

## **Memo**

TO: Genesee Foundation Board of Directors

FROM: Gary McKay

DATE: April 10, 2007

SUBJECT: Vision Committee Report

The kickoff meeting was held March 19 with good attendance and participation (see attached minutes).

The next meeting is scheduled for April 17 to analyze strengths and weaknesses. Notices were posted on channel 8, the website, and bulletin boards. Letters were also sent to about ten realtors who live in Genesee, inviting them to attend and/or complete a survey.

John Recca has joined the committee, bringing marketing expertise.

**Genesee Vision Committee**  
Minutes of Meeting  
March 19, 2007  
6:00 to 8:00 PM at Oxley

Attendees:

Fred Coester  
Annette Cole  
Jean Dennis  
Emily Henderson  
Ann Lenane  
Anita Livingston  
Gary McKay  
Jason Ornstein  
Bruce Strand

Activities:

Gary McKay called the meeting to order and reviewed the committee roster, committee charter, and minutes from past meetings.

Discussion ensued about characteristics of Genesee, comparable neighborhoods, sales statistics, and facilities.

The following subcommittees were formed:

Facilities: Anita, Bruce, Fred, & Jason  
Marketing & Image: Anita, Ann, Emily, Gary, Jason

The consensus was that a meeting should be dedicated to analyzing strengths and weaknesses. That meeting was scheduled for 6:00 PM April 17.

Actions:

Gary McKay to email the results of the 2006 Genesee general survey  
Ann Lenane to provide a list of realtors in the area and contact information  
Ann Lenane to provide summary sales data for the area  
Emily Henderson to contact the public relations person that she knows  
Ann Lenane to draft a survey for realtors

Respectfully submitted,  
Gary McKay  
Chair