

Town of Hammond Economic Development Committee Meeting

February 19, 2014

Hammond Village Community Center

Members in Attendance:

Erica Demick, YesterYear Vintage Doors

Mike Stock, Riverbay Adventure Inn

Howard Demick, Town Board Representative

William (Bill) Denale, Cottages at Chippewa Point

Mary Hamilton, A Moving Experience

Tom Weldon, Singer Castle

Ron Papke, Planning Board Representative

Nancy Williams, Christensen Realty USA

Absent: Larry Foster, Schermerhorn Harbor

Shelly Youngs, Hammond Village Mayor

Ron Bertram, Hammond Town Supervisor

Others: Amanda Purcell, Ogdensburg Journal

Scott Ouderkirk, Hammond

The meeting was called to order at 6:10 pm by co-chair Erica Demick.

Old Business:

RiverQuest Proposal

The group discussed the RiverQuest proposal that was shared by Supervisor Bertram. See copy attached. RiverQuest will be printing 70,000 maps for distribution that will include the Hammond and Chippewa Bay locations as well as a link to our business website if we decide to participate. The group felt \$1200 was a lot of money particularly given the small amount of money in our account. Concerns were also discussed regarding how we would measure the impact of spending the money and what attractions, in addition to Singer Castle, we presently have in Hammond to draw people here.

Tom Weldon felt it was a good cause and felt we should counter the proposal with an offer of \$750...\$250 from the Town Board, \$250 from the Economic Committee, and he offered to donate \$250 from Singer Castle. The committee agreed with this proposal and Mike will contact Lynn Robarge to see if this is acceptable to RiverQuest. Erica will ask the Town Board if they are in agreement and are willing to contribute their share.

The group also felt if our website www.visithammondny.com is going to be included as a link to the RiverQuest project we should invest some time and money in updating and making it more informative. Erica will look into this. It was noted the 1000 Islands Tourism Council has added the Hammond area to their website http://www.visit1000islands.com/visitorinfo/?page_id=3904 Mary developed the wording for the page that can be updated as time goes on. This is another reason for continuing to develop our website.

Town Slogan

There was continuing discussing regarding the slogan the committee has been working on for the past few months. The choices were narrowed down to “Explore Our Shores” and “Explore It”. There were pros and cons discussed for both. Some felt “Explore Our Shores” was all encompassing of both the St. Lawrence River and Black Lake. Others were concerned the word “shores” was more ocean related than river related. Some felt the phrase “Explore It” was too short and non-descript while others felt it denoted “action” and was not limited to just the water. Since members were missing, it was decided the committee would vote by email before the next meeting.

Scott Ouderkirk, local Hammond artisan and member of the business group, attended the meeting and presented two pages of sketches of logos to be reviewed and considered by the committee. He can add the slogan phrase as soon as it is decided on. The logo can be used for signs for entrances to the town, brochures, letterheads, t-shirts, etc. He would like some feedback regarding the designs and Erica will email the sketches to committee members to review.

Small Business Courses

Mike has been working with the SUNY Canton Small Business Center to arrange an e-Commerce Business series for local businesses. (See attached flyer) This series of three hands-on courses will start on Tuesday, April 1st at the Hammond Library and will run from 5:00-6:30 pm. The other two courses will be held April 15th and April 29th and will build on what was learned in the first course. Everyone will have the opportunity to develop their own business Facebook page. The registration fee for course 1 and 2 is \$5 each for Hammond Business members and \$10 each for non-members. There is no charge for the third class. Participants can register by calling the Small Business Development Center at 386-7312.

Farmer's Market Update

The Farmer's Market committee met and developed a mailing that was sent to over 30 area vendors in St. Lawrence and Jefferson County. The market will again be held on Wednesday afternoons from 3:30 – 7:00 pm at the Hammond Museum. Start date is tentatively set for July 2nd. The market has joined GardenShare and will be advertised and promoted by this county organization. It will also be looking at additional signs or banners to place along the road to better alert passing motorists. If anyone knows of any interested vendors with produce and food products or artisans and crafts, please contact Lori Thistle at hamfaam@yahoo.com for a registration form.

River Weekend

Following last month's initial discussion regarding the creation of a River Day/Weekend, a committee consisting of Bill, Mary, Shelly, Erica, and Howard met and brainstormed possibilities. It was decided, because of timing, the amount of work involved and the lead time required, we would target 2015 to see this come to fruition. This summer we would start with one event to introduce the idea. It would be held at the Chippewa Bay Community Center in August (either the 2nd or 3rd Friday) with more details to follow.

Ideas for a full day of activities and events were discussed including a 5K or 10K run, a craft/artisans show, a chicken B-B-Q, a soapbox derby, a canoe, kayak or paddleboard race, musical entertainment, variety show/lip sync contest, and fireworks on the river.

The overall goal is to develop an annual event that is river related, encourages community participation, and sees local organizations and businesses involved and benefitting from this type of fundraising activity. The River Weekend Committee will develop a proposal, identify

representatives from local organizations and businesses, and schedule a meeting to present this concept. Wednesday, April 30th was set as a tentative date.

Following a discussion regarding fireworks, Tom Weldon agreed to get prices for the committee to consider. Larry and Howard will help with this activity.

Comprehensive Plan

The comprehensive plan was on the agenda but the meeting ran out of time for discussion. Bill volunteered to start reading through the plan and summarize/prioritize goals we could focus discussion on at our next meeting. It is probable some of the recommendations have already been met since the plan's inception. Those could be identified and reported to the Town Board.

New Business:

Erica attended the Chippewa Fish & Game Club fishing tournament and suggested the committee think of ways to support the event next year, possibly an ice shack parade or decorated ice shack contest.

The group discussed ways to keep business members updated on progress of the committee. It was decided to send out emails to members and attach the minutes from our monthly meetings. They will also be posted on our website. The committee hopes this will help increase involvement and participation in our activities.

The committee held a brief discussion regarding ways for the public to gain better river access. A long-range goal might be to add additional dock space to the current Chippewa Bay public dock to accommodate more boaters.

The meeting ended at 8:00 pm. The next committee meeting is March 19th.



FRIENDSHIP BENEFITS

RiverQuest (RQ) is an initiative of the Aquatarium (AQ), a 25,000 sq. ft facility opening in the spring of 2014 in Brockville. The AQ will be the showcase of what the 1000 Islands and St. Lawrence River has to offer to visitors.

RiverQuest's Vision is to build the greatest possible awareness and appreciation for the wonders of the 1000 Islands Region of the St. Lawrence River by inspiring the public's curiosity, repeatedly engaging them to participate in, learn from, and grow through RiverQuest's messaging, its Quests and partner offerings.

RiverQuest's Mission is to package and tell the intertwined stories that define the 1000 Islands area, one of the most unique destinations in North America if not the world. RiverQuest is a structured entity whose members believe that we are "Stronger Together" and can "Achieve More Together" through cooperation.

By being a Friend of RiverQuest, you take advantage of being part of an organization that has acquired high end material to promote the area and mediums that helps cross promote attractions, attracts visitors to your area, and for a longer period of time, benefiting the economic development of your area. Here is what your contribution will include:

\$1200 Friend Benefits

* WEB SITE

- Listing on RQ web site and link to your web site
- Links to your web site in Quests section of the RQ web site
- Promotion of your local attractions (Partners of RQ)

*ADDITIONAL MARKETING BENEFITS

- Benefiting economic development of your community by attracting visitors to the region, and keeping visitors longer in the area;
- Promotion of key attractions in your area through:
 - RQ Kiosks (10 kiosks planned for 2014 on locations at key attractions in US and Canada, and up to 25 kiosks in next 3 years) including electronic brochures of our partners and Challenge trivia
 - 1000 Islands High Quality video footage promoting the area (available to you for economic development opportunities);
 - RiverQuest map to be produced Spring 2014;
 - Social Media campaign;
 - The Aquatarium (investing \$21 million dollars and expecting 50-70,000 visitors each year), and through the RiverQuest Map interactive exhibit in the Biosphere Hall;
 - Part of a network of destinations attracting over 3.5 millions visitors;

- Attendance to Semi annual meetings;
- Racking opportunities at the Aquatarium;
- Traveling kiosk made available to use at trade shows.

Optional advertising opportunities:

- DATA: Get access to our email data gathered from the Kiosk Challenge registration for a \$500 upgrade;
- BANNER ADS: Get a rotating ad space on the RQ web site for \$100/mth upgrade (Minimum of 3 months purchase)

- *RQ Challenge participants need to opt in to receive email promotions*

Attend the **E-Commerce Training Series** **For Your Business!**



Learn the basics of e-commerce and how your business can take advantage of an online presence to attract and retain customers. This series is ideal for businesses that have little or no online presence and don't know where to begin. The sessions will include hands-on learning so you can try out your new skills as you learn them and troubleshoot on the spot!

Participants are urged to bring laptops if they have them available; a limited number of computers are available for those who don't have a laptop to bring

<p>Tuesday, April 1, 2014 5:00 – 6:30 p.m. Hammond Free Library <i>\$5 for Hammond Economic Development Committee members; \$10 for non-members (Payable at door)</i></p>	<p>Get Your Business on the Map: Business Listings & Customer Review Sites This is a hands-on computer workshop with instruction on how to list your business on search engines, encourage reviews from customers and be seen on internet and mobile map applications. Participants will be given tasks to practice on their own after the workshop. This session is ideal for businesses who have not built their online listing presence or who have limited experience with listings.</p>
<p>Tuesday, April 8, 2014 5:00 – 6:30 p.m. Hammond Free Library <i>\$5 for Hammond Economic Development Committee members; \$10 for non-members (Payable at door)</i></p>	<p>Facebook for Business This is a hands-on computer workshop for businesses that currently have no Facebook presence or that may have a page set up but have not utilized it. Participants will learn how to set up their business Facebook page and the basics of developing and managing it. Participants will be given tasks to practice on their own after the workshop.</p>
<p>Tuesday, April 15, 2014 5:00 – 6:30 p.m. Hammond Free Library <i>(No fee for attendees of previous sessions)</i></p>	<p>Hands-On Workshop Session This session will give attendees of the previous two workshops a chance to troubleshoot and ask more detailed questions after having some time to practice their new skills on their own. SUNY Canton SBDC staff will be on hand to guide participants through any issues they may be having with their newly established online presence.</p>

PRE-REGISTRATION IS REQUIRED!

All sessions will be held at Hammond Free Library — 17 North Main Street, Hammond, NY 13646

To register, please call the SUNY Canton Small Business Development Center (SBDC) @ 315-386-7312

This event is hosted in cooperation with the Town of Hammond Economic Development Committee

Visit their website: www.VisitHammondNY.com

Also please check out their Facebook page and LIKE THEM: www.facebook.com/VisitHammondNY

For questions feel free to contact Erica Demick: 315-486-9296



The New York State Small Business Development Center (SBDC) is partially funded by the U.S. Small Business Administration. The support given by the U.S. Small Business Administration through such funding does not constitute an expressed or implied endorsement of any of the co-sponsor(s)' or participants' opinions, products, or services. **Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance.** Contact the SUNY Canton SBDC at 315-386-7312 to make necessary arrangements.