

Town of Hammond Economic Development Committee Meeting

September 10, 2013

Hammond Village Community Center

Members in Attendance:

Erica Demick, YesterYear Vintage Doors

Mike Stock, Riverbay Adventure Inn

Shelly Youngs, Mayor

Howard Demick, Town Board Representative

Larry Foster, Schermerhorn Harbor

Nancy Williams, Christensen Realty USA

William (Bill) Denale, Cottages at Chippewa Point

Members Absent:

Mary Hamilton, A Moving Experience

Tom Weldon, Singer Castle

Ron Papke, Planning Board Representative

Others: *Lynn Foster*

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

Business After Hours Event:

Erica and Bill talked about a one-page survey he had put together for businesses to either complete at the event or it mail it back. He will compile them and let the committee know the results at the next meeting. This survey is similar to the one the Town of Alexandria had done and has a place for a name, address, and email in case people would like to get involved. It asks for 3 short-term and 3 long-term goals, asks what business services they would like to see and how can the committee help businesses.

The "Fall After Hours" event will be held Wednesday, October 9 from 6-8:00 pm at the Bella-Brooke Winery on the Black Lake Road. Schermerhorn Harbor, Vintage Doors, and another business will provide food. Vintage Doors will donate wine for drawings every 20 minutes.

Erica has mailed invitation postcards and asked for RSVP's to determine head count. Lisa has gathered several items for a silent auction to be held during the event. Shelly and Erica will take care of food preparation. Mary will work at the door. Howard and Larry will help with set-up. There will be nametags for everyone. Erica will come up with a summary of the committee's accomplishments to pass out to attendees along with the survey.

Website:

The www.visithammondny.com website is currently having problems. Erica is working on this and will hopefully have it back to normal very soon.

Photo Contest: Entries are starting to come in. Deadline is November 1 so we will be discussing this at the November meeting.

Idea for Advertising our Member Businesses

Erica brought up the idea of having a system to hold Rack Cards instead of printing a book of advertisements for each business like Black Lake prints every year. These racks could be placed at the Bank, at Ned's, Town Offices, and other places in order to advertise our local businesses. Any member of our business group could place their own brochures in this system. Larry said in April or May there is an exchange at the rest area on 81 where all vendors bring their cards and you can get cards for businesses you would like to promote at your business. Mike said he has a large rack system he bought for \$25 from the 1000 Islands Tourism Council. He will contact them to see if that type of rack is still available.

Slogan:

Kelly Curry presented the options for a LOGO at the last meeting but Erica feels we need a SLOGAN first. Howard feels we need to take our time and work on a slogan throughout the winter to make sure we have something that is catchy. Bill wants to see a catchy picture for the sign. At a previous meeting there had been talk about an aerial view from the river back toward the lake. Lynn Foster mentioned she has some aerial photos taken recently that might work. She will email them to Erica. Nancy feels it has to be a photo that really "pops" and Bill feels it has to be a "catchy" phrase. Town of Alexandria's survey doesn't include Hammond but includes all the other towns along the water. It's important to get our name out there the right way and it will take time.

Erica discussed slogans that had been listed so far. She feels there still is not one that "jumps" out and committee members suggested we ask that the attendees at the "After Hours" vote on the slogans that are listed or suggest one of their own. Mike likes the words "Hidden Gem". Bill likes "Hammond, NY...best kept secret in the 1000 Islands".

The committee has missed an opportunity to have a display at the Hammond Fair this year and should plan on preparing something for next year.

Committee Funds

The committee funds will be handed over to the Town in the very near future and will become a line item in the budget. The balance in the bank account currently stands at \$1600. \$50 was spent on postage for the invitations.

New Business Members

We have four new members: Meyer Real Estate, Hammond; Mason Mechanicals, Brier Hill; Aiken Marine, Chippewa Bay; and Tate Plumbing and Heating, Hammond.

River Weekend

The group began discussion about the idea of having a "River Weekend" and when it should be held. Many felt it should be a separate weekend and should be held the same weekend every year. It will take some time to get the word out and build the event. The last weekend of July or first weekend of August was suggested. We need to look at summer calendars of other towns to see who we would be in competition with. Fireworks will pull a lot of people especially if they can come by boat. There was random discussion about where to release the fireworks from, what type of events to include and where to hold them, parking situations, etc. Several members felt it was important to come up with ideas that are unique to draw the people here (i.e. Pumpkin Chunkin, Bass Tournament, Golf Tournament, Christmas in July event). This type of theme event would be an opportunity to help the committee raise some funds. The committee also needs to come up

with a budget and determine what permits will be needed for this type of event. More discussion will be held at the next meeting.

Shop Local Day Idea

Erica brought up the possibility of promoting a “Shop Local Day” sometime before the holidays. Committee members were not sure if there would be enough time or interest to make it happen.

Farmer’s Market:

The market will run through the month of September. There have been two vendors who have attended regularly and promised to come back next year. Please continue to support them on Wednesdays. The Farmer’s Market Committee will meet to discuss plans for next year.

Next meeting is Wednesday, November 13th, 2013 at 6:00 pm.