

TROY COMMUNITY LAND BANK CORPORATION

Marketing Committee Meeting

6:30 PM Wednesday December 04, 2019

200 Broadway, Suite 701

Troy, NY 12180

AGENDA

- I. Call to Order
 - a. Roll Call

- II. March 08, 2019 meeting minutes

- III. Unfinished Business:
 - a. General Marketing Strategy for Properties
 - b. Specific Marketing for Properties:
 - i. 791 River Street
 - ii. 899 River Street
 - iii. Recent acquisitions (54 5th Ave, 3229 6th Ave, 3240 Sixth Ave, 11 Winnie Street, 3325 6th Ave, 103 Ferry Street, 24 Mc Clelland Ave.
 - iv. Vacant parcels (3154 6th Ave, 140 President Street)
 - c. Real Estate Broker Marketing
 - d. Utilization of Social Media
 - e. Marketing of the Land Bank Organization
 - f. Community Outreach
 - g. Outreach to Potential Partners
 - h. General Notice Requirements and Implementation

- IV. New Business:
 - a. Website - discussion

- V. Adjournment