



*GLDC Board Working Meeting Minutes: February 8, 2022
Glenville Town Hall*

Directors Present: T. Conley, R. Usas, S. Osswald, B. Craig, C. Hebbard, A. Gonzalez-Barone

Others Present: M. Cherubino

Excused: R. Palmer

Meeting Commenced: 7:35 am

Reporting and Documentation

T. Conley opened discussion regarding the GLDC's reporting and documentation.

A. Gonzalez-Barone brought to the board's attention that NYS Open Meetings Law has been amended to require minutes to be posted online within 2 weeks of a meeting's adjournment. The board discussed how to best handle compliance since meeting minutes are generally not approved until the next meeting. S. Osswald suggested to use a message at the top of the document to indicate the minutes are in "Draft" form, posting that document, and replacing it with finalized minutes once they are approved at the next meeting.

A. Gonzalez-Barone to work with R. Palmer as the website backup so that there is another person with knowledge about performing updates. A. Gonzalez-Barone also to take over uploading the minutes to the website in order to streamline the existing process. Meeting between R. Palmer and A. Gonzalez-Barone to be scheduled to transfer this knowledge.

S. Osswald distributed documentation to the board that needs to be signed, such as whistleblower policies, sexual harassment, and code of ethics documentation.

T. Conley recommended a review of the mission statement as an agenda item for the next meeting.

Minutes submitted by: A. Gonzalez-Barone

Minutes Approved: February 22, 2022

Glenville, New York

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Community Outreach/Marketing

T. Conley opened discussion for ideas regarding community outreach and marketing for the GLDC. T. Conley suggested the board focuses on the top few ideas so it doesn't become an overwhelming process.

GBPA

S. Osswald mention that Sid Ramotar (Glenville Town Board members) is leading an initiative to revitalize the GBPA. M. Cherubino and A. Gonzalez-Barone suggested a meeting to get many people across different organizations (GLDC, SBED, GPBA, Chamber of Commerce) in the same room to coordinate efforts. M. Cherubino to set up a meeting to discuss collaboration between all groups.

Marketing

A. Gonzalez-Barone suggested the best low-cost strategy at this time for marketing would be to focus on updating the website and creating a social media presence for the GLDC. Part of A. Gonzalez-Barone and R. Palmer's knowledge-transfer about the website will include identifying opportunities to streamline Search Engine Optimization (SEO) and other low-cost/effort methods of gaining exposure.

C. Hebbard asked how much the GLDC currently has to lend to new borrowers. R. Usas confirmed the lending amount available is currently about \$178,000. The board came to agreement that there should be an assessment of what groups/businesses we are trying to attract as new borrowers, and use that to drive our marketing efforts.

The board tasked the Business Development Committee to present a marketing strategy to the board that includes website updates, organic Facebook engagement, and paid Facebook advertising. A. Gonzalez-Barone suggested that website updates need to come first before social media or paid Facebook advertising follows. The next step will be for A. Gonzalez-Barone and R. Palmer to schedule the website information meeting.

Next Board meeting is February 22, 2022 at 7:30 am.

Motion to Adjourn: (T. Conley – first / A. Gonzalez-Barone - second) Motion Carried/Unanimous

Meeting Recessed: 8:40 am