

# A VIEW OF THE FALLS

**Office of the Mayor - Richard B. Milne**

May 16, 2011

Dear Residents and Business Owners,

Our presentation of projects from the Rochester Institute of Technology Marketing Classes this past Friday was a huge success.

There were 37 students that prepared ideas for ways to brand and market our village and they had wonderful ideas and concepts. The Village board will review the projects and then pick the ones we feel fit our village best. At that time, we'll provide those that want to see them the opportunity to review the concepts.

It's our intent to use a plan or portions of plans together to help promote our Village Community. We are thankful to the RIT students and the college for their support. This is truly a win/win for both the Village and RIT. We are very excited with the results.

Thank you,

Rick Milne  
Mayor, Village of Honeoye Falls