

# 2018 Victor Business Connection Meeting Minutes

9/11/2018  
5:30 PM  
Town Hall

## Attendees:

|                |                   |                 |                     |               |                       |
|----------------|-------------------|-----------------|---------------------|---------------|-----------------------|
| Chris Caruana  | The Caruana Group | Heidi Glidden   | Gourmet Goodies     | Shane Maher   | Apparel Printers Plus |
| Joey Chee      | Roosters          | Lisa Hubler     | Ruby                | Carl Sansocie | Sans Souci Jeweler    |
| Carol Commisso | Village Trustee   | Keeri Ingallina | United Martial Arts |               |                       |
| Amy DiPrima    | Prima Pop         | Julie Jugle     | Hopper Hills        |               |                       |

## Agenda: September 11, 2018

| <u>Topic</u>   | <u>Leader</u> | <u>Time</u> |
|--|---------------|-------------|
| 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 |

## Contact Information:

| <u>Name</u>   | <u>Phone</u> | <u>Email</u>   |
|---------------|--------------|--|
| Lisa Hubler   | 585-576-0042 | <a href="mailto:rbymeetingsandevents@gmail.com">rbymeetingsandevents@gmail.com</a> |
| Kathy Rayburn | 585-742-5073 | <a href="mailto:krayburn@town-victor-ny.us">krayburn@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, asked them to introduce themselves. She asked the group how they did with Hang Around Victor Day. Most said that they really weren't impacted one way or the other for the day.

### Spooktacular

- The dates are Friday, October 26th for Adult Night and Saturday, October 27th for Kids Trick-n-Treating.
- Since the last meeting the Spooktacular newsletter went out and had a lot of information in there about the Spooktacular event!
- Lisa shared with the group the names and numbers of responses she had received to date regarding Spooktacular Victor!
- Lamp Post – 8 businesses had signed up, Friday Night – 15 businesses, Saturday – 10 businesses
- Lisa asked the group to spread the word that the deadline for registering to participate is coming up fast and we really want as many businesses as involved as possible!
- Lisa discussed our partnership with the Canandaigua wine trail and how this partnership will help with these events moving forward.
- Crush wine tours is going to provide a shuttle or 2 for the Friday night event!
- Deviant Desserts has agreed to create 5 spooky creations to hide in 5 Friday night locations, so we can do an Instagram contest!
- Lisa discussed the overall timeline and plan for the weekend!
  - 9/14 - Please respond to Lisa Hubler or your team leader if you are interested in participating in Spooktacular Weekend! If you do not contact us by 9/14th we will not be able to include you in this event.
  - 9/24 - Posters will be distributed the week of the September 24th!
  - 10/4 - Kids bags will be delivered to the Artful Fairy, Library, Prima Pop, Rhino Chiropractic!
  - 10/12 – 10/13 – Lamp posts will be decorated!
- Lisa discussed the plan to have a functional website for Victor Business Connection working before Spooktacular.
- Lisa emphasized that businesses really need to read the newsletters and respond to the questions so that she can utilize her time promoting the event and making it great. It is time consuming to have to contact every business to ensure they want to participate! If each business would take the few minutes to read the newsletter and response it would really give us more time to focus on the event!
- The group thought that maybe some type of text message program would work better for getting businesses to respond.
- Chris Caruana recommended Twillo as an option!

- The group thought it would help if the Village posted our newsletter on their website!

### 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.
- The Victor Business Connection will help you secure a winery if you would like to do a wine tasting that day, but we will not pay for the expense of the winery, if they charge the business to do a tasting!
- We also will receive all the Small Business Saturday promotional stuff from American Express again, which has great tools and giveaways.
- 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.
- Shane asked if we would be doing the punch cards again!

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 and asked that we change it up with a Thursday night next month to see if we get more people attending.

The next meeting: October 11, 2018 Location: Hopper Hills Florals and Gifts

Meeting ended at 7:03pm

Minutes written by Lisa Hubler

### Task List:

| 9/11/18 Meeting Task  | Assigned To | Start Date | Completed Date |
|---|-------------|------------|----------------|
| See if the Village will post the Victor Business Connection Newsletter on their Website   | Lisa/Kathy  | 9/11/18    |                |
| Research the cost for Twillo  | Lisa        | 9/11/18    |                |
| Check into doing the punch cards for Small Business Saturday  | Lisa        | 9/11/18    |                |
| 8/7/18 Meeting Task   | Assigned To | Start Date | Completed Date |
| Return your Spooktacular participation form from the August Newsletter by August 31 <sup>st</sup> to take full advantage of advertising for this event!<br>This includes sponsorship, decorating and hosting opportunities! | All         | 8/7/18     | 9/28/18        |
| 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     | 9/24/18        |
| Have full toolkit for Spooktacular put together and distributed to the group by the 1 <sup>st</sup> 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 <sup>nd</sup> week of October   | All         | 8/7/18     |                |
| Meet with Deviant Desserts to incorporate them into Spooktacular  | Lisa        | 8/7/18     | 9/7/18         |
| Contact Heidi and Deb from Gourmet Goodies about having a Haunted house by their business   | Lisa        | 8/7/18     | 9/6/18         |
| 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     | 9/6/18         |
| 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 <sup>th</sup> !   | All         | 8/7/18     | 9/7/18         |

|  |                    |                   |                       |
|--|--------------------|-------------------|-----------------------|
| 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            | 9/1/18                |
| If you are interested in participating in Christmas in the Village, please make sure you get your information to Mike Stockman by October 26 <sup>th</sup> ! | All                | 8/7/18            |                       |
| <b>4/10/18 Meeting Task</b>  | <b>Assigned To</b> | <b>Start Date</b> | <b>Completed Date</b> |
| 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               |
| <b>3/13/18 Meeting Task</b>  | <b>Assigned To</b> | <b>Start Date</b> | <b>Completed Date</b> |
| 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           | 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               |
| <b>2/13/18 Meeting Task</b>  | <b>Assigned To</b> | <b>Start Date</b> | <b>Completed Date</b> |
| 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                  |
| <b>1/9/18 Meeting Task</b>   | <b>Assigned To</b> | <b>Start Date</b> | <b>Completed Date</b> |
| 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: October 11, 2018, 5:30 Hopper Hills Floral and Gifts**

**Agenda: October 11, 2018**

| <u>Topic</u>   | <u>Leader</u> | <u>Time</u> |
|--|---------------|-------------|
| Introductions  | Lisa Hubler   | 5:30 – 5:35 |
| Spooktacular Final touches   | Lisa Hubler   | 5:35 – 6:05 |
| Small Business Saturday what are the businesses going to do?                 | All           | 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 |