

Town of Hammond Economic Development Committee Meeting

May 8, 2013

Hammond Village Community Center

Members in attendance:

Mike Stock, Riverbay Adventure Inn
Larry Foster, Schermerhorn Harbor
Nancy Williams, Christensen Realty USA
Mary Hamilton, A Moving Experience
Tom Weldon, Singer Castle

Members Absent:

Erica Demick, YesterYear Vintage Doors
Allan Newell, Chippewa Creek Farm

Local Government Representatives:

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

Others:

Amanda Purcell, Ogdensburg Journal Reporter
Lisa Sarfaty, The Lodges at Oak Point
William Denale, cottages at Chippewa Point
Patricia Johnson, representing Hammond Museum

- Meeting was called to order at 6:15 pm by Michael Stock
- Minutes were approved from the meeting of April 17, 2013

Update on Farmer's Market

- Shelly attended the Hammond Museum April monthly meeting to discuss the idea of a Farmer's Market. She was told Tuesday would be the best day for the Museum even though the Museum will not be open on that day. The museum board members had two concerns: 1) who would be responsible for insurance coverage – Shelly talked to Supervisor Bertram and the event can easily be added to town's blanket policy. 2) A porta-potty would be necessary during the length of time the market will be in operation. Shelly stated she talked with Supervisor Bertram and he agreed to help the Village cover the cost of the port-a-potty. The cost is \$120 a month. One possibility is to have the town, village, and museum share the cost for the three months. She wasn't sure if the economic committee would have money to share in the cost.
- Mary discussed that she found two people to begin work on the markets organizational structure. Lori Thistle and Ana McMaster agreed to be part of a board of directors. They met and suggested a name (Hammond Farmers and Artisan's Market) guidelines and developed regulations for the market that can be distributed to interested vendors. Lori also proposed a list of names for the board of directors that the economic committee could appoint. The board would, in turn, find a manager for the market and would be responsible for making sure that person had what they needed to get started. The directors would also look at developing by-

laws, promoting the market, and working with the Museum to make sure the operation goes smoothly. The market will include both produce and artisans.

- There was a discussion about the 8:00-1:00 timeframe. Farmer's markets are more of a morning event but that doesn't mean other hours can't be considered if there is trouble finding vendors for that time.
- The vendor fee is \$50 for the season if paid before the market starts and \$60 if paid after. \$10 will be charged if someone wants to set up for a week.
- Target date to begin is sometime in a month or so.
- Larry Foster made a motion to appoint Lori Thistle, Ana McMaster, Brooke Stark, and Mary Hamilton to the Farmer's Market Board of Directors. Shelly Youngs seconded it. Other people may be appointed next month after they are contacted.

All members voted in favor.

Banners

Shelly led a discussion on the banners that are available for businesses to place on the telephone poles located in the village. She displayed a sample (60" long by 30" wide) and described the process for a business obtaining one. The cost is about \$300 and the turnaround time is about 3 weeks to have a banner created and printed. Any interested business can contact Shelly and she will place the order for them. She will work on an order form. The information will be posted on the Business website. The village is responsible for putting the banners up and taking them down and they will also provide a banner to advertise the Farmer's Market for the telephone pole in front of the Museum.

Treasurer position and group finances:

Howard will work with the Town Board to find out the best way to handle the revenues that are currently in the bank under the auspices of the Business group. He would like to see an account set up through the town board and monitored by the board's accountant.

Town Slogan:

There were several ideas submitted for a slogan for the town. A list was reviewed and discussed. Mike asked that the list be distributed to all members and each person would vote their choice. The choice that gets the most votes wins.

Hammond - Natural Wonder of the St. Lawrence
Hammond - Crossroads to the Great St. Lawrence River
Hammond - Connection to the Seaway Trail
Chippewa Bay/Hammond - 1000 Memories in the 1000 Islands
1000 Islands Adventures in Hammond's Harbor-Chippewa Bay
Chippewa Bay/ Hammond - The Natural 1000 Islands
See what's growing in Hammond, NY
Welcome to Hammond - The Land Between the River and the Lake
Hammond - Treasured Artery Between River and Lake
Hammond - Treasure Between River and Lake
Hammond - Life Between River and Lake
Live-Work-Play in Hammond

Regarding welcome signs on Rt. 12. They can advertise an area but not a business. The existing signs at Chippewa Bay can be rebuilt. Mike will find out if icons can be used in the background as long as it doesn't advertise businesses.

Centralized Calendar of Events

Discussion was held regarding a list of community organizations to contact to ask about having them share events in attempt to have a centralized calendar. List included:

FISH & GAME CLUB
CHIPPEWA BAY YACHT CLUB
CONCERNED RESIDENTS OF HAMMOND
FFA / 4-H FAIR ASSOCIATION
HAMMOND FIRE & RESCUE DEPARTMENT
HAMMOND FOOD PANTRY
HAMMOND FREE LIBRARY
HAMMOND MUSEUM
MASONIC LODGE
First Congregational Church
Hammond Presbyterian Church
St. Peter's Parish

Nancy Williams asked to have Chippewa Bay Community Association be added. The Hammond Farmer's Market will also be added. Chippewa Bay Yacht Club is private and probably should not be on the list.

Working to Increase Business Group Membership

Mike discussed the fact there are almost 100 businesses in Hammond but less than 40 are aware of or members of the Business Group. He suggested making more businesses aware the group exists by approaching them individually. Mary passed out the list of business that received the initial membership letter and a list of those who actually joined the group. The goal is to create more interest by contacting those who currently are not members to provide a personal invite so any questions they may have can be answered. Committee members were asked to look over the list for potential prospects they would be willing to contact. There will be more discussion at the next meeting.

New Businesses:

- Lisa Sarfaty talked about the murals that are part of Alex Bay and Clayton towns and villages and wondered about the possibility of pursuing something like this for Hammond and Chippewa Bay. Also talked about the idea of painting quilts on buildings, which is something other towns have done. She offered to research information about these ideas and bring the info back to the committee.
- Howard suggested look into the possibility of giving awards for "yards of distinction".
- Mary suggested establishing a garden club to help with beautification.
- Setting a date for a community wide clean up day was suggested.
- Howard suggested looking at the possibility of breaks on taxes for home and property improvement.

Members were reminded to review the new Town Comprehensive Plan to discuss at the next meeting on June 12, 2013.

Meeting was adjourned at 7:45 PM