

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
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
Larry Foster, Schermerhorn Harbor
Nancy Williams, Christensen Realty USA

Others:

Lisa Sarfaty, The Lodges at Oak Point
William Denale, cottages at Chippewa Point
Kelly Curry, Muralist, Goose Bay

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

Farmer's Market Update:

Mary told the group the Market opened on Wednesday, July 3rd with two vendors who sold most of their produce. The Market committee is taking turns acting as manager at the present time until they find a vendor who is willing to take on the responsibility. The committee also decided not to charge a vendors fee this year to attempt to attract more interest. The bathroom is in place and the town and village will each pay for a month of service. The museum's Wednesday events will start next week and it is hoped there will be an increased interest in the Market. The committee will continue to look for new vendors. Economic members are asked to promote the Market whenever they can. Erica has already put it on the website and on Facebook.

New Business:

Mike Stock spoke about the Bass Tournament in Waddington in August. A reporter who is attempting to write articles to feature each of the towns along the river contacted him and wanted him to provide a short description of Hammond and it's assets. Mike will put something together and forward us a paragraph to comment on.

Erica discussed an idea she received for an event from a resident. They are interested in seeing a soapbox derby in Chippewa Bay maybe to coincide with a fish and game club event. She will add that idea to further discussions for summer events.

Erica has a rough draft of guidelines for the Economic Committee to sponsor the *1st Annual Hammond Photo Contest*. She described the contest TILT has done in the past and feels we should have several categories and age groups as well as prizes that go along with 1st, 2nd, and 3rd winners in each. Shelly offered to contact Bella-Brooke Winery for a prize, Tom will donate a Singer Castle tour, Larry at Schemerhorn's will donate transportation, and Mike will donate a stand-up paddle ride. Deadline will be set as soon as prizes are firmed up. Contest will run from July 15 – November. Judges to be determined can be the committee. Further details will follow from Mike and Erica.

Update on Recruiting New Businesses:

Erica discussed the new businesses that have joined and talked about getting to others. Committee members were encouraged to continue to work on the list of businesses that have not joined in an effort to grow our group. Erica has an idea for rack cards to advertise Hammond and promote the website but wants to get as many businesses as possible involved before printing them. In the future the committee might want to think about an annual fee for businesses once we start making up promotional pieces. Howard felt it would be good to ask businesses to keep track of where the referrals or business is coming from to help us know if promotional pieces are working. Others discussed how that is difficult to get staff to carry through.

Attendance Policy:

Erica described a draft attendance policy she wanted the committee to consider.

Proposed wording: Each member is allowed to have 2 unqualified absences per year. If you are unable to meet this obligation, you will be replaced with a new community member, as proposed by and voted on by the rest of the Hammond Economic Development Committee.

A letter could be sent and/or a follow-up call should be placed to discuss the matter with the person asking if they would mind if they were replaced.

This will be a stand-alone document for now and can be incorporated later into by-laws.

Murals:

Kelly Curry, muralist and resident of Goose Bay, was contacted by Lisa Sarfaty and asked to speak to the Economic Committee regarding mural possibilities in Hammond. She spend time driving around Hammond and after listening to us she feels there is not a lot of public space to work with. A suggestion was made that a mural be the basis for the logo for the town Hammond. Kelly feels there is lots of green farm fields and blue water so a logo idea could be: "Emerald Fields between Black Lake and Blue River"

Kelly also spoke about funding sources to cover the cost of murals. Keep America Beautiful has grant money available and sometimes also have matching grants; National Endowment of the Arts also has grant money. Historical grants are also available. Clayton Mayor Norma Zimmer can give info about what the village has done and how they got the grant money. It doesn't have to be a town building but it has to be generic and cannot advertise a specific business.

Businesses can do their own murals. Several businesses can also get together and incorporate their business names...

Also doesn't have to be painted on the building... Can be done on board and can be taken down at any point.

The best approach is to determine what the top buildings are that could qualify and then see what grant money is available. A mural could also something to incorporate with another town.

The next meeting will be held August 14, 2013 at 6:00 PM.