

Present Oct 10 via Zoom: Kathy Bluestone, Irwin Feld, Matthew White  
Present Oct 11 in person: Trudette Crimi & Matthew White

It has long been a goal of this committee to have a promotional billboard matching the one east of town on NY-23 (a previous project of this committee) to be located west of town on 23. Designed by Tod Wolfarth, that billboard's finished size is 8'x8' and is mounting on a historic market building. What postponed the new billboard from proceeding was the availability of private property with an owner willing to allow this on their land (as opposed the State land flanking the highway). With land now available and \$750 of town funds for committee projects, the time has come to move on to this project.

At the Oct 10 Zoom meeting, Matthew, Irwin and Kathy discussed the history of the previous billboard and the goals for the new one. Trudi was not available that morning, so an in-person meeting was set up with Matthew for the following day where she was appreciated and able to make a decision. All agreed that this supports our mission and was good use to our committee's funds, in that it would attract motorists coming from the west to stop and explore our historic business district. It was also noted that the small scale and rural style of this billboard positively represent Hillsdale's size and feel and will blend in attractively with the landscape.

It was discussed that instead of being mounted onto a building like the original, this new billboard would require wood support, as most billboards have. The plan for this project is as follows:

1. The first phase would be to order the canvas image before year end. Bids have gone out to those who did this work before. The \$750 slated to be used this year would be put toward this phase.
2. In the new year we will explore the design and construction for structural support and work out the labor to install the support and mount the image. Irwin suggested we discuss this project with Richard Briggs in the coming weeks as we start planning for Phase 2.

The goal is to fully fund and install the new billboard in spring 2026.

The vote was unanimous to approve Phase 1 and pursue plans for Phase 2.

**Other business, Hillsdale Events:** Our committee knows the importance of events in Hillsdale and how it affects our economic health and feeling of community. Art Walk, Summerfest, Tree Lighting, Car Show, Egg Hunt and other events give Hillsdale its unique flavor while bringing people together. The EDC would like to be a part of growing these events, even though we are (as of now) a small committee of four. Irwin will be attending the Hamlet Committee meeting on 11-1 to see if there is a way for different committees to join forces in helping these events flourish.

We are grateful to the town board who *for the first time* has created an official events calendar which helps with both planning and awareness. We are also grateful for the energy the town board put behind the tree lighting last year. That energy made last year's tree lighting celebration the best in memory. We know with strategic planning and more support, all of the town's events (and perhaps even some new ones) will further reflect the creativity and specialness of Hillsdale.

Matthew White, Econ Dev Committee Chair