

2018 Victor Business Connection Meeting Minutes

8/7/2018
5:30 PM
Six50

Attendees:

Gail Brink	Six50	Sue George	Victor LDC	Kathy Rayburn	Victor LDC
Carol Commisso	Village Trustee	Heidi Glidden	Gourmet Goodies	Jodell Raymond	Victor Chamber
Amy DiPrima	Prima Pop	Lisa Hubler	Ruby	Jill Rizzo-Budd	Allora Salon and Spa
Mike Gardula	Prima Pop	Lisa McCombs	Artful Fairy		

Agenda: April 10, 2018

<u>Topic</u>	<u>Leader</u>	<u>Time</u>
Introductions	Lisa Hubler	5:30 – 5:35
Six50	Gail Brink	5:35 – 5:40
Spooktacular Victor	Lisa Hubler	5:40 – 6:10
Small Business Saturday	Lisa Hubler	6:10– 6:40
Other Community Events	Lisa Hubler	6:40 – 6:50
Open Discussion	ALL	6:50 – 7:00

Contact Information:

<u>Name</u>	<u>Phone</u>	<u>Email</u>
Lisa Hubler	585-576-0042	rubymeetingsandevents@gmail.com
Kathy Rayburn	585-742-5073	krayburn@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, asked them to introduce themselves and mentioned since the meeting was at Six50 tonight, manager Gail Brink would open the meeting talking about Six50 and what they can offer along with any changes they are making.

Six50 Black Oven Cooking

- They have three locations, Victor, Chili and a summer place on Sodus Point. The new menus for lunch and dinner will be coming out in a few days. For dinner they have decided to omit the sandwiches and put a few more Entrees on it. Just trying something new. The Victor location has been opened almost three years and she is looking forward to participating in Spooktacular again this fall. They are also participating in Victor's National Night Out event tomorrow night.
- They do have party rooms to utilize. If a party is not booked for them, you can use them. They also rent out the Restaurant for events, which would include food and drinks. The restaurant holds about 180 people.
- They still offer the Birthday special which is you get the same number of wings as your age!! It must be on your actual birthday unless they are closed.

Spooktacular

- The dates are Friday, October 26th for Adult Night and Saturday, October 27th for Kids Trick-n-Treating.
- There was discussion on decorating the poles in front of your business, which will be a contest. We want the community decorated better and Lisa will be sending more information out on that.
- There will be sponsorship opportunities
- We will be extending the time frame for the Friday night event.
- The Village DPW department will purchase Spooktacular banners for the lamp post and they will be put up from end of September until after Spooktacular for more publicity.
- The Plaza where Home Goods is has called Lisa and Grace from Rhino Chiropractic has agreed to assist with getting those stores to participate in the Saturday kids event!
- Lisa is creating a tool kit for this event for the businesses. Her goal is to have the tool kit out by the 1st week in October and the bags will be out by the 2nd week of October.

- We will be doing bag again this year and you will have an opportunity to have your name and the businesses will be able to get them prior to the event.
- Lisa has a meeting with Deviant Desserts to participate in this event for the Adult night. Lisa will keep us informed.
- Lisa mentioned that she is looking for Spooktacular committee members.
- Heidi said they will be decorating their place and she does want to participate in some way. Lisa mentioned she was looking for a place for a mini spook house. Heidi said to contact her because they also have a path in the woods we could perhaps utilize.
- Lisa handed out below:



OCTOBER 26TH & 27TH
Presented by Victor Businesses

Friday, October 26th, 6:00pm – 9:00pm

Adult Trick or Treating Treasure Hunt to find Wine, Brews, Treats & More around the Village! (Must be 21 years or older to participate) Check in at Six50: 7217 Route 96, Victor, New York, \$10.00 to receive a complimentary glass and Treasure Map! Register for the Costume Contest, prizes will be awarded! Follow the Treasure Map to find Wine, Brews, Treats & More around Victor and enjoy your adventure!

Saturday, October 27th, 1:00pm – 3:00pm

Kids Trick or Treating around the Village! Register for the Costume Contest at Prima Pop: 86 West Main Street, Victor, New York! Prizes will be awarded!

New this year!

Sponsorship Opportunities, Crush Wine Tour Buses, Canandaigua Finger Lakes Wine Trail, Pumpkin People/scarecrow/ghost contest and opportunities

Spooktacular timeline:

All information will go out in August Newsletter by August 21st!

Businesses will have until August 31st to respond to participate in Spooktacular!

Posters and bags will be printed by September 24th and distributed to businesses by October 5th!

Small Business Saturday

- We are making this Customer Appreciation Day also.
- Whatever you as a business owner can do to make the customer feel special and valued that day to bring them in. This part it is up to you, but we will help you promote it.
- We also will receive all the Small Business Saturday promotional stuff from American Express again, which has great tools and giveaways.
- We hope to have a themed wine walk that same day, perhaps the noon-4pm timeframe.
- We will have some holiday music, dressed up characters and some choirs on the street corners.
- We would like to set the tone differently more engaged to getting customers in your shop to shop.
- We will be doing the balloons again, which were filled with money, perhaps this year we will also add balloons that maybe have coupons in them instead of nothing.
- Lisa would like to set business hours, just to make sure everyone is open.

Miscellaneous Topics

- 2019 the group would like to see the Pizza/Chili walk take place again – perhaps with more time to plan have it kick off the Taste of Victor.
- The Team Leader idea seems to be losing steam, so there will be a separate meeting with them to see if they are still on board or would they like to drop out of it. We need their support to help get material distributed and to help spread the word on event or meetings. We will see where we stand with this after the meeting with them. We recognize they are volunteering and busy with their own businesses but do need some help.
- Fairy Doors, Lisa from Artful Fairy, would like to do another round of Fairy Doors and get some new businesses involved. She is still trying to figure out the logistics of it. Jill asked Lisa to explain the concept of the fairy doors to her again.
- Lisa Hubler wants to mention to the business owner that have fairy doors to dress them up for Spooktacular. Lisa and Lisa will talk about more fairy door ideas for the Saturday Kids Spooktacular.

- Lisa wanted to let everyone that Cork49 one-year anniversary is coming up on August 25th noon-11pm, with complimentary tastings and Gourmet Goodies are involved with desserts for the event. There will also be live music.

Hang around Victor Day

- Jodell from Victor Chamber of Commerce came to talk to the group about her event which is on Saturday, Sept. 8th
- They are having a tiny house at Hang around Victor Day (HAVD) and the businesses are welcomed to put their product, business cards, items in it. The house will be on display.
- They are also offering to either make a raffle basket that can be displayed at their location and then the day of HAVD brought to the Chamber booth for the drawing or if the businesses would rather the chamber can incorporate one large basket with goodies from the businesses. Jodell was looking for input. Jill said for herself, she would want to donate a basket of her own, the others agreed. She said for the large basket she would contribute a gift card. Jodell would like the baskets by Sept. 7th at her office. Lisa asked Jodell to please get the write up to her and she will get it to the Businesses.
- Jodell mentioned to feel free to do whatever you want in front of your place and if you want a space in the actual area it is of no cost to you.
- Jill offered many ideas to get people to your booth and said why not take advantage of a “free booth”
- Advertising is going out soon and Jodell wants to make sure everyone participating is in the map insert, so she must know about the booth by the 10th of August.

Christmas in the Village

- Kathy passed out information that Mike Stockman provided for this event, which is on December 1st. What he is looking for is business participation that day and for you to let him know what you will be doing in your store or if you need to set up one of his activities he provides throughout the day.
- Kathy mentioned if you do use one of his activities it is for only one hour in you store, so you should have other things planned as the crowd does tend to follow the activities.
- Mike Stockman needs to have this information back to him by October 26th.

Before closing Lisa asked how the group felt about the meetings, if they wanted to go to every other month, every month, etc. Most of the group want to meet every month.

The next meeting: September 11, 2018 Location: Town Hall Second Floor Conference Room

Meeting ended at 7:03pm

Minutes written by Sue George

Task List:

8/7/18 Meeting Task	Assigned To	Start Date	Completed Date
Return your Spooktacular participation form from the August Newsletter by August 31 st to take full advantage of advertising for this event! This includes sponsorship, decorating and hosting opportunities!	All	8/7/18	
Work with Grace from Rhino Chiropractic to engage businesses from the Home Goods plaza to participate in the Saturday Kids event for Spooktacular!	Lisa	8/7/18	
Have full toolkit for Spooktacular put together and distributed to the group by the 1 st week of October!	Lisa	8/7/18	
Business owners should then use the toolkit to help promote the event on their websites and Facebook pages by the 2 nd week of October	All	8/7/18	
Meet with Deviant Desserts to incorporate them into Spooktacular	Lisa	8/7/18	
Contact Heidi and Deb from Gourmet Goodies about having a Haunted house by their business	Lisa	8/7/18	
Think of what you can do on small business Saturday to show your Customers appreciation!	All	8/7/18	
Set up meeting with Team Leaders	Lisa	8/7/18	
Meet with Lisa McCombs regarding rolling out new fairy doors for next year	Lisa	8/7/18	
All business Gift Baskets for Hang around Victor Days must be completed and delivered to the Chamber by September 7 th !	All	8/7/18	

If interested in participating in Hang Around Victor Days, please get information to Jodell at the Chamber as soon as possible!	All	8/7/18	
If you are interested in participating in Christmas in the Village, please make sure you get your information to Mike Stockman by October 26 th !	All	8/7/18	
4/10/18 Meeting Task	Assigned To	Start Date	Completed Date
Call Wendy at Eastview to see if there is a kiosk available to be able to advertise the Fairy Walk Event.	Melinda	4/10/18	6/30/18
Reach out to the business owners who have a fairy door to see if they would be willing to do something at their business that day.	Lisa McCombs	4/10/18	6/30/18
Send out a separate newsletter for the Fairy door event.	Lisa Hubler	4/10/18	6/30/18
Please share your content to be posted on the Victor Business Connection Facebook Page	All	4/10/18	Open
Place information about the bridge closure on Facebook	Lisa Hubler	4/10/18	4/15/18
Put out one more email regarding hosting a Wine Walk on May 18th	Lisa Hubler	4/10/18	4/18/18
Send out an email regarding the bridge closure	Kathy	4/10/18	4/11/18
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	3/13/18
Deliver Taste of Victor cards to hotels.	Mitch Donovan	3/13/18	3/15/18
Share our Facebook Page!	All	3/13/18	Open
Send in Newsletter content to Lisa by the 1 st of the Month.	All	3/13/18	Open
Reach out to Trisha Turner, Roseanne Turner and Donna Bennett to share our Facebook page.	Lisa	3/13/18	4/13/18
Look into Art groups decorating windows for Spooktacular and Small Business Saturday	Lisa	3/13/18	8/30/18
Send Lisa the new Farmer's Market person's contact information to Lisa	Kathy	3/13/18	4/25/18
Organize a template to give owners an idea of what Team Leaders would be responsible for and what businesses they would have to visit.	Lisa	3/13/18	4/25/18
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
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	3/16/18

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	8/20/18
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	Open
Next Meeting: September 11, 2018, 5:30 Victor Town Hall Second Floor Conference Room			
Agenda: September 11, 2018			
Topic	Leader	Time	
Introductions	Lisa Hubler	5:30 – 5:35	
Spooktacular	Lisa Hubler	5:35 – 6:05	
Small Business Saturday	Lisa Hubler	6:05 – 6:35	
Miscellaneous: Christmas in the Village, Team Leaders, Taste of Victor, etc.	All	6:35 – 6:55	
Next Meeting date and time	All	6:55 – 7:00	