Over the next several months, the Town Board will be “spotlighting” our six business districts in Penfield. The board is committed to working with all of the business owners to encourage our residents to support the businesses in the Town. One of the key elements of a healthy community is healthy business.

At last week’s Town Board meeting we kicked off the “spotlight” program which featured the Browncroft Corners Business District. Christine Peters, CEO of Family First Credit Union, addressed the board regarding the businesses in this area and specifically how Family First partners with the Penfield community in so many ways.

The Browncroft Corners Business District is comprised of 29 acres of land zoned business non-retail and limited business. The district contains a unique mix of offices, transitional retail, and service businesses, and it is considered a gateway to Penfield from the City of Rochester. Please consider supporting the businesses in this area. Next up will be the Four Corners Business District.

I had the pleasure of attending a presentation by the Assistant Attorney General in charge of the Rochester Regional Office on tips for protecting your privacy, “Don’t Become a Victim of IDENTITY THEFT.”

The number of people that become victims on a daily basis continues to grow at a staggering pace. Many times we can avoid problems by being aware of our surroundings when doing business, shopping, telemarketing, filling out surveys online, phone, or via the mail, and more.

One of the largest targeted groups is our senior citizens. There are many scams on investments, health insurance, construction and remodeling work, credit cards, internet, and phone solicitations.

The Town Board is very concerned about this matter and will be working with the Assistant Attorney General to sponsor a special program for our senior citizens over the next six to eight weeks to help them identify ways to protect themselves from being a victim of fraud and other criminal activities.

Copies of the brochure “Tips for Protecting Your Privacy, Don’t Become a Victim of IDENTITY THEFT” are available at the Attorney General’s website www.oag.state.ny.us or by contacting the local office at 546-7430.

Two upcoming dates to remember: The Children’s Egg Hunt will be Saturday, March 27 at 10:00AM at Rothfuss Park. Bring a basket, bag, or your favorite jacket with big pockets as there will be over 3,000 eggs spread out on the 70-acre park, this is Penfield’s largest egg hunt! The Town’s official “birthday” is March 30; please join us at the Rt. 441 Wegmans for a piece of birthday cake from 12:00 PM to 2:00 PM to help celebrate our community’s special day. Thank you to the Bicentennial Committee and Wegmans for their support and sponsorship of this event. This is yet another example of a local business partnering with the town to support our residents.

Tony
supervisor@penfield.org
340-8631