
Troy Community Land Bank Corporation

200 Broadway, Suite 701

Troy, New York 12180

Marketing Committee

MEETING MINUTES

Tuesday January 18, 2022 at 4:30 PM

Public Notice of this meeting was posted to www.troycommunitylandbank.org

This will be a virtual meeting conducted via Zoom

Meeting Access Information:

Join Zoom Meeting: <https://us02web.zoom.us/j/3728175381?pwd=WU9ub28yVHhqSnM2V003L2pBOEtZZz09>

Join by telephone: (646) 876-9923

Join by One tap mobile: [+16468769923,,3728175381#,,,,*12180#](tel:+16468769923,3728175381#,,,,*12180#)

Meeting ID: 372 817 5381

Passcode: 12180

- I. Call to Order
 - a. The meeting was called to order at 4:32 PM
- II. Roll Call
 - a. Chair Suzanne Spellen called the role and declared a quorum was assembled. The following were in attendance:
 - i. Suzanne Spellen, Committee Chair
 - ii. Jeanette Nicholson, Committee member
 - iii. Andrew Cooper, Committee member
 - iv. Anthony Tozzi, Committee staff
- III. Website Rebuild
 - a. Chair Spellen initiated a conversation regarding the current status of the TCLB website rebuild being completed by Vibrant Brands. The following was discussed:
 - i. Members and staff indicated that the website did not seem to be making the progress towards completion that it should and that several changes asked of Vibrant to complete have not been made.
 - ii. Chair Spellen noted that there seemed to be things that TCLB is responsible to do, in addition to what Vibrant is responsible

to do. She suggested developing to 'punchlists', one to identify what Vibrant needs to do and one that TCLB needs to do. Other members agreed with that approach.

- iii. Mr. Tozzi noted that there was a timing issue in regard to completing the rebuild because he has budgeted \$5,000 of EC funding that must be expended by March 31, 2022, and that he indicted that need to Rick from Vibrant. He also noted that given February and March are his busiest months, he would have less availability to work with Rick towards completion.
- iv. Chair Spellen suggested instead of using email to update each punchlist perhaps another way would be less cumbersome. Mr. Cooper suggested using GoogleDocs or a similar program. Mr. Tozzi agreed to implement such a format method.
- v. Committee members agreed to complete their punchlist work by Monday January 24th.
- vi. Members suggested that TCLB Counsel Kate Hedgeman discuss the need to complete the website rebuild with Rick.

IV. Real Estate Marketing

- a. Chair Spellen stated that she was not pleased with some of the marketing elements that Howard Hanna, TCLB's real estate broker, has used to market 11 Winnie Avenue and 54 Fifth Avenue. She noted that the pictures were fuzzy, the front of 54 Fifth Avenue should not be the first picture displayed and other similar issues. She also stated that the listings should be posted to the TCLB FaceBook page.
- b. Committee members generally felt that there seemed to be a lack of communication and coordination between the broker and TCLB committees. Mr. Tozzi agreed and stated that part of the reason for the lack of coordination is because these listings are the first that the broker has undertaken and that he should have done more to improve the coordination.
- c. Committee members discussed the variance of quality of work between properties, both currently and in the past, and felt quality needed to be improved. Mr. Tozzi suggested that TCLB develop design standards so that expectations are clear, are consistent, and can be used as supporting information when completed work is not acceptable. Chair Spellen suggested that the discussion be added

to the next Executive Committee or Board of Directors meeting agenda(s).

- d. Mr. Tozzi was asked to contact Sherry Cavallaro to request dates and times that she can be available to meet with the Committee to discuss how improvements could be made. Mr. Tozzi agreed to do so.
- V. Adjourn Meeting
- a. Jeanette Nicholson motioned to adjourn the meeting which was seconded by Andrew Cooper, and which was approved 3-0
 - b. Chair Spellen declared the meeting adjourned at 5:57 PM.

