

MINUTES OF REGULAR MEETING OF O IDC OF NOVEMBER 10, 2011

David Emerson called the meeting to order at 10:00 a.m.

Present: Lawrence Wilcox Brian Bartle
 David Emerson Pete Faber
 Roy Petersen Jeanie Petersen

David looked over the minutes of last quarterly O IDC Regular Meeting of Aug. 2011.
No Finance Report.

O IDC Publicity

Roy talked about the progress of the website plans. A domain name has been secured on behalf of O IDC. It is— www.oxfordidc.com He looked for several others before selecting this, when O IDC.com wasn't available. This seemed the shortest and best.

- Website designs: Roy brought out three photocopies of potential website designs with two different logos.
- Logos: A sheet with logo ideas was also passed around. David felt that O IDC didn't really need a logo because it isn't selling a product. He felt it best to use the logo (on the design sheet) that has red initials in front of the words "Oxford Industrial Development Corporation." The boldness and easy readability of the name appealed to him.
- Photos: photos were also important to David, and Jeanie showed him a sheet of several thumbnail photos (of the bank/PO/fountain/sign, etc), representative of many that were available. Rotating photos on the site was a suggestion.
- Navigation & Links: Jeanie read thru several suggestions for web navigation. David indicated that he didn't want to provide real estate opportunities but only a link to a realtor in Oxford and a link to NBT for loan suggestions. Lawrence suggested a link to PON. They want to come up in a search for "economic development" or "business development." It should stress "small town atmosphere", "quaintness", the geographic location, list major cities (4-5 hours Oxford is from), and how to get to Oxford (driving directions – link to Google maps). They can help people with advice.
- Contacts: Roy is to use the Village phone and email on the website. Trish Nelson will be instructed as to how to handle any correspondence.
- David said to "go ahead and do what you know works best." Roy gave David a folder with the contract and copies of the above mentioned printed sheets. Also an instructional on how to make a website – facts and ideas.

Jeanie brought out one sample O IDC brochure. (There were none on the table.) Pete wanted to know where he could get more as his were gone. It was mentioned that the new web address be added to the brochure. (The change of logo was not mentioned regarding the brochure cover.)

Other business news:

The former Clachan Coffee House -now Oxford Coffee House- has a new owner, Michelle Miles and her daughter. David said they even came to the Lions Club meeting –showing their community involvement.

Oxford Motors' Donnie Golden is doing very well but frustrated with NYS DMV. He got his used car selling license but not license to perform NYS vehicle inspections. David gave him Cliff Crouch's contact and Cliff came right over to see if he could help. There's a maximum of 52 inspection centers in the county and Donnie (who's all set to inspect cars) has been denied. He can inspect cars he sells and those of people that work for him only. He has been doing inspections and getting Menard's or Stone House to do his paperwork.

Lawrence was congratulated on his re-election as Oxford Supervisor. He mentioned that there are seven new Supervisors and new board members. We're losing 88 yrs of experience. He is vying for CC Chairman with George Seneck of Guilford as his opposition. The board votes in January 2012. If appointed, Lawrence said his son would have to take over the farm, making it a 6th generation farm. He spoke about the County's challenges like the 2% tax cap and more.

Meeting adjourned at 11 AM.

Jeanie Petersen – filling in as secretary for Roger Monaco