

Town of Hammond Economic Development Committee Meeting

June 12, 2013

Hammond Village Community Center

Members in attendance:

Erica Demick, YesterYear Vintage Doors
Mike Stock, Riverbay Adventure Inn
Larry Foster, Schermerhorn Harbor
Nancy Williams, Christensen Realty USA
Mary Hamilton, A Moving Experience
Tom Weldon, Singer Castle
Shelly Youngs, Mayor
Howard Demick, Town Board Representative

Members Absent:

Allan Newell, Chippewa Creek Farm
Ron Papke, Planning Board Representative
Ron Bertram, Supervisor

Others:

Lisa Sarfaty, The Lodges at Oak Point
William Denale, cottages at Chippewa Point

The meeting was called to order at 6:00 pm by co-chair Erica Demick. Minutes were approved from the meeting of April 17, 2013.

Update on Farmer's Market

Mary told the group it was still a work in progress. There was little response to the first letters that went out inviting vendors to consider attending. Many were already committed to other venues on Tuesdays. The committee then approached the Museum to ask for consideration of a change of day and time for the market. It was granted and the market will now be operating from 3:30-7:00 PM on WEDNESDAYS. This will coincide with the Museum's concert venue that starts July 10th. The list of vendors is being personally re-canvassed to find out if there is interest in a Wednesday market.

Brochure Discussion

Tom Weldon gave an overview of a project that was being conducted by a film crew from the west coast and paid for by several towns along the river in an effort to produce promotional pieces. Tom, Erica Demick, Ron Bertram, Ron Papke, and Mary Hamilton met to help create a list of points of interest in Hammond that should be filmed for inclusion in the project. Erica read the list of the points that were chosen. Filming will take place sometime by the end of the week of June 14th and will involve over 30 hours of time. It will be August 15th before it is all put together and edited. Any part of the completed piece can be used by any business for promotional purposes. No royalties are involved but Tom has to sign off on it.

Erica discussed and read the advertising piece the Clayton Chamber uses for its annual photo contest that actually helps to promote the area. Lisa Sarfaty mentioned Oak Point residents have had their own contest for the last two years. The Presbyterian Church also has a photo contest

during their Fall Festival. Erica suggested the committee consider doing the same and felt these photos could be used for the website and promotional pieces.

Discussion by other members lead to establishing an event that would involve awards, an October 15th deadline, and a way to post the photos in locations around town (Bank, Ned's, Museum) to allow people a chance to vote for their choice.

Review of Community Organization for Community Calendar

The committee reviewed a list of the organizations and members volunteered to make contact with them to promote the community calendar and urge them to contact the website to list any upcoming events. The list was assigned as follows:

Nancy Williams – Chippewa Fish & Game Club

Concerned Residents- Mary

FFA & 4H Fair – Shelly

Fire & Rescue – Shelly

Food Pantry – Mary

Museum – Erica

Library – Shelly

Masonic Lodge – Howard

1st Congregational Church – Nancy

St. Peter's Church- Howard

Presbyterian Church – Mary

School – Erica

Village – Shelly

Town – Ron

Review of Business List

The list of businesses currently not participating in the Business Group was reviewed and committee members volunteered to personally follow up with these businesses to see if they would be interested in joining. The form to have them complete is available at:

http://www.visithammondny.com/uploads/7/4/6/8/7468072/business_economic_dev_group_letter3.pdf

The suggested donation is \$50 annually. Members will report back at the next meeting. The list is attached at the end of the minutes.

Treasury Report

The committee currently has a balance of \$1300. Erica discussed the website and stated startup costs amounted to \$500. At this time, she maintains the site and is willing to make additions and corrections when needed. One other current expense is a PO Box that costs \$50 a year.

Slogans/Taglines

Discussion was held about the most appropriate tagline or slogan to use to promote the town. Committee members felt it was important to make it timeless. They narrowed the previous list down to 5 or 6, but felt more time was needed in order to get it right since this was an important decision.

Top suggestions included:

Welcome to Hammond / Thousand Islands/ Black Lake

Hammond: Home to the 1000 Islands and Black Lake

More time will be spent at the beginning of the next meeting to work on this. Erica will put together a list and send it out to give members more time to think about it. A committee will then be established at the next meeting to look at the type of signs, locations, and who should do them.

Community Beautification Ideas

a) Erica posted the following link for informational purposes: <http://www.useful-community-development.org/beautification.html>

b) An artist who paints murals on barns will be present at July meeting to provide information about the costs, the grants that are available.

c) Tom talked about the informational interpretation panels that many places are developing to promote their areas. Rockport is doing a lot with this. This could be a way to promote many of the stone houses we have in Hammond.

New Business

Lisa Sarfaty told the committee about her concern over the recent negative publicity Hammond received during an incident near Black Lake involving a racial situation. She has had contact with the Hammond Church in an effort to find a way to publically show that Hammond is a town that welcomes people of all faiths and colors. She suggested a candlelight service that would show that everyone is welcome. The committee discussed the incident and felt at this time it would be better not to make any statement or take any action.

The next meeting will be held July 10, 2013 at 6:00 PM.

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LIST OF BUSINESSES TO CONTACT and Committee Member who will contact them

- Grass Creek Designs - ?
- Grater Architects - Allan
- Little Forge Blacksmith - Allan
- Arquitt, John - Landscaping - Erica
- Connie Shoulette, Beauty Shop - Erica
- Dale Industries / Duck Cove Cottages- Erica
- Dunn, David, MD - Doctor - Erica
- Farm Family Insurance - Erica
- Fashion Garden - Erica
- Gallagher, Tammy - Cake Business - Erica
- Gary Hagen, Spray Washing & Cleaning - Erica
- Hammond Health Center - Erica
- Hammond Laundromat - Erica
- Ron Papke, Hunt Realty - Erica
- Chippewa Bay Marine Technology - Howard
- North Country Cottages & Campgrounds - Howard
- St. Lawrence Supply- Howard
- Tate's Plumbing & Heating - Larry
- Blind Bay Marina Corporation - Mary

Camp Wildwood - Mary
Frank Peters - Mary
Proven, Lisa – Attorney - Mary
R. Paul Saphier Artworks - Mary
Truax & Son Insurance - Mary
Lori Robinson Cottage Rentals - Mary
Camp Carol -Mike
Cedar Grove Camps- Mike
Hammond Auto Parts - Mike
McLear Cottage Colony & Campground - Mike
Never Inn - Mike
Pleasant View Camps - Mike
South Hammond Redemption Center - Mike
Sunnyside of Black Lake - Mike
The Happy Fisherman Cottages - Mike
The Log Cabins - Mike
The Roll Family Cottages - Mike
Toti's Cottages - Mike
Walter Cabins - Mike
Aiken Marine - Nancy
Burke's Chippewa Lodge - Nancy
Champney Richard K PC - Nancy
Goobic, Steve – Contracting - Nancy
Hammond Hairport - Nancy
Heart Homes Real Estate -Nancy
Howards Signs - Chippewa Bay - Nancy
Meyer Real Estate - Main Street - Nancy
Moquin, Tim – Contracting - Nancy
Neil Nicol Construction - Nancy
Paddock, Fred – Attorney - Nancy
Phoenix Fabrics - Nancy
River Rock Dock -Nancy
Sheridan Real Estate - Nancy
Stewart's Auto Service - Nancy
Harbor Cove / Cottage Rentals - Nancy
Joe Platania, Attorney -Nancy
Chris Milsap Antiques - Nancy
Cain Langtry / Construction - Nancy
Bill Ball / Fishing Lures - Nancy
Burt Sweet / Construction - Nancy
Gary Nielan / Waterfront Rental - Nancy
Chapman's Sports Shop - Shelly
Davis Country Cabins - Shelly
Dean Rogers Contracting- Shelly
Howie's Auto Repair - Shelly
Johnston, Mike – Contracting - Shelly
Massaouapi Cabins - Shelly
Midtown Auto Body – Shelly

River Rat Company & Patrol Service - Shelly
Rogers Old Oak Camps - Shelly
Tree Service / Bay Road - Shelly
Langbrook Meadows - Tom
Many Flowers Honey Company - Tom