

Organization River Area Council of Governments

Board Retail Development

Date and Time Thursday, March 20 2003 at 7:00 PM

Place Town of Champion Offices Board Room (rear of building) 10 N Broad St, West Carthage NY

Contact [Chris Vargulick](#) Town Clerk Phone (315) 493-3240 Fax(315) 493-2900

Minutes

Present: Rebecca Vary, Ron Blinebry, John Peck, Herb Craft, Bruce Armstrong, Dave Zembiec, Chris Lorence.

Chris Lorence, who provides public relations and marketing services, gave an overview of the elements in an effective marketing effort and the services he provides in helping a client develop and implement a marketing plan.

Committee members explained what's been done to-date, and that the conclusion from the last meeting was to focus on preparing some type of promotional piece aimed at recruiting new retailers. It could highlight the community's assets, location, retail opportunities (per the earlier retail analysis report), and available financial assistance—all those things that might attract new retailers to the community. Chris showed some samples of different pieces and said he could work with the committee to design something that was tailored to the intended message. This piece could be sent to retail prospects, handed to potential developers that might visit the community, or handed to current retailers in other communities to encourage them to open up a second location in this area (or even move to it).

A portion of the discussion centered on the need to improve and maintain the community's appearance through proper code enforcement, rudimentary design guidelines (such as new construction being to the front building line in order to maintain the streetscape), and public improvements such as ornamental streetlights across the bridge and further riverfront improvements (as recommended in the EDR design report), and improved signage.

The rationale was that sprucing up the community and developing an appropriate retail mix would create downtown as a quality "product" that could *then* be promoted to tourists and to potential customers already living in the RACOG market area.

The committee discussed the need to approach the RACOG board for authorization to begin utilizing Mr. Lorence's services on an hourly basis to work with the committee in preparing the appropriate materials for RACOG's review.

Next meeting: Tuesday, April 29th at 6 p.m.
New Town of Wilna Offices, 414 State St.