



Board of Directors Meeting Agenda

March 18, 2021

8:00-9:30am

Penfield Town Hall

Attendees: Amy Valente, Toni Allocco, Steve Conger, Tom Dambra,, Kathi Gunio, Brandon Maharaj, Daria Reitknecht, Aurora Murray, Courtney McGinness

1. February Meeting Minute Approval 1-Brandon, 2-Daria. All in favor, 0 abstain
2. Reports from each board member/Progress towards 2021 goals
 - Advocacy- Brandon Maharaj (5 minutes) NFIB
Unemployment rates in Rochester -2.
Working on UI rates.
Will send out link to register for NFIB National small business day event 3/23 & 3/24
 - Finance - Carlo DiPisa (5 minutes) Not present
 - Special Projects – Aurora Murray (5 minutes). Working on
blog & LLF. Brainstorm
ideas for in person events. Welcome brigade to
talk about LLF
 - Marketing - Courtney McGinness (5 minutes)
Get out backlogged bags - Brandon residents, Daria businesses
Will meet 3/23 for 2nd marketing meeting
Brochure update w Amy, new pictures.
Welcome brigade - reviewed welcome letter.
Website - 3 meetings - following items
 1. Correct info, active links
 2. Create doc to map site
 3. Organize & create new items
 4. Design - update look, 5 months will have new templates at no cost
 - Membership- Daria Reitknecht & Mike Quinn (5 minutes).
Review member doc on google sheet, please add business and contacts, 5 per month. Adding a ¼ reg member , full page for premium welcome highlight in newsletter.
 - Programs – Jason Barber (5 minutes) review events on calendar, June Ashley woods event w
welcome brigade. Give businesses an opportunity to set up a table. Date TBD
3. Richard Gruzewski arrived
 - Administrative Director - Kathi Gunio (5 minutes) Members in arrears will be marked inactive
March 31st. Reviewed monthly payment options.reviewed what that means; no website,
welcome bag. Pay non member price for events. 127 member count, 2 new steam police &
Chariot learning - Amy. Give GC to referral lead from member referral .

Motion approve \$25 GC or credit for dues for members

1-Steve, 2_Tom, all in favor .

Website, reviewing and update. Kathi almost completed the powerpoint for the member center, 12 min or less, automated. On own time.

- Secretary - Toni Allocco (5 minutes)
- Treasurer - Tom Dambra (5 minutes) Dues up,review financials. Motion to approve 1 Brandon 2 Courtney all in favor, 0 abstentions
- President/Vice President - Amy Valente/Steve Conger (10 minutes). New member orientation started, not sharing zoom links on SM sending direct to attendees. Feedback positive. Visit Roch reached out for member trade more info to come

4. Adjourn Meeting

5. Town of Penfield Update – Tony Lafountain and Jim Costello. Extended outdoor dining permits.