

Town of Caroga

PLRT minutes of the 2/23/22 Meeting

Called to order at 7 PM at the Town of Caroga Municipal Building.

Members present: Ralph Palcovic, Amanda French, Jeremy Manning, Jerry Groom III, Chris Cernak , Jenny Smith-Pending Board Approval, Town Board Liaison, Barb Deluca

No members of the public attended

First order of Business was to elect and committee Chairperson, after a brief discussion Amanda French agreed to be the Chairperson of the committee, agreement by all. After a brief discussion Ralph Palcovic was selected to be the secretary of the committee. All were in agreement.

Discussion was held and review of 2 tentative mission statements that would be utilized as operational guidance for this committee to function under. Currently since the formation of this team, no formal or informal focus as to what the responsibility of this group has existed. It was agreed that both mission statements were practical as to form , Fit and function of this team.

“To promote the Town of Caroga by sponsoring and promoting programs, events and celebrations throughout the Town in a cooperative manor. This will be achieved by developing and distributing a centralized town event calendar, developing and promoting sponsored events utilizing town resources and acting as a resource that local business and organizations can draw support from when needed. “

The above is approved in basic concept and is pending final editing and approval of this team.

The discussion continued in to REBRANDING the functional mission of this team and deleting any responsibility of oversite of the Town of Caroga Recreation program, Golf Course Operations, and the Lake weed, invasive species eradication programs, all of these programs have employed personnel who run the individual town operations and do not require any operative comment from this team. All of the oversight and management report directly to the Town of Caroga Town Board and serve at their pleasure, not the PLRT.

A discussion was held on the possibility of hiring a marketing specialist to improve the Town of Caroga public relations advertising events in multimedia for all public events coordinating town and private business aspects that occur throughout the area. Research and further discussions to follow.

A motion to adjourn was made by Ralph Palcovic, Second by Jerry Groom III, motion was carried at 8:25 pm.

Respectfully submitted

Ralph Palcovc, secretary

3/2/22