

## **Town of Hammond Economic Development Committee Meeting**

April 17, 2013

Hammond Village Community Center

### Members in attendance:

Erica Demick, YesterYear Vintage Doors  
Mike Stock, Riverbay Adventure Inn  
Allan Newell, Chippewa Creek Farm  
Larry Foster, Schermerhorn Harbor  
Nancy Williams, Christensen Realty USA  
Mary Hamilton, A Moving Experience  
Tom Weldon, Singer Castle

### Local Government Representatives:

Ron Bertram, Supervisor  
Shelly Youngs, Mayor  
Ron Papke, Planning Board Chairman  
Howard Demick, Town Board Representative

### Others:

Amanda Purcell, Ogdensburg Journal Reporter

### **Welcome:**

- Meeting called to order at 6:30 pm by Erica Demick and Michael Stock, co-chairpeople of the newly formed Business and Economic Group
- Members were introduced

### **Update on Business & Economic Development Group Efforts:**

Erica and Mike explained background on the Business and Economic Group formed last year.

- An initial membership letter was sent to almost 90 local businesses asking them to consider joining the group. Responses and \$50 annual membership dues were received from 30 interested businesses.
- A website was developed by Erica and launched: [www.visithammondny.com](http://www.visithammondny.com)
- A Face Book page was also created: Visit Hammond NY. So far there are 151 likes.
- The group treasury currently has a balance of \$1300. These funds are in a separate bank account that will continue under the auspices of the town
- Last fall, Erica and Mike presented a proposal to the Town Board suggesting they consider creating an Economic Development Committee. The proposal was accepted and resulted in the current committee being appointed.

### **Organizational Structure:**

- *Officers:* Shelly Youngs nominated Erica Demick as Chairperson and Mike Stock as Vice Chairperson since they had organized the Business group. Tom Weldon seconded the motion and it passed unanimously.  
Mary Hamilton agreed to be Secretary. Erica will also act as Treasurer. As time goes by other positions may be added, i.e. Marketing, IT

- *Term Limits:* Length of appointments to the committee were discussed and it was decided to revisit the discussion in March of 2014 at which time a decision will be made. Members were asked to think about what might work for them or be best for the committee, i.e. one-year versus multiple year terms.
- *Discussion of Bylaws:* Erica asked the committee to review and become familiar with the proposal she and Mike presented to the town board and be ready to discuss at the next meeting.

### **Comprehensive Plan Update:**

- Both the Village and Town Boards approved the newly developed Comprehensive Plan in April. Since part of the committee's job description is to oversee the plan, it is important all members become familiar with its contents in order to be able to prioritize recommendations and track and monitor them as they are completed. Erica will distribute the Plan via email to committee members so it can be discussed at the May 9<sup>th</sup> meeting.

### **Definition of Economic Development:**

- *Report on Economic Session in Watertown:* Erica attended this event sponsored by the Tug Hill Commission at Jefferson Community College and presented by the Jefferson County Industrial Development Agency (JCIDA). The session stressed the importance of regional development, discussed the different ideas and definitions people have about economic development, and acknowledged the importance of community appearances and having a positive image. Erica has contacts for the IDA if needed.
- *Importance of Community Beautification Plan:* Erica started the discussion about getting people to want to come to Hammond. She feels a beautification plan is a place to start whether its planting flowers, cleaning up buildings, placing appropriate welcome signs, or creating some public space.

- *Round Table Discussion:*

Further Suggestions and Recommendations included:

- ⇒ Committee should list small tangible goals to start with. Farmer's Market was discussed as a beginning offering to promote Hammond and give people a reason to come to town. Fire Hall and Museum were mentioned as locations since they both have room for setup and parking. Shelly and Erica will attend the next monthly meeting of the Museum board and ask about the possibility of hosting a weekly Farmers Market. GardenShare was mentioned as a resource to find out what others markets are doing. Erica, Mary and Shelly will look into these and will also look for volunteers to form an organizational committee who can take responsibility for the project.
- ⇒ Many communities have a "slogan. Committee members will find out the slogans for the communities along with river. Slogan should be simple and easy to remember; Erica will post an entry to website and Facebook asking residents for suggestions.
- ⇒ Consider promoting community events on one calendar by asking all community groups and organizations to contact the [www.visithammondny.com](http://www.visithammondny.com) website to post their activities and then advertising in the media where residents can locate the information.
- ⇒ Committee should take an inventory of attractions contained in the town and familiarize themselves with them. Committee members were asked to send a list of businesses and landmarks they are aware of to Mary and she will compile a list for the next meeting.

- ⇒ Entrance signs: Erica described some of the guidelines that have to be followed when considering any type of entrance signs for Chippewa Bay on Route 12.
- ⇒ Members suggested it would be good to have a spot that people can visit and use, i.e.: a park, a nice access to the river;
- ⇒ It was suggested the committee look at promoting the river area during the summer by organizing a “River Weekend” to include fireworks and other water related events, craft show, variety show, etc. The scenic lookout above Blind Bay was mentioned as a possible place to view fireworks. Several ideas were mentioned as ways to pay for such an event. Inquiries will be made to other towns regarding the regulations that have to be followed when hosting fireworks.
- ⇒ Consider ways to develop a “Stone House District Tour” that promotes the extraordinary number of stone houses located in Hammond.
- ⇒ Consider scheduling a Community Clean Up Day on the same weekend every year.
- ⇒ Help the Museum promote and further grow a summer concert series. Look at the possibility of collaborating with Chippewa Bay to host concerts as well, maybe at the Community Center.

The committee discussed a regular meeting date and agreed on the second Wednesday of each month. They also agreed to move the meeting time up to 6:00 pm to make it more convenient for members and it was suggested the committee make an effort to limit the length of the meeting to one hour.

The next meeting will be Wednesday, May 8, 2013 at 6:00 PM in the Village Community Center.

Meeting was adjourned at 8:30 PM