

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

June 18, 2014

Hammond Village Community Center

### Members in Attendance:

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

### Members Absent:

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

Others: *Lynn Foster, Lisa Sarfaty*

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

### OLD BUSINESS:

#### *Business After Hours Event:*

Summer After Hours will be held at Foster's Harbor Inn on Monday, July 14. From now on the committee will sponsor one in the spring and the fall. Lisa Sarfaty will do the silent auction again. The list of business emails of those attending the After Hours event will be used to update the current list.

#### *Grant Application Update:*

Erica announced the grant application completed and filed with the St. Lawrence Valley Renewal for entrance signs to the town was not funded. A discussion was held about the projects that were funded and why they may have been chosen.

#### *Paddle Poker Run:*

A separate page for the Paddle Poker Run has been added to the [www.visithammondny.com](http://www.visithammondny.com) website and a Facebook Page has been created. Send everyone you know a link. Shelly has put up posters all around Hammond. Doug Delosh is helping distribute them in other towns. Erica is keeping track of where they are putting them up so we know who put them where.

Adult prizes include: A weekend stay at Schermerhorn Harbor - \$350-\$400 value, A screen door from Vintage Doors (\$500-700 value), A piece of artwork donated by Scott Ourderkirk.

Kids prizes include: - An 8-person tour of the castle including secret passages donated by Singer Castle, A towable water tube donated by Schermerhorn Harbor, A motorized model boat donated by Doug and Joan Delosh. Photos are needed of each prize to post on the website

The committee is also Raffleing off a \$600 kayak (committee cost is \$430) with a lifejacket and paddle a \$700-\$800 value. Raffle tickets will be printed- \$5 for 1- \$3 for \$10 and will be sold at the Mares Wares July 1<sup>st</sup> event and the Farmers Market Grand Opening on July 2<sup>nd</sup>. Shelly, Lisa and Erica will sell tickets during the days.

#### *River Quest Update:*

They have changed promoters and there is nothing new according to Mike Stock. He will continue to monitor the situation to find out when they actually open and begin operations.

*Small Business Class Update:*

For those who participated in the first series of classes that were held this spring by the SUNY Canton Small Business Development Center (SBDC) for local businesses, class instructor Michelle Collins will be in Hammond all day July 8 to visit businesses and answer questions participants may have.

The committee would like to see another series of classes arranged for sometime in the early fall. Mike will contact Michelle to see what is possible. It was suggested they be held on a different night and at a later time of day (i.e. Thursdays, 6:30-8:00 PM)

*River Day 2015:*

Just thinking ahead. Erica announced she is not available to run this, so if it is to become a reality, others need to become involved.

**NEW BUSINESS:**

*Community Wide Yard Sale for Hammond & Chippewa-*

Tom & Betty Chapman wanted help promoting this event that has always been held the 2<sup>nd</sup> weekend of July just prior to the Fireman's Day. They would like to have a map so people know where the sales are and need flyers to promote the event. Erica felt it was something the committee help to promote. Nancy Williams will help Betty. Get a banner from Pepsi for the day

*Tourism & Attraction Info for Website:*

This area is lacking and needs further development, focusing on "Things to Do" and not just "Things to See". Scott and Mike had volunteered in the past to work on this but have not been able to find time to complete it. It involves developing a list of things you can do in Hammond while you're here: i.e. Boat launches, small parking areas for fishing access, tennis court at school, hiking and biking trails, camping sites, etc. Once this is done a map of the locations can be developed to go along with it and then it possibly can be developed into a visitor guide. Larry and Mike will work on this.

*Comprehensive Plan:*

The committee had narrowed the items down to 8 areas (Goals D, E, F, G, K, N, Q, R) and was planning to continue the process but had not done so yet. Discussed the need to focus on tourism and our natural environment items that the town could work on in the near future.

Mike would like to see the MacSherry Trail better marked. Mike will talk to the Thousand Island Land Trust (TILT) and ask if someone can come to explain what they can offer.

Goals that are relative to Tourism: Goal E, item 3 (Look at developing trails - birding, walking, biking etc.;

Goal F, item 2 (enhanced boat access at Crooked Creek) are good ones to focus on this year

Goal P is a more long-term goal to eventually look at developing a waterfront park. Need to narrow down to 1 or 2 things immediate goals and a long-term goal to stay focused on it until complete.

It would be nice to have person that looks for available grants and helps complete grant applications.

*Quilt Trail:*

Lisa Sarfaty explained to the committee her idea of creating a Quilt Trail in Hammond. It involves painting 8' x 8' squares to resemble quilt samples and mounting them on barns or businesses who volunteer to have them placed. When there are enough squares a trail can be mapped and distributed to those interested in taking the tour. This could be a draw to get people to Hammond.

**New Meeting Time: Members discussed the current meeting time and agreed it should be moved from 6:00 PM to 7:00 PM beginning with the July 16, 2014 meeting**

Meeting was adjourned at 7:50 pm.