

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

July 16, 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*  
*Mary Hamilton, A Moving Experience*  
*Ron Papke, Planning Board Representative*  
*William (Bill) Denale, Cottages at Chippewa Point*

### Members Absent:

*Tom Weldon, Singer Castle*  
*Ron Bertram, Hammond Town Supervisor*  
*Larry Foster, Schermerhorn Harbor*  
*Nancy Williams, Christensen Realty USA*

Others: *Lisa Sarfaty, Rosemary Demick*

The meeting was called to order at 6:15 pm by co-chair Erica Demick.

### OLD BUSINESS:

#### *Business After Hours Event:*

Summer Business After Hours was held at Foster's Harbor Inn on Monday, July 14. \$324 was raised on silent auction and \$140 on raffle tickets. Two new members joined the business group: RSI Roofing and Never Inn.

#### *Paddle Poker Run:*

Meetings every Monday 6 pm at Vintage Doors

New Sponsors: Kayne Langtry Construction, Henry's Heating, Spicy Olive, Stewarts Auto, Dark Island Spirits, St. Lawrence Agency, Lynette Pitcher Insurance, and Marsaw Fuels

Raffle Ticket Sales: \$445 from Mares Wares, \$100 Farmer's Market, \$140 Business After Hours

Committee Members each have 50 tickets to sell

Volunteer sheet- Only one person at the After Hours signed up to work at the Poker Run. More volunteers are needed. To date there are 5 Pre-registered for the Poker Run but more are expected as time grows closer.

#### *TILT Update:*

Jake Tibbles will attend the Town Board Meeting on August 13<sup>th</sup>. Erica asked if they could come and talk and he said they were pretty busy and wouldn't be able to come till fall. She suggested that committee members try to attend the Board meeting that begins at 7:15 pm on the 13<sup>th</sup> and hopefully they will be able to ask questions of TILT. Update: Jake will be attending the Economic committee meeting on August 20<sup>th</sup>.

#### *Small Business Class Update:*

Small Business Classes will be scheduled for Oct. 2, 9, 16, Thursday evenings, 6:30 – 8:00 PM in the Town Hall. They will be advertised in September after Labor Day. Mike will talk to the Small Business people about the dates. On July 8<sup>th</sup>, Michelle Collins visited businesses that participated in the spring courses to answer any questions they may have had.

### NEW BUSINESS:

#### *Community Wide Yard Sale for Hammond & Chippewa-*

Betty Chapman felt it went well. A map was put together to show people where the sales were. Next year we will encourage more people to attend. Suggestions for next year include using yard signs to advertise and see if there is an organization that would like to be responsible for signing people up and creating the map.

*Next Business After Hours:*

Committee is looking for a venue for the next Business After Hours. A list of possibilities was mentioned. Some people may not have a big enough place to host it but maybe they could host at an available large space. Mike talked about the Business After Hours sponsored by the St. Lawrence County Chamber of Commerce and said at each event they have a few of the member businesses give a small overview about what they do. Hosts of the event can also talk about their business. Other discussion included the idea of giving a business of the year award. The committee would develop a list of criteria for that type of award. It was felt it would be good to form a committee to plan the next Business After Hours. Erica will come up with a list of what is needed.

*Tourism & Attraction Info for Website:*

Goal is to more clearly explain to people what is available here in Hammond. Scott and Mike want to create a map that will provide a visual of the attractions the area offers. Further discussion included comments on ways to promote the attractions along with small businesses in Hammond/Chippewa Bay. Bill suggested some type of trade fair for the local community to show them what is available, focusing on "Things to Do and See". 1000 Islands Tourism Council does an informational type of business expo every year; an opportunity for businesses to advertise what they do and to network with other businesses. Comment was made to work on creating an App that pulls up everything that is available in Hammond.

*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 to narrow the choices to 1 or 2 immediate goals and a long-term goal to stay focused on it until complete. 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 include: 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. Future plans could include a person who looks for available grants and helps complete grant applications.

*Next step: Develop a Proposal to present to the Town regarding the Comprehensive Plan*

Bill Denale volunteered to work on this. Ron and Mary will also help.

*Quilt Trail:*

Lisa Sarfaty met at the Spicy Olive with several others who are interested in developing a quilt trail. The goal is to have (2) 4x4 panels up by October 1 of this year. The quilt sections can be free standing and/or attached to a building. The quilt trail committee will be looking at applying for an arts grant to help with the goal. The new Art teacher at the high school is interested in getting involved. Lisa felt it would be good to have a large space to paint in and leave the work without being disrupted. She has talked to the lady from Schoharie County who was instrumental in starting it there. Businesses who put these on their places can find an increase in business. Can eventually lead to a brochure with a map for an established tour.

*Photo Contest:*

Will repeat the same rules from last year and look for prizes from the local businesses. Will display the winner from last year's contest at our next After Hours. Deadline will be December 1<sup>st</sup>.

The meeting finished with a discussion about how members are feeling about the committee's progress to date. Comments included: the committee has made good progress; it has a lot on its plate; it has done well with micro issues (i.e. events for businesses) but has yet to tackle the macro issues (economic development).

Meeting was adjourned at 8:45 PM.