



Oyster Bay Main Street Association

Board of Directors

Claude Bahnik, Dennis Belfiore, John Bonifacio, Bill Burke, Henry Clark, Tracy Dellomo, Walter Imperatore, Diane Meltzer, Danielle Olesen, Carmine Pirolo, Patsy Randolph

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OYSTER BAY
Main Street Association

Report to Members
September 16, 2010



OYSTER BAY Main Street Association

‘A Year of Amazing Changes’

Thursday, September 16, 2010, 7-9pm
Octagon Hotel, 67 West Main Street, Oyster Bay

with special guest Nancy Melius-Murton,
Oheka Castle & Gold Coast Mansions Historic Long Island Alliance



Nancy Melius-Murton

Agenda

Welcome and Introductions	7:00pm
Election of Board Members	7:15pm
Executive Director's Report	7:20pm
Committee Reports	7:40pm
Keynote Address	8:00pm
Main Street Awards	8:30pm

About Our Keynote Speaker

Nancy Melius-Murton is the Director of Marketing at Oheka Castle in Huntington, New York. This historic home of Otto E. Kahn was built between 1917 and 1919. Following a period of neglect, the home was purchased in 1984 by Gary Melius, and since then the estate and gardens have been lovingly restored. Nancy returned to Long Island a few years ago to spend more time with her family and to develop the family business. This followed a diverse career that included performing in the National Tour of *Cats* and in *Gypsy* on Broadway with Tyne Daly. She also had a career in the fashion industry and interior design, before managing a successful computer company while dividing her time between London and New York.

Nancy and the Melius family have an affinity to ensure that the Gold Coast Mansions and other historic sites on Long Island remain in existence for generations to come. Through her leadership the Gold Coast Mansions Historic Long Island Alliance was formed in 2009. The month of May 2010 was designated “Long Island History Month” by both Nassau and Suffolk counties. A new website has also been created to promote Gold Coast mansions and other historic places on Long Island (www.historiclongisland.com).

In the coming years, Nancy will work to keep the alliance growing while continuing to support her father's vision of completing the restoration of Oheka Castle.

OYSTER BAY Main Street Association



Harvest Regatta Celebration

Friday October 8, 6:30-11pm * 2 South Street, Oyster Bay NY 11771 * Dinner Dancing Fun!

Oakcliff Sailing Center and the Oyster Bay Main Street Association invite you to a wonderfully bountiful Harvest Regatta Celebration, Friday October 8. The evening will begin with a strolling dinner in the quaint clubhouse and grounds at 2 South Street and will continue next door with live music and dancing. A unique silent auction will run throughout the evening and works will be on display by local artists Kirk Larsen and Bill Jonas.

Individual Tickets: \$75 in advance, \$100 at the door

Sponsorships Available: Lead \$2,000, Supporting \$1,000

The following day's Harvest Regatta will showcase Oyster Bay's beautiful classic yachts in their final race of the season as well as the many modern boats that Oakcliff is thankful to have. Join community leaders, competitive sailors and generally all-round-fun people in celebrating a successful inaugural year at Oakcliff Sailing Center and the continuing success of Oyster Bay's Main Street Association.

To purchase a ticket complete this form, and send it to OBMSA / P.O. Box 116 / Oyster Bay, NY 11771

Name (s): _____

Address: _____

Number of tickets: ____ X \$75 Amount Enclosed: _____ Check enclosed: ____ (or)

Credit Card: _____ exp: _____ Security Code: _____

Please mail ticket requests to: OBMSA PO Box 116, Oyster Bay NY 11771

All proceeds are tax deductible and jointly benefit Oyster Bay Main Street Association & Oakcliff Sailing Center.

Tickets may be purchased on line by going to <http://www.oakcliffsailing.org>

How Do We Do What We Do?

Here is where we get our support from, and what we use those funds for each year. Fiscal year starts on the year prior and ends on August 31 in the year listed.

	<u>FY2010</u>	<u>FY2009</u>	<u>FY2008</u>
Revenue			
Foundations	\$30,000	\$40,000	\$70,000
Founding Contributors	\$20,000	\$15,106	\$15,000
Membership	\$11,623	\$7,785	\$5,885
Board Member Contributions	\$1,750	\$1,710	\$1,500
Grants	\$0*	\$36,500	\$45,339
Other Income	<u>\$4,360</u>	<u>\$19,702</u>	<u>\$58,010</u>
Total Revenue	\$67,733	\$120,803	\$195,734
Operating Expenses			
Payroll Expenses	\$48,800	\$45,900	\$46,875
Payroll Tax Expense	\$5,866	\$4,201	\$5,263
Accounting	\$5,551	\$5,511	\$14,117
Insurance	\$1,308	\$1,293	\$2,099
Telephone / Web Hosting	\$641	\$816	\$1,911
Printing and Publications	\$159	\$473	\$180
Office Supplies	\$266	\$211	\$706
Postage and Delivery	\$766	\$230	\$848
Rental Expenses	\$8,750	\$2,251	\$8,686
Advertising	\$0	\$639	\$567
Dues & Subscriptions	\$250	\$510	\$355
Misc. Expenses	<u>\$861</u>	<u>\$281</u>	<u>\$0</u>
Sub-Total Operating Expenses	\$73,218	\$62,316	\$81,607
Program Expenses			
Organization Committee	\$6,745	\$2,564	\$2,260
Promotion Committee	\$7,553	\$8,960	\$11,605
Design Committee	\$7,755	\$72,215	\$82,044
Economic Restructuring Committee	<u>\$5,000</u>	<u>\$0</u>	<u>\$0</u>
Sub-Total Program Expenses	\$27,053	\$83,739	\$95,909
Total Expenses	\$100,271	\$146,055	\$177,516
Net Operating Surplus / Deficit	(\$32,537)	(\$19,378)	\$15,016
Starting Fund Balance	\$81,892	\$607,819	\$592,803
Ending Fund Balance	\$49,355	\$81,892	\$607,819

* Please note totals for FY2010 do not include the \$200,000 New York Main Street Grant that was awarded and subsequently invested in several building renovation projects downtown.

Note: These numbers are not audited. For a complete reporting of our financial performance, please review our 990 Statements available at Guidestar.com or at our website: www.oysterbaymainstreet.org.

Who We Are?

Members of the Board of Directors are elected by active members of the organization for up to a maximum of three 3-year terms. Officers are elected for the board at the first business meeting of each fiscal year. Board members are expected to serve on at least one committee.

Class of 2011

Claude Bahnik
Walter Imperatore
Danielle Olesen

Class of 2012

Henry Clark
Tracy Dellomo
Diane Meltzer

Class of 2013

Dennis Belfiore
John Bonifacio
Bill Burke
Carmine Pirolo
Patsy Randolph

What We Do?

Mission Statement

The Oyster Bay Main Street Association (OBMSA) is dedicated to enhancing and promoting an attractive and thriving downtown, while maintaining its historic integrity. We are a 501 (c) 3 Non-Profit using the national Main Street Approach[®] to downtown revitalization.

Vision Statement

The inviting gateways to Oyster Bay, including the waterfront, Route 106, or the Long Island Railroad, lead to an aesthetically pleasing historic downtown. Visitors and residents alike are impressed by the artistic and cultural attractions, including appealing diverse restaurants and shops. Walking through the downtown, one can view public art and a pleasing streetscape, which provides outdoor seasonal dining. Museums and an accessible waterfront provide an engaging family-friendly experience.

Strategic Goal #1 – Enhancing Civic Value

Increase public awareness of OBMSA as an agent for positive change in the district by coordinating people, partners, and resources to support the ongoing revitalization efforts.

Strategic Goal #2 – Enhancing Social Value

Create and support activities and events to generate excitement, local pride, and commerce in the historic downtown.

Strategic Goal #3 – Enhancing Physical Value

Preserve and enhance historic resources and local character through appropriate design, to make downtown Oyster Bay visually appealing, clean, and safe for residents and visitors.

Strategic Goal #4 – Enhancing Economic Value

Support and retain existing businesses, while working to attract diverse new businesses to create a more sustainable local economy.



As the Oyster Bay Main Street Association prepared to enter our second decade this year, it was a perfect time to take stock of the work we've done, and prepare for the future. Evaluation of the program started in November 2009. Later a planning workshop was held on April 9 and 10, 2010. Eight hours later the organization emerged with a new mission statement, vision statement, and four strategic goals. This will guide our work over the next three years, at which time the vision and goals may be updated.

What a \$200,000 Investment Has Bought

In August 2009 Main Street received a \$200,000 grant from the New York State Housing Trust Fund Corporation for building renovation projects in downtown Oyster. Priority was given to projects that prevent dangers to public health and safety, protect historic buildings, reduce blight and contribute to economic recovery, and include a residential component.

Brower House, 39-41 East Main St

This historic building was built in several pieces during the 19th century, though for the past several decades had been underutilized and vacant. The building was rehabilitated, and now has space for up to 3 retail units on the ground floor, and 2 one-bedroom apartments above.



Jack Halyards American Bar & Grill, 62 South St

The existing Fiddleheads Restaurant was expanded to become home of the present Jack Halyards American Bar & Grill. Main Street grant dollars were invested to help stabilize an existing business, and to spur revitalization efforts on the South Street corridor.

Townsend Inn Annex, 9 Audrey Ave

This building was originally constructed in 1906 as an annex to the Townsend Inn on West Main Street. The building had been allowed to deteriorate for many years. Vinyl siding was replaced by cedar shakes, windows revealed and reglazed. Mill Pond Consignment recently opened on the ground floor.



Shangri La Spa, 63 Audrey Ave

This building received new tuck-pointing to correct a water infiltration problem. The vinyl awning from the previous business was removed, and a new historically appropriate fabric awning was added, helping this building and the new business there to stand out. The twin-building next door at 61 Audrey Ave will also be improved with Main Street grant support.

North Shore Bank Building, 90 South St

The North Shore Bank Building was built in 1907. At one time the Theodore Roosevelt Association had its offices on the upper floor. New signs and awnings were installed in July-August 2010. Among these is a reproduction of the coin commissioned by the famed artist and sculptor August St. Gaudens, which hangs over the front door. The Coin Galleries of Oyster Bay presently occupy the building and have reported a substantial increase in business following completion of their sign project.



Needs We Have Identified Moving Forward

Resources are needed to continue momentum gained from completion of the Octagon Hotel and several other building projects supported by the New York Main Street grant. Thanks to a very generous contribution we are pleased to announce creation of the Oyster Bay Revolving Loan Fund capitalized at an initial \$20,000. This will give the resources needed to assist with façade improvement, building renovation, and business development activities.



Priorities of this program will be similar to that of the New York Main Street grant. A special effort will be made to work with building and business owners to:

1. Identify illuminated box signs and temporary vinyl banners, and replace these with historically appropriate signage.
2. To find buildings with vinyl or aluminum siding, and replace this with historically appropriate materials.
3. Assure that any changes made respect the historic character of buildings in question and the downtown as a whole.

Contributions are actively being sought to expand this program. Those with an interest in giving should contact the Oyster Bay Main Street Association office at (516) 922-6982.

The World Is Rediscovering Historic Oyster Bay

A make-over of the space on Audrey Avenue between the U.S. Post Office and the Oyster Bay Railroad Museum was held June 12 and 13, 2010. This community planning event was meant to demonstrate the potential of this area if action was taken. Pop-up stores, a pop-up park by the Oyster Bay Railroad Station, and a farmers' market were among the ideas that were tried out. This event helped to spark people's imagination and lead to a number of spin-off projects to focus on over the next 48 days to follow, including the Farmers' Market.

The first-ever Farmers' Market is held at the Derby-Hall Bandstand in downtown Oyster Bay on Friday, July 30, 2010. Over ten vendors participated, providing a variety of products from produce, to fresh baked goods, bread, cheese, tomatoes, pickles, and honey products. The market was very well-attended. Markets are being planned every Friday for the triangle park between the Town Hall and Post Office. Hours will remain from noon to 6pm.

This year marked the second-annual season of Oyster Bay Sundown concerts that coincided with the Art Walk on the First Thursday of each month. Following our kick-off at the Teaching Studios of Art in May, there were three outdoor concerts at Renaissance Plaza from June-August, and the largest and best attended concert ever at The Homestead on September 2 with Don Anthony.

The Historic Oyster Bay Map has been revised and 30,000 copies printed for distribution throughout Long Island. The map features the Oyster Bay History Walk – an audio tour of 30 historic sites in downtown Oyster Bay. Special efforts are made to highlight sites and attractions including Sagamore Hill National Historic Site, Raynham Hall Museum, and other places. These efforts were recognized in September 2010 when ExploreLI Magazine recognized Oyster Bay as one of "10 Great All-Day Getaways on Long Island."

