

# 2018 Victor Business Connection Meeting Minutes

5/8/2018  
5:30 PM  
Soporifique

## Attendees:

Danny Bell	Victor Farmer's Market	Melinda Kaufman	Soporifique
Carol Commisso	Village Trustee	Lisa McCombs	Artful Fairy
Amy DiPrima	Prima Pop	Carl Sansocie	Sans Souci Jewelers
Lisa Hubler	Ruby		

## Agenda: April 10, 2018

<u>Topic</u>	<u>Leader</u>	<u>Time</u>
Introductions	Lisa Hubler	5:30 – 5:35
Soporifique	Melinda Kaufman	5:35 – 5:45
Devil Dash	Mike Marro	5:45 – 5:55
Victor's Farmer's Market	Danny Bell	5:55 – 6:05
Spring Fling Wine Walk	Lisa Hubler	6:05 – 6:15
2018 Events	Lisa Hubler	6:15 – 6:25
Next Meeting date and time	ALL	6:25 – 6:30

## Contact Information:

Name	Phone	Email
Lisa Hubler	585-576-0042	<a href="mailto:rubymeetingsandevents@gmail.com">rubymeetingsandevents@gmail.com</a>
Kathy Rayburn	585-742-5073	<a href="mailto:krayburn@town-victor-ny.us">krayburn@town-victor-ny.us</a>
Mike Stockman	585-742-0140	<a href="mailto:mastockman@town-victor-ny.us">mastockman@town-victor-ny.us</a>

## 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 since the meeting was at Soporifique location, owner Melinda Kaufman would open the meeting talking about her business and events she has coming up.

### Soporifique

Melinda spoke about the philosophy at Soporifique, we believe that your bed and your bedroom should be a haven of comfort and beauty that reflects the time you spend there. Bringing back the grand traditions of textiles to those who love quality and the craftsmanship of true artisans, Soporifique carries only the finest products for your bed and home. Our focus is on natural fibers, including linen, cashmere, cotton, wool, silk and bamboo. Every vendor we carry has their own story, style, and traditions that influence their products. Many products are handmade, and many of our products are made right here in the USA.

At Soporifique, we also believe in reflecting the individuality of every sleeper. Do you prefer your sheets silky or crisp? Do you like to have some weight on you at night, or do you prefer feather light bedding? Do you get too hot, or have trouble getting warm, or both? We can help you find the perfect bedding to reflect not only your personal style, but to provide you with the ideal sleeping environment to maximize the quality of your sleep. Come and learn, and find the stories and fabrics that celebrate you and your sleep.

**Devil Dash:** unfortunately Mike Marro never showed up to present to the group!

### Victor Farmer's Market

Lisa introduced Danny Bell the new coordinator of the Victor's Farmer's Market, he spoke about the Farmer's Markets hours and start date! He is looking for suggestions on how to improve the Farmer's Market! The group went around and introduced themselves and spoke about their businesses so Danny could understand what each of them does. The group had many suggestions for the Farmer's Market!

- Many of the group would like to see the Market moved to a central more visible location, like the park or right in front of businesses on 96!

- Possibly allow business owners to set up whenever they can at no charge, not necessarily every week.
- Businesses should try and stay open later on Wednesdays to coincide with the Farmer's Market Hours!
- Do a better job promoting the Farmer's Market, to ensure that the community is aware that it is here!

#### Facebook/Newsletter

- Lisa Hubler is always looking for content for Facebook from the Business owners.

#### Team Leaders

- Lisa discussed that each business should be hearing from their team leaders regarding the Spring Fling Wine Walk!
- Team Leaders are the eyes, ears, mouths for their group, they went through the list of businesses and will be contacting who is on their lists in the next week or two.
- Here are the Team Leaders: **Amy DiPrima** – Prima Pop, **Samantha Johnson** – CNB, **Chris Caruana** – Climbing Vines & Play Café, **Elizabeth** – Farmers Insurance, **Jennifer Demo** – JD Financial, **Melinda Kaufman** – Soporifique, **Julie Hobart** – Healing Hands Wellness Studio

#### Spring Fling Wine Walk- May 18th

- At this time we have had only 5 wine stops.
- It has been difficult to secure wineries and to get the local businesses to respond to participate!
- This will be the last wine walk done in this manner as there has been a lot of time and resources used just repeatedly trying to get responses from businesses.
- Lisa is looking to partner with the Finger Lakes Wine Trail for events moving forward!

**The next meeting is August 7, 2018 @ 5:30pm Location: TBD**

**Meeting ended at 6:35**

**Minutes written by Lisa Hubler**

#### 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	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 <sup>st</sup> 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	
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	4/25/18
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 Team Leaders would be responsible for and what businesses they would have to visit.	Lisa	3/13/18	4/25/18
See if Mike Stockman can come to our next meeting	Lisa	3/13/18	
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		
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		
Send out a separate newsletter for the Fairy door event.	Lisa Hubler		
Please share your content to be posted on the Victor Business Connection Facebook Page	All		Open
Place information about the bridge closure on Facebook	Lisa Hubler		4/15/18
Put out one more email regarding hosting a Wine Walk on May 18th	Lisa Hubler		4/18/18
Send out an email regarding the bridge closure	Kathy		4/11/18

#### Next Meeting: August 7, 2018, 5:30 Location to be determined

#### Agenda: August 7, 2018

<u>Topic</u>	<u>Leader</u>	<u>Time</u>
Introductions	Lisa Hubler	5:30 – 5:35
Devil Dash	Mike Marro	5:35 – 5:45
Victor's Farmer's Market Update	Danny Bell	5:45 – 5:55
Spooktacular	Lisa Hubler	5:55 – 6:15
Small Business Saturday	Lisa Hubler	6:15 – 6:25
Next Meeting date and time	ALL	6:25 – 6:30