

Town of Hillsdale

Economic Development Committee Notes

February 22, 2023 11 to 12 Via Zoom

ECONOMIC DEVELOPMENT PROJECTS

Social Media – Joanna

Need to put up more info on town insta and such. Need a process. Tom and Joanna to get that going via town hall.

Website – Tod

Some bug reports issued, working on those with Elizabeth and Town Web
Joanna wants a way to schedule community forum better with a calendar, etc.
Asking Town Web for a solution but may have to be creative there.

Hillsdale Civic Pride Fundraising – Tod, Joanna

Submit to newsletter, ask Meg to keep it on there
Need to publicize better, probably word of mouth, specific asks.

Mural – Tod, Matt

Should be up by July
Kiosk will go in shortly after

Business District Sign – Matt

Spoke with minister. Hoping to get meeting with trustees.

New Business Development & Support

Matt – Brochure is getting updated. Got quotes for distribution but it's outside of budgeting right now.
Tod –Funding, putting marketing budget together for next years budget.
Village Scoop purchased by John Barbato, looking for tenant. Ice cream would be ideal.

NEW BUSINESS

Easter Egg Hunt

Joanna
Sunday, April 2nd
Need help stuffing the eggs on Friday, March 30th

Kidsdale

Joanna
Saturday, July 15 2p-5p (raindate: July 22)
Brian Kantor, espresso truck, 2 bands

Walking Tour Development – Dana & Tod

Dana turning in copy this week. Tod will then input into storymaps for testing. Ideally we soft launch in April or May. QR code would go on kiosk eventually. Could include on brochure as well.

Farm Tour – Joanna

Consider doing a Harvest festival autumn of 2024. Would give us enough time to develop a good program. Could conflict with pumpkin festival. Or perhaps we just use part of marketing budget to feature local farms.

Solar Incentives – Dana, Jessica & Tod

Update by May. Tod to review materials from Jessica, and talk to local solar installers to see what we could put together for residents to consider.

Welcome to Hillsdale Sign Rt. 23 West

Tom

Update, in the works. Waiting on insurance.

Other New Business

None

NEXT MEETING March 22 from 11a to 12p via Zoom