



TROY COMMUNITY LAND BANK CORPORATION
200 Broadway, Suite 701
Troy, New York 12180

Marketing Committee Meeting

Wednesday, January 13th, 2021

4:30 PM

This meeting was conducted electronically via Zoom and Telephone
Meeting Recording Link: <https://youtu.be/8UWGkLLkdHU>

I. Call to Order

Chair Spellen called the meeting to order at 4:32pm.

II. Roll Call

Chair Spellen identified the following persons present:

Present:

Suzanne Spellen, Committee Chair
Jeanette Nicholson, Committee Member
Andrew Cooper, Committee Member

Also Present:

Catherine Hedgeman, Esq., Counsel
Tony Tozzi, Committee Staff
Roberta Singleton, Community Liaison

III. Website Rebuild

Mr. Tozzi walked the Committee through the email and other related communications among himself, Rick Langdon/Vibrant Brands, and the Marketing Committee. As further comments were made during the meeting, Mr. Tozzi updated the email communication string.

The committee reiterated the importance of beta testing to be run on the site before it goes live and their desire for property and public authority information will be front and center. Vibrant will provide two PDFs of the website to the committee for them to select.

Real life images are preferred to be on the website, such as from youth build or previous buyers. Drone videos were debated, as long as they represent North Central properly. Pictures and videos will continue to be collected by members for future use.

Ms. Singleton will be updating the blog, news and events, type website frequently. This will increase search engine optimization, meaning the website will show up more frequently when people search the internet for properties. Every property TCLB owns will also be on the website. A page will also be created for the community liaison, to communicate Ms. Singleton's position and recent activities.

A scrolling effect will be important to draw people further into the website. Making sure the site is mobile friendly will be important as well. A suggestion was made to have the resource page searchable.

Additional information can be found in the email from Mr. Tozzi.

III. Real Estate Services RFP – Discussion & Board Recommendation

Mr. Tozzi shared the screen with a document that constituted a side-by-side comparison of two proposals submitted in response to the RFP. This was emailed to the committee.

Mr. Cooper asked Mr. Tozzi to highlight the differences between both, which Mr. Tozzi did. Ms. Hedgeman noted concern over the price difference between both compared to the prices of TCLBs properties. It is also noted that neither RFPs have an office in Rensselaer.

Ms. Hedgeman suggested that the Committee schedule interviews with each of the two brokers, which the Committee agreed to do. Mr. Cooper suggested that a list of questions be generated prior to the interview. Mr. Tozzi circulated an email to serve as a way to add questions. Mr. Cooper suggested having questions in within ten days, which would create a deadline of January 23rd.

Ms. Hedgeman suggested that each broker be interviewed individually, one after the other. Interview questions were suggested in the meeting, such as familiarity with Troy, comfortability with showing in the area, and approach to marketing. Each member will be sending in an interview question in roughly the next week. Mr. Tozzi stated that he would contact each broker to begin scheduling their interviews with the Committee.

IV. Community Liaison – Introduction and Discussion

Ms. Singleton discussed what her plans were to implement the Community Liaison objectives. Ms. Singleton does plan to make herself available for questions to the community. Her main goal is providing the community with the most information possible to make community members aware these properties are accessible to them. Ms. Singleton is also excited to find resources to provide to non-English speakers.

Throughout the meeting, Ms. Singleton shared thoughts and ideas with the Committee.

VI. Establish Next Meeting Date

The Committee determined that the next meeting was to be determined based on the scheduling of interview with the real estate brokers.

VII. Adjourn Meeting

Chair Spellen requested a motion to adjourn, which was made by Mr. Cooper, seconded by Ms. Nicholson, and unanimously approved.

Chair Spellen declared the meeting adjourned at 5:47 pm.

Respectively Submitted,

A handwritten signature in blue ink that reads "Tony Tozzi". The signature is written in a cursive style with a large initial "T" and "T".

Tony Tozzi,
Executive Director