

2018 Victor Business Connection Meeting Minutes

3/13/2018
5:30 PM
The VB Brewery

Attendees:

Chris Caruana	Caruana Group	Sue George	Economic Development	Mike Moreland	Mike Moreland Landscape
Carol Commisso	Village Trustee	Lisa Hubler	Ruby	Kathy Rayburn	Economic Development
Amy DiPrima	PrimaPop	Samantha Johnson	CNB	Carl SanSoucie	SanSouci Fine Jewelers
Mitch Donovan	Chamber	Melinda Kaufman	Soporifique	Chris Thomas	The VB Brewery
Shane Fackelman	Cobblestone Arts	Chase Lowrey	The VB Brewery		
Mike Gardula	PrimaPop	Shane Maher	Apparel Printers Plus		

Agenda: March 13, 2018

<u>Topic</u>	<u>Leader</u>	<u>Time</u>
Introductions	Lisa Hubler	5:30 – 5:35
Facebook Page	Lisa Hubler	5:35 – 5:45
Meeting Minutes/ Newsletter	Lisa Hubler	5:45 – 5:50
Calendar for 2018	Lisa Hubler	5:50 – 5:55
Everything Victor App	Lisa Hubler / Kathy Rayburn	5:55 – 6:05
Block Captains	Lisa Hubler	6:05 – 6:20
Issues / Concerns	ALL	6:20 – 6:25
Next Meeting date and time	ALL	6:25 – 6:30

Contact Information:

<u>Name</u>	<u>Phone</u>	<u>Email</u>
Mitch Donovan	585-742-1476	mdonovan@victorchamber.com
Lisa Hubler	585-576-0042	rubymeetingsandevents@gmail.com
Kathy Rayburn	585-742-5073	krayburn@town-victor-ny.us
Mike Stockman	585-742-0140	mastockman@town-victor-ny.us

Notes:

Mission of Workgroup:

Provide input and engagement on proposed events, promotions and activities; act as agents circulating information resulting in successfully implementing and achieving the overarching goal of promoting Victor to both internal and external audiences.

Lisa welcomed everyone and mentioned that she would like to have the meetings at a different location, if not every month at least every other month. It's another way of connecting, networking with each other and to find out about your neighbors business.

Taste of Victor

Lisa passed out the Taste of Victor card. She is going to have more printed. Mitch is going to take a stack to his After Hours event and also he will be visiting hotels and will give them to those locations.

Lisa also passed out extra posters for businesses to display in their locations.

Facebook/Newsletter

Lisa asked if everyone had seen the new Victor Business Connection fb page. She said there were 107 likes which she was hoping to see more the first week and asked the group to please share it. Share, Share, Share. She will be adding items to the page and reminded the group that if they have a sale, promotion, or event to send her information and she will put it up on the page.

She sent the 2nd Newsletter out to over 200 businesses but she only has a 40% open rate. She is not ready to give up on it but is wondering about the success of it. Lisa asked for the group's opinion on what content they would like to see in the newsletter.

- Melinda likes it and thinks it is helpful but she just doesn't always read it when she gets it.
- Chris C. said Lisa should not do away with the newsletter. Lisa agreed.
- Shane F. asked what day Lisa sent it out because Mondays and Fridays are typically the worst day to send this type of mailing out. Many agreed. This edition went out on a Wednesday and people seemed to like that much better.
- Lisa also reminded people that their sales/promotions can be put in the Newsletter and if so she would need that by the 1st of every month.

- Shane M. suggested taking articles or blurbs from the newsletter and putting them on the fb. It's another way of getting what's in the newsletter out, it could even be spread out a bit throughout the month.
- Shane M. also asked if anyone had reached out to Trisha Turner to see if she would share our fb page on the Victor page she operates. Lisa took her information down. Carol C. also suggested reaching out to Roseanne Turner at Village Hall as she operates the Victor Village page
- Shane F. mentioned Donna Bennett from the Finger Lakes Connection asking them to share our page also.

Lisa wanted to back track for just a second and let the newcomers know that if they look on the agenda they will see the Victor Business Connection mission statement.

Calendar 2018

Spooktacular

Lisa mentioned that the group needs to get started on Spooktacular very soon. She wants this to be a destination event for Victor and it will take more time in the planning and preparation than we had last year. We want to promote it more and add to it.

- Chris T. mentioned that his band actually played at VB last year, during the event.
- Lisa wants the Town to be better decorated.
- Shane mentioned the Charles Dickens theme painting on the window. He was thinking more along the lines of Christmas in the Village. Some suggested doing the same for Spooktacular.
- Amy felt like we needed more volunteers for spooking specifically more kids.
- Samantha suggested the Glee club, drama club, art club etc.
- We have more time this year because we are going to start so much earlier.
- Later in the evening, Chris T. mentioned that his band would do "Thriller" rendition for Spooktacular.
- Lisa jokingly mentioned going through the Guinness Book of World Record for the most "Thriller" dancers!

Business Hours

- Melinda would love to see a night that the businesses will stay open. For example, Apparel Printers Plus is open Wednesday night, but another is open Tuesday night, etc. She would love to see, even if it is once a month, one night during the week that all the (participating) businesses are open on the same night.
- People asked Shane M. why he picked Wednesday. He said basically because it's the middle of the week. Customers pick up orders that are ready by then or drop them off to be picked up by week end.
- Melinda asked Kathy if the Victor Farmers Market will again be on Wednesday as that may help with some foot traffic. Kathy thought it might help the Farmers market
- Chris C. also said they could host a special "kid's night out" on the night that gets picked. Now they do a once a month Friday night deal where they stay open so parents can get out. They could do one that night.
- Lisa wondered once a month if some of the Farmers Market could come out onto Main Street, almost like a sidewalk sale. There is a new market manager and Kathy will get that contact information to Lisa.
- Lisa will put a survey out to the businesses about picking one night a week to stay open and whether it is once a month or weekly.
- Shane M. also suggested waiting a month to put the survey out so by then we could reach out to Trisha Turner for the fb sharing and then perhaps we could even survey our followers to see how they feel about it.
- Car shows are also on Wednesday. It was then decided Wednesday is the ideal day instead of sending a survey. Lisa will begin working on that.

Mobile App

Kathy's only update is that she and Lisa have not had a chance to get together to strategize growing this. Although she did get more businesses to sign up. They both will be hitting the pavement getting businesses to sign up.

Block Leader System

Lisa had mentioned in the newsletter about having block captains to use when items such as the Posters need to be distributed. Lisa did not get a good response on this subject.

- Mitch asked Lisa to talk about how she envisions the role of a block captain.
- She is looking for a business that could cover a range of 5/6 other businesses. She realizes that all the businesses are busy and isn't trying to add a burden to any of them. Someone to deliver posters, flyers. She isn't looking for someone to take over her role, and she would love to see if there does end up being block quadrants that perhaps there could be block parties. We could highlight their event or what they are promoting that particular time. For example if Wednesday ends up being the night we stay open, once a month pick a different quadrant/block and somehow highlight it. Whether it's for kids or wine tasting something.
- Melinda explained that on her block they almost all have the same retail hours. Perhaps we could mix and match the businesses.
- Mitch thought if Lisa sent her Business list out that would help determine block/quadrant identities.

- Chris T. asked how often Lisa was thinking and she said it depends on if they are also involved in any of the Parks & Rec events, but more than likely maybe three times a year.
- Amy asked if Mike Stockman or someone from Park & Rec could come to our meetings. Lisa said she could talk with Mike.
- Lisa suggest even splitting the year so as to not tax one person for that entire year as block captain.
- Chris C. volunteered to be a block captain but mentioned he does not get Lisa's email.
- Kathy mentioned she has read many articles on this and the other towns that do these block parties seem to have a blast. One section gets highlighted that night and you could really get creative with it.
- Shane M. asked if his block for example was going to have a wine walk, would that group have access to the wine glasses. Kathy said absolutely.
- Lisa asked the group to think about it/process it and we can talk about it next month.
- Later, Amy mentioned that if there were block captains they could have a meeting and come with ideas and then report back at these monthly meetings.

The VB Brewery

Lisa asked Chris T. and Chase to talk about what was happening at VB.

- He and Chase are the new owners, they have built a new stage, torn down some walls, are planning on putting in a new floor.
- Mitch asked him if he had any more information about the tent he had talked about last month.
- Chris said they will be putting up a tent, they have a few wedding receptions booked already. They are talking about creating a patio space. They are open for any party.
- Lisa asked about Chase's background and he shared his history with the group.

Misc. Topics

- Lisa asked if anyone there was willing to host our next meeting.
- Amy thought we should just ask for the whole year and it can go on the calendar
- Shane M. asked what happened with the plan of the Chili Walk. Lisa explained that the restaurant feedback was light and those who did want to participate did not want to go to a different site they wanted it at their location as going to a different site does nothing for their business. As time got closer to the event date it became apparent that it would not be well attended as Mitch, Kathy and Lisa decided to not have the event.
- Shane M. asked if we have any other events planned.
- Lisa said she was going to concentrate on Spooktacular but was open to suggestions.

May Wine Walk- May 18th

- Shane felt we should have an event, we should pick a date within the next few months.
- Shane threw out a date of May 18th and call it Spring Fling. Everyone agreed.
- Chris T. and Chase offered to bring their brews to other locations and pour that night but did let them know that they need some notice especially where the special event permit is concerned. Usually two/two and half weeks.
- Samantha asked if anybody can pour. She cannot host a brewery or winery but would be more than willing to volunteer at place that is hosting and pour. Or if there is a winery/brewery that doesn't have the manpower to send someone to pour, she also suggested that if anyone can pour it would be a good way to get the "service" industries involved. For example have an insurance business come to a retail location and pour. It's a good way for them to be involved in the event and network.
- Kathy mentioned that this is a perfect example of needing block captains as they could go and talk to those service businesses and see if they are interested in pouring.

The next meeting is April 10, 2018 @ 5:30pm Location: TBD

Meeting ended at 6:45

Minutes written by Sue George

Task List:

1/9/18 Meeting Task	Assigned To	Start Date	Completed Date
Work on Logo Contest Rules	Lisa Hubler	1/9/18	1/21/18
Reach out to Mobile Graphics, Rapid Print and Roseanne at the Village to enter the logo contest.	Kathy Rayburn	1/9/18	2/1/18

Meet with the restaurant owners to get some ideas about Food week.	Lisa Hubler	1/2/18	2/20/18
Talk to Shane Maher regarding the Facebook page.	Kathy Rayburn	1/9/18	
Mention the developing a website for Victor Business Connection to the 3 businesses she has a RFP out for the VLDC website	Kathy Rayburn	1/9/18	
Ask our Mobile App company if there is some way for us to create our calendar on the Mobile App.	Kathy Rayburn	1/9/18	
Meet with businesses to get them to participate in the Mobile App	Lisa Hubler	1/9/18	
2/13/18 Meeting Task	Assigned To	Start Date	Completed Date
Send anything you want on the Calendar to Lisa and if you know of a calendar of someone's events please let them know to get in touch with Lisa.	All	2/13/18	Open
Make sure that if you are doing a special promotion that you place it on your own website, so we can promote it and link it back to your website.	All	2/13/18	Open
Send feedback regarding the newsletter to Lisa Hubler.	All	2/13/18	Open
3/13/18 Meeting Task	Assigned To	Start Date	Completed Date
Took a stack of Taste of Victor cards to the Chamber After Hours event.	Mitch Donovan	3/13/18	
Deliver Taste of Victor cards to hotels.	Mitch Donovan	3/13/18	
Share our Facebook Page!	All	3/13/18	
Send in Newsletter content to Lisa by the 1 st of the Month.	All	3/13/18	
Reach out to Trisha Turner, Roseanne Turner and Donna Bennett to share our Facebook page.	Lisa	3/13/18	
Look into Art groups decorating windows for Spooktacular and Small Business Saturday	Lisa	3/13/18	
Send Lisa the new Farmer's Market person's contact information to Lisa	Kathy	3/13/18	
Include survey in the next newsletter to see if businesses would be willing to stay open later one night a month, to try it.	Lisa	3/13/18	
Organize a template to give owners an idea of what Block Leaders would be responsible for and what businesses they would have to visit.	Lisa	3/13/18	
See if Mike Stockman can come to our next meeting	Lisa	3/13/18	

Next Meeting: April 10, 2018, 5:30 Artful Fairy 90 East Main Street, Victor

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