

Town of Hammond Economic Development Committee Meeting

March 19, 2014

Hammond Village Community Center

Members in Attendance:

Erica Demick, YesterYear Vintage Doors
Mike Stock, Riverbay Adventure Inn
Howard Demick, Town Board Representative
Mary Hamilton, A Moving Experience
Ron Papke, Planning Board Representative
Nancy Williams, Christensen Realty USA
Shelly Youngs, Hammond Village Mayor
Larry Foster, Schermerhorn Harbor

Absent:

Ron Bertram, Hammond Town Supervisor
William (Bill) Denale, Cottages at Chippewa Point
Tom Weldon, Singer Castle

Others: *Rosemary Demick, Lynn Foster*

The meeting was called to order at 6:00 pm by co-chair Erica Demick.

Old Business:

RiverQuest Proposal

As per last month's discussion, Mike Stock presented the Economic Committee's proposal of a \$750 membership fee for the next year to RiverQuest. The Hammond Town Board approved their \$250 share at their March meeting. \$150 will come from Economic Committee funds. Singer Castle is donating \$250 and Nancy Williams Realty is donating \$100 to the Committee for use toward the membership.

The next step is to provide RiverQuest with a photo and 50-word description of the Hammond area to use on the kiosks that are being developed. Erica will find 3 photos and send to the group for review and approval. RiverQuest is also interested in history-related trivia questions and committee members were asked to provide 2-3 examples to Erica by April 4th.

Town Slogan

Erica announced the results of the voting on the slogan choices by the committee. "Explore our Shores" won the vote over "Explore It".

During a discussion regarding the logo sketches Scott Ouder Kirk did for the committee, Erica suggested she would like to see the community more involved in this process and felt we should ask the high school Art teacher to give her art students an assignment to come up with designs the public could judge and pick a winner. She will talk to Scott about this approach and report at next meeting.

Small Business Courses

The Small Business E-Commerce Workshop Series will begin on Tuesday, April 1 in the Hammond Library. Nancy, Shelly and Erica sent out over 100 flyers to all the businesses in Hammond. To date

there are 17 people signed up. Mike has been working with the SUNY Canton Small Business Center on the details. A survey will be taken to see if there is a need to repeat the series in the near future on a different day at a later time (6:30-8:00pm).

Farmer's Market Update

The Market's start date is tentatively set for July 2nd. Mary attended a workshop in Watertown to gain information on the use of an Electronic Banking Terminal to allow the Market to accept WIC checks and Supplemental Nutrition Assistance Program checks. GardenShare will be the lead on this and will take care of the organizing the details for this system. Erica mentioned the possibility of a link to the Market on the www.visithammondny.com website. 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 Day Update

The next River Day committee meeting is Thursday, April 3 at 6 pm at Yesteryears. Everyone is welcome to attend. Agenda includes discussion on this summer's event as well as defining a proposal to present to organizations at the Wednesday, April 30th meeting at 7 PM in the Village Community room.

FaceBook Update

The Business and Economic Committee's FaceBook page VisitHammondNY now has 429 likes. Erica also mentioned a new FaceBook page called Hammond Memories that Mike Savage and Chad Kloss have just started that is providing people a way to share old photos and is quickly becoming popular with Hammondites.

Town Events Calendar

This has been discussed at previous meetings and Erica has now organized a chart of local Hammond organizations and is asking a volunteer to contact each group and encourage them to list their upcoming events on our website: www.visithammondny.com

New Business

Grant Writing Workshop

Mary will attend a grant writing class sponsored by the County Planning Department on Wednesday, April 2 at the Potsdam Civic Center. Heidi Ames will be presenting information geared toward grants available for non-profits.

Grant Application for Signs

Erica and Howard have been working on collecting information for a grant application to the St. Lawrence River Valley Redevelopment Association (SLRVRA) for entrance signs to the Town of Hammond. They approached the Town Board for the \$100 application fee for the grant that is considered community development and were approved. They explained their ideas and shared a sample drawing of a sign and a rough estimate of what 5 signs with stone pillars would cost (two signs for Route 37, two for Route 12, and one for the Black Lake Road). The application is due by March 31st and the money will be awarded at the end of the April.

The committee agreed to proceeding with the grant process.

Updating Website Information

Erica asked for volunteers to collect information to enhance the “Tourism” section of our website www.visithammondny.com to show what Hammond has to offer visitors. Mike and Larry agreed to work on the task.

Trails and TILT Information

Mike recently had a conversation with Jake Tibbles, director of the Thousand Islands Land Trust, who told him there was an interest in creating more public use trails in the town of Hammond. Jake is willing to come to one of our future meetings to discuss ways we can work together.

Comprehensive Plan

Last month Bill Denale volunteered to read through the Comprehensive Plan and report back to the committee this month. After completing his task, he commented that this review process is going to be somewhat difficult because, as a committee, we can point things out and make suggestions to the town but we don't have a way to enforce it. Two areas he felt we could focus our efforts would be on a town-wide clean-up and on building and marketing with other agencies. It was felt Hammond cannot attract business until there is a beautification plan that includes encouragement for property clean-up and renovation, possibly through further tax incentives that would be handled by the town board and assessor.

During further discussion, the majority of the committee felt it is difficult to know where to begin this review process. They felt is a lot to understand and work through. It was decided the Plan would be first on the April agenda and everyone should come to the meeting having read the entire report prepared to discuss what has been achieved since the plan went into effect and then prioritize what areas could become the next focus.

The meeting ended at 7:45 pm. The next committee meeting is April 16th.