

Town of Hammond Economic Development Committee Meeting

August 14, 2013

Hammond Village Community Center

Members in attendance:

Erica Demick, YesterYear Vintage Doors
Mary Hamilton, A Moving Experience
Shelly Youngs, Mayor
Howard Demick, Town Board Representative
Larry Foster, Schermerhorn Harbor
Nancy Williams, Christensen Realty USA
William Denale, Cottages at Chippewa Point

Members Absent:

Mike Stock, Riverbay Adventure Inn
Tom Weldon, Singer Castle
Ron Papke, Planning Board Representative

Others:

Lisa Sarfaty, The Lodges at Oak Point
Kelly Curry, Muralist

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

Business After Hours Event:

Erica introduced an idea to help recruit and increase membership in the business group. The idea is to host A *Business After-Hours* event on Wednesday, October 9 from 6-8:00 pm at the Bella-Brooke Winery on the Black Lake Road. Erica, Finger foods will be provided. Lisa, Shelly, Howard, Larry and William volunteered to work on the details. Shelly will check with Bella Brooke about the 6-8pm timeframe and Erica will send out invitation postcards. The committee will meet again next Wednesday, August 21 at the Community Room to discuss details.

Logo and Murals:

Kelly Curry presented the group with three ideas for a logo done in watercolor. She explained she could make this as specific as we wanted and could take pieces or parts of each and mix them. The First one looks out from the Canadian side toward Hammond, the second shows Hammond looking out toward Canadian sides, and the third shows the other side of Black Lake looking toward Hammond. The finished product will be a size we can use for a brochure. She can also do a mural from the painting. Kelly's charge the proposals and the finished logo is \$150. A check can be sent to her at: PO Box 151. Alex Bay, 13607. Her phone number is (504-496-6173). She lives on the Shannon Road near Goose Bay.

Nancy will contact Penny Borgardus from Lacey Realty to see if an aerial view is available for Kelly to use. Shelly also knows someone who flies and may have something she can use. Members will also check with Tom to see if there is a clip from the footage that was just done that could help.

Banners:

Shelly showed the banners that came in for Vintage Doors and the Farmers Market. This material is Sunbrella and won't fade. Brooke Starke has also made one for the Market that is put out every Wednesday morning.

Generating Income for Business Group:

Erica suggested the group start thinking about ways to generate some income so we can do more promotional pieces. Ideas include a fundraiser that would benefit businesses; have another meeting that invites all business members to attend and offer ideas about what they would like to see happen.

The main Business List currently has 115 names on it and present membership is in the 40's. Shelly offered to help Mike with his list of businesses he was contacting. The \$50 one-time fee we are asking for right now may become an annual fee at a later date.

So far we have 270 Likes on Facebook.

Farmer's Market:

Mary updated the group on the Farmer's Market. The change to a Wednesday, 3:30-7:00 pm venue, has been good. This time frame often coincides with the Museum's concerts that started July 10th. There were 4 vendors last week and people are looking forward to Wednesdays.

Other Business:

Bill asked the committee what their next five Business and Economic Development Goals would be and felt it would be good for us to have a discussion at the next meeting to talk about it. This will be a good time to start reviewing the Comprehensive Plan

The idea of planning a "River Weekend" was mentioned. If it is going to happen, planning needs to start now. Continued discussion should happen at next month's meeting.

Shelly mentioned Jackie Washburn is in the beginning stages of starting up a small restaurant on Main Street. Howard mentioned that the Town Board last year made it possible for those businesses investing up to \$50,000 in improvements would get a rollback on taxes for 10-12 years. He will look into that information and have Leslie to put it on the town website. Erica can link to Visit Hammond website

Mary talked about the Bass Tournament in Waddington and how it can be a catalyst for change in this area.

Next meeting is Wednesday, September 11th, 2013 at 6:00 pm