

**geneseo students create branding strategies for four neighborhoods**



The Castle Heights, City Central, Hildreth Hill and Historic North neighborhoods will get a marketing makeover by SUNY Geneseo students from an innovative communications course.



Student teams will develop unique neighborhood brands and propose marketing ideas for the neighborhood associations.



Eric Ameigh and Sage Gerling traveled to SUNY Geneseo to introduce the project. Students then came to Geneva for an information gathering session. Residents representing the participating neighborhoods led the students on neighborhood tours, shared neighborhood stories, and answered student questions.

Parallel to the student project, the GNRC will lead associations in a strategic planning exercise to further refine neighborhood goals.

**applications rolling in for gnrc programs**

The application process for two GNRC programs wrapped up this month with strong resident participation. Eight applications from 61 property owners in four neighborhoods applied for the Better Block Sidewalk Program. Thirty-eight homeowners in nine of the eleven neighborhoods wrote stories about their homes to enter the Best House on the Block competition.



Application review is underway for both programs and participants will be selected in April.

**2011 neighborhood challenge announced**

The second annual Great Geneva Neighborhood Challenge is here! Neighbors can apply together to do curb appeal projects this summer. Applications are due on April 29th and available at [www.genevanrc.org](http://www.genevanrc.org).

**pride in our pocket parks**

The park group is gearing up for the April 16th Bicycle Spring Tune-up in Bicentennial Park, the first of a series of events in every neighborhood park this year. Planning for the other events continues.



Joe Marone presented ideas to the park group for a skate park/sculpture garden.

**gnrc visitor, volunteer, website & media log**

**198 visitors:**

- 111 residents
- 50 city employees
- 5 partners
- 7 students
- 25 other

8 active and 9 continuing architectural design resident clients and 2 continuing landscape design resident clients

1,123 website hits this month

12 volunteer hours

3 Finger Lakes Times articles: Great Geneva Neighborhood Challenge; Best House on the Block Competition; and leaf debris collection

**timebanking concept gaining support in geneva**

The GNRC, Geneva Community Center, and a growing number of community members are exploring starting a timebank in Geneva. The timebanking concept is simple. For every hour you spend doing something for someone in your community, you earn one Time Dollar. Then you have a Time Dollar to spend on having someone do something for you. The GNRC is looking into piloting this program in a few of the eleven neighborhoods.

**university students visit**



Master students in Rural Planning and Development at Canada's University of Guelph visited the GNRC to learn about the City's approach to neighborhood development.