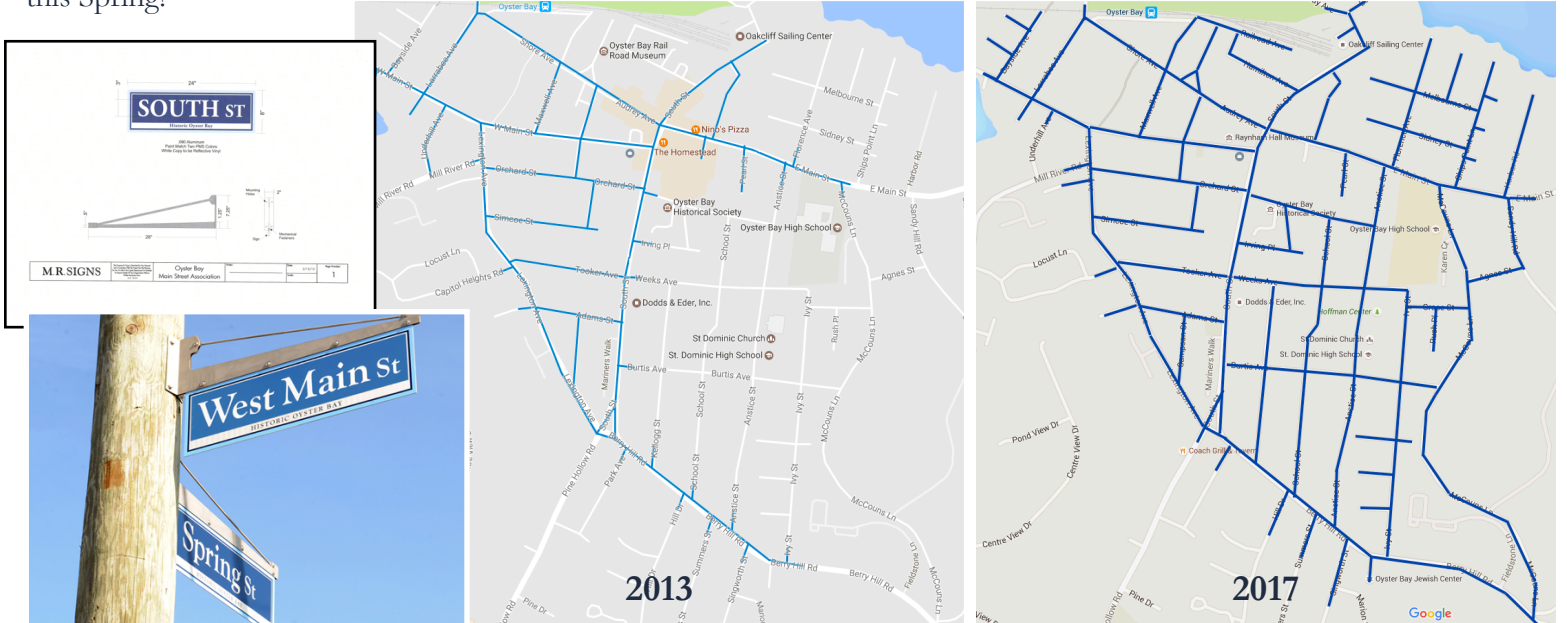
Despite Michael's hard work, garbage continues to be an issue that plagues our downtown and we are currently examining the ways we might expand the program for this upcoming season.

At the same time, through a coordinated effort with other local community groups, the Town of Oyster Bay, and Legislator Don MacKenzie, we are hopeful that the downtown will have new garbage receptacles this summer. These new bins will go a long way toward creating cohesion downtown, as we replace the existing mis-matched dilapidated cans, and the new design will also help reduce issues with loose debris and over-flowing garbage.

Ongoing Design Initiatives in the Downtown

Continuing our Coordinated Sign Plan for the Downtown

In 2013, as part of our Preserve America Grant, OBMSA designed, fabricated and installed 120 street signs in the downtown. We then raised private funds needed to cover the fabrication of the 90 additional street signs necessary to fill in the areas not covered by the initial grant. We are excited to announce that the signs have been produced and are just awaiting installation this Spring!



Design Technical Assistance

OBMSA offers technical design assistance to building and business owners in the downtown. We work with building owners interested in improving their properties, putting them in touch with trusted architects and contractors in the hope of creating historic and appropriate designs for the downtown.

To further encourage building owners to go the extra mile to secure these designs, we are offering to work with the owner to apply for and secure grant monies to assist in handling the costs. We have been working with several building owners in this capacity over the last year and are excited about upcoming renovations this year.

What OBMSA is Doing to Foster Economic Development

A major cornerstone of the Main Street approach to downtown revitalization is a strong and diverse economic base. Success in this area comes from attracting the right businesses and providing the support and assistance needed to start them off on the right foot. Over the past year, OBMSA has begun several initiatives aimed at strengthening Oyster Bay's downtown business district.

Updated Market Analysis

In order to create incentives to attract the right kinds of businesses, we first need to know what these businesses are. To determine that, we needed a grasp of what our current businesses offer, what there is a demand for, and what we as a community can reasonably sustain - in short, what we needed was a market analysis. For the past three months, our project manager Sasha has been reviewing census data, market indicators, and analyzing your survey results to put together this analysis.

Once complete, this analysis will be invaluable as a means to:

- Develop economic strategies and incentives;
- Entice new businesses and anchor tenants to start up in the downtown; and
- Identify key investors in the area

Oyster Bay Yoga, Nikkei of Peru, and Southdown Coffee are all recent beneficiaries of OBMSA's Technical Assistance programs!



Technical Assistance to New and Existing Businesses

1. Help Finding a Location

A major decision for any business, whether they are first opening or looking to expand, is choosing the right space. Size, price, and location are all important factors that must be taken into consideration.

In order to ease the search process, we keep a listing of available spaces including links and contact information on our website.

We are also able, in many circumstances, to provide businesses with personal introductions to local building owners and realtors.

2. Permitting Assistance

It is crucial for a small business to get up and running as quickly as possible once a lease is signed and rent becomes a factor. Prior to signing the lease or final deed we encourage all business and building owners to contact us.

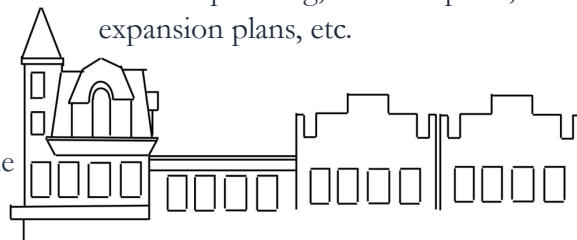
OBMSA leverages its positive relationship with the TOB Building Department to set up one-on-one consultations. Outcomes from these meetings include:

- Clarifying the permit process for the proposed use of the space
- Identifying possible variances needed, cutting down on hurdles and unexpected expenses
- Providing a timeline for the process

3. Business Workshops

OBMSA is currently putting together educational workshops open to all downtown businesses. Topics will include (but are not limited to) social media, marketing, building a website, e-commerce, and creating a business plan. The workshops are slated to begin this May.

Members of OBMSA also have the opportunity for one-on-one consultations with experts from the Small Business Administration, covering a range of topics specific to their individual businesses, such as financial planning, business plans, expansion plans, etc.



FY 2017 Facade and Sign Grant Recipients

(Continued from p. 1)

February marked the halfway point of our fifth funding cycle and in those six months we awarded six grants, disbursing our entire annual budget of \$15,000. With six more months to go we have expanded that budget to \$17,500 and would like to increase it even further as interest in the grant has showed no signs of slowing. We hope you will consider donating towards our new budget goal of \$25,000 so that we can continue to fund more great improvements in the downtown.



It is with great gratitude that we present the names of the individuals, foundations, businesses, and organizations who have supported our revitalization efforts throughout our 2016 fiscal year!

Founding Contributor

Bahnik Foundation
Frederic R. Coudert Foundation
Hunt & Betsy Lawrence
Wright & Valerie Ohrstrom
George & Abby O'Neill
Oyster Bay Community Foundation
Oyster Bay Chamber of Commerce
2 Spring

Commodore

Claude & Marie Bahnik
BMW of Oyster Bay
Constance Cincotta
Cozy Townsend LLC
Charles & Helen Dolan
Forest Iron Works
Sandra C. Graham
Nicole Maus
Kristian Nammack
Alex Urdea
Bradford Weekes

Skipper

Colette Buzzetta
Linda Cassola
Henry & Harriet Clark
Tracy Dellomo
Timothy & Gina DiPietro
Charles & Rebecca Finelli
Mario & Kelly Gallo
Dr. Joshua Kugler
The Moore Charitable Foundation
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Vito & Alexis Pagano
John Raggio
Linda Langsam & Len Rubin
Peter Schiff
Joseph Tymeck
Donald Zoeller
Thomas & Kathryn Zoller

Tactician

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Jack & Eve Bernstein
John & Debra Bonifacio
James Buzzetta
Kevin & Barbara Curry
Kayel & Elizabeth DeAngelis
David & Christine Ford
Phillip Frank
Ann Villela & Joseph Gallo
Maxwell & Aileen Geddes

Antonius Heijmen
David & Julie Heiss
John Hubbard
Christopher & Rebecca Lawton Flatters
Richard & Anita MacDougall
Meredith Maus & Tara Ricker
Kevin & Michele Mercier
Trevor & Jen Meyer
John O'Kane
Oyster Bay Brewing Company
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Thomas Pulling
Masaki & Kay Sato
Enrique & Robin Senior
James & Laura Smiros
Thomas & Margaret Stacey
Jessica Suarino
Peter Tilles
Steve Vaccaro
Peter Van Der Mije
Richard & Paula Weir
Wonderland Tree Care

Helmsman

Barbara Adelhardt
Harry & Navila Armon
James & Leslie Armstrong
Joanna Badami
Theodore & Raissa Bakalis
Lou Baldino
Phillip & Jackie Blocklyn
Elizabeth Brown
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Rob Brusca
Maura Burns
Judith Chapman
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Lorraine Cohn
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Paul DeOrsay
Annette Di Re
Joseph Donohue
Alex Gallego
Thomas Hogan
Mark & Sealy Hopkinson
Marc & Valerie Kamin
Paul & Miriam Klass
Mark Laffey
Russell & Jane Launer
Thomas Maus
Tina Mazzerella
Robert & Diane Meltzer

Willets & Christina Meyer
Stephen & Christina Mills
George & Cindy Mudford
Tina Lewis & Rob O'Brien
Frank & Meredith Olt
Oyster Bay Civic Association
Susan Peterson
Clayton Prugh
Karen Purcell
Dawn Riley
Elizabeth Roosevelt
James & Rita Roselle
Steve Ross
Patricia Sands
Robert & Maryann Santos
Joan Shepard
David & Elizabeth Townsend
Stanley S. Trotman
John & Elena Urdea
Russell & Avery Wasoleck
Diana Collins & Townsend Weekes

Sailor

Abby Aronowitz
William & Santa Burke
Charles Colwell
Maria Czarniecki
Susan Dembo
John & Joan Drury
Daniel J. Epp
Laura Escobar
Patricia Farnell
Friends of Sagamore Hill
Joanne Gallo
Steven Gilroy
Eric W. Goldstein
Martin B. Greenburg
Fredd & Marjorie Isaksen
Fran Johnston
Michael & Mary Beth Kelly
Richard LaMarca
John Lancia
Richard Loughlin
Jerry Mavros
David & Lisa Natale
Patrizia Spafford
Michael & Roaseann Squire
Frances Tria
Virginia Uhlinger
Mario Vezza
Nicola Walter
Michael & Kathy Weiss