

WACOC

Wellsville Area Chamber of Commerce Monthly Newsletter

Hometown Holidays Coming Soon!

The holiday season is fast approaching and we are planning on having several activities on the Saturdays between Thanksgiving and Christmas.

We will start with Small Business Saturday / Shop Local on November 27, 2021. The Fantasy of Lights presented by the Wellsville Lions Club tree lighting will be at 5:00pm by Santa Claus and the Annual Laurie Mickle Fireworks Display. (Fireworks are made possible through the generosity of member and community donations)

We are currently working out details for additional items for that day.

Also for the following three Saturdays. If all goes as planned, we hope to have a parade, a drive thru Santa, a Santa Sprint and Santa Claus Coming to Town!

In this issue:

- Hometown Holidays
- Business After Hours
- Welcome New Members
- Sexual Harassment Prevention Training
- Downtown Revitalization Initiative
- Retail Space for Lease
- Gift Certificate Program
- Are you hiring?
- Business Tip
- A look forward

Business After Hours Is Back!

Thank You to Gildner & Associates Wealth Management for hosting our next Business After Hours on Thursday November 11th.



We have a sign up sheet for future BAH events. If you are interested in hosting one please contact the Wellsville Area Chamber of Commerce.

Welcome New Members!!

Better Days 116 N Main St Wellsville NY 14895

JB's Family Fitness 178C N Main St Wellsville NY 14895

Sexual Harassment Prevention Training - Save the Date!

Every employer in New York State is required to provide employees with sexual harassment prevention training. Each employee must receive training on an annual basis. Once again Kim McCarthy from Integrated Benefit Solutions will be conducting NYS required Sexual Harassment Training in our office on Wednesday December 1, 2021. An email will be sent soon with additional details.

Village of Wellsville Seeks Community Input for 2022 \$10M Downtown Revitalization Initiative

New York State's Downtown Revitalization Initiative (DRI) is a cornerstone of the State's economic development program aimed at transforming downtown neighborhoods into vibrant centers that offer a high quality of life and are magnets for redevelopment, business, job creation, and economic and housing diversity.

One of the first steps in the process is to solicit public input and suggestions for projects and a community vision. This is your chance to have your transformational suggestions heard and considered!

All those ideas that have been percolating in your head...we want to hear them! Do we need a hotel, more places to congregate, facelifts for our buildings, more parking, destination venues? What is missing, and what would bring a whole new energy to our business district?

Wellsville will begin the community discovery process with two public meetings in the current calendar year, October 20, and November 17. Meetings will be held at the David A. Howe Public Library and will begin at 6pm, all community members, including those in the surrounding area, are invited to participate.

A DRI Strategic Investment Plan requires a clear vision for the downtown area; goals and strategies to accomplish the vision; an action plan with a timeline for projects, initiatives, and actions; and a strategic investment plan with catalytic projects to implement the plan. Public engagement is a key component of the DRI planning process from start to finish.

The village also seeks input on development or rehabilitation projects that may be planned for 2022 and beyond. These will count toward our need to show we have investment and development momentum from projects other than those that are State sponsored. These projects act as a catalyst and encourage community investment.

For additional information and examples of past projects, go to: <https://www.ny.gov/programs/downtown-revitalization-initiative>. The Village has also created an email address for ideas, comments, input regarding planned projects, and questions, WellsvilleDRI@Wellsvillenyny.com.

This is a great opportunity to consider what could revitalize our downtown, and to dream a little.

Contact Us

Let us know how we can help your business!

Bruce Thomas

Executive Director

wacocexec@wellsvilleareachamber.com

Karen Kania

Membership Services

msc@wellsvilleareachamber.com

585-593-5080

Visit us online at

www.wellsvilleareachamber.com



Retail Space Available

Are you looking for prime retail space? We will have 112 N Main St in Wellsville available December 1st. Call the Chamber for details.

*Also, the windows will be available for members to use to promote their business or organization for a month at a time until the space is rented!

Gift Certificate Program

Do you participate? You should!

Let me explain...

We have certificates in denominations of \$5.00, \$10.00 and \$25.00. When someone purchases one or more, they are also given a brochure explaining how to redeem them and a list of participating businesses. The list is also on our website.

For a business to accept them is very easy. You accept them like you would accept a check. Then you deposit it in your bank account. That's it! No extra bookkeeping or paperwork. The funds are guaranteed because the gift certificates have already been paid for.

Year to date we have sold \$14,000.00. That's all money going back to local member businesses!!

Also, if the person chooses to redeem their gift certificate at another business, they will still see your business when they look at the list. That provides a little bit of extra advertising!

Are you hiring?

We will be happy to put your flyer on our window! You can also add it to our website for 30 days.

Important Business Tip!

Do we have your current contact information? Are your business hours posted on your door? Are they current? How about contact information?

We often receive calls asking when businesses are open because they've stopped by and the business was closed and there was no information listed.

A Few Things to Look Forward to...

A beautiful new Community & Visitor Guide will be available soon!! It's in the works and will be arriving as soon as it is published.

We are hoping to return to all our classic events soon. The Covid-19 pandemic certainly put a damper on things! Rest assured we are working very hard to get back to normal!

BOARD OF DIRECTORS

OFFICERS:

Daniel Cordaro, Wellsville Country Club, Board President

Spencer Peavey, Alfred State College, 1st VP

John Booth, ID Booth Inc, Treasurer

DIRECTORS:

Nick Davis, Genesee Valley Media, WDC Liaison

Patrick Sawyer, Sawyer Realty

Robert Pfuntner, WQRW Radio

Demetrios Raptis, Texas Hot

Taylor Pearson, Northern Lights Candles

Michele McMorris, Jones Memorial Hospital

Myranda Gumtow, Maple City Physical Therapy

Nancy Kehl, Directions in Independent Living

Bessie Jones – Community Bank

Michael Raptis— Texas Hot, Honorary

MK Kellogg—Honorary

