

COMMITTEE NOTES

Town of Hillsdale

Economic Development Com

December 20, 2023

Meeting called to order at 11:00 am

Members Elected/Appointed & Present via Zoom Meeting

Tom Carty, Chair & Town Councilperson

Joanna Virello, Member & Town Councilperson

Tod Wohlfarth, Secretary

Howard Van Lenten, Member

Matthew White, Member

Members absent

Dana Bowen, Event Coordinator

Guests in Attendance

Irwin Feld, Councilmember Elect

- CURRENT BUSINESS -

Social Media - Joanna

Posted last few things. Town profiles are more for official notices. Heyhillsdale is doing well though.

Hillsdale Civic Pride Foundation — Tod & Matt

Tod's presentation on personal appeal campaign.

Need to circle back on this for new year

Autumn banners need help

Once a month donation via social media - need graphic, Tod to do in new year along with schedule and copy.

Walking Tour - Tod

Will be ready for mural launch on October 28. Completion? Usage?

Update next month on success or issues

Marketing & Advertising - Tod & Joanna

Money available from the Town?

Plan is for Tod to coordinate it all into one focused marketing plan.

Pulling it all together into cohesive plan

\$2,500 for publicity

\$4,000 for celebrations

Proposed Expenses
\$2,500 for video
??? Planned Celebrations??

Solar Incentives -- Dana, Tod

Will pull together in January

Welcome to Hillsdale Sign - 23 West -- Tom

Money not yet received from the driver's insurance company. No update.

Mural -- Matt

October 28 celebration review. Attendance, what was good? What needed more work. Went well, good turnout. Could do a bit better promoting and organizing for events.

- NEW BUSINESS -

Old Tone Festival Promotion

See if we can help sponsor Old Tone festival. They're now a non-profit so publicizing should be.

Marketing Plan - Tod, Matt & Joanna

Workshop Experience Weekend June 8 & 9

10 Anthony- Philomena owners in West Stockbridge looking

Casana- Ari Zorn looking to open dispensary within the year

Tom Carty to leave EDC, Joanna to take over as Chair

New members

Tod proposed adding one or two more members, particularly those that can be a bridge in the community

- FUTURE or ON-HOLD BUSINESS -

Get Involved Campaign - Tod, Joanna & Dana

Table at Farmer's Market? Need to do this but we are all tapped.

Green River & Harlemville welcome signs - Tod

Design to town board for September meeting
Rough cost for 2023 installation

Eastern Entrance Sign - Tod

This is now in the hands of the Hamlet Cmte.

Farm Tour - Joanna & Tod

Research possible farm/ag tour. Fundraiser?

Meeting adjourned at 11:46 am

Next Meeting Wednesday, January 17 at 11am via Zoom

Mission of the Economic Development Committee

The mission of the Economic Development Committee is to promote Hillsdale as a dynamic environment in which to do business. The Committee will pursue its mission by helping to implement the goals of the Comprehensive Plan and the Hillsdale Branding and Marketing Plan.