

TROY COMMUNITY LAND BANK CORPORATION

Marketing Committee Meeting

6:00 PM Monday January 07, 2019

200 Broadway, Suite 701

Troy, NY 12180

AGENDA

- I. Call to Order
 - a. Roll Call

- II. New Business:
 - a. General Marketing Strategy for Properties
 - b. Specific Marketing for Properties:
 - i. 288 Tenth Street
 - ii. 791 River Street
 - iii. 899 River Street
 - iv. 3036 River Street
 - v. 29 Park Avenue
 - vi. Vacant parcels
 - vii. Upcoming acquisitions (3240 Sixth Ave, 3278 Sixth Ave, 11 Winnie Street)
 - c. Real Estate Broker Marketing
 - d. 288 Tenth Street Marketing
 - e. 791 River Street Marketing
 - f. Utilization of Social Media
 - g. Marketing of the Land Bank Organization
 - h. Community Outreach
 - i. Outreach to Potential Partners
 - j. General Notice Requirements and Implementation

- III. Adjournment
 - a. Meeting adjourned