

ECONOMIC DEVELOPMENT REPORT – JUNE 2019

PLANNED & PROPOSED UPCOMING ECONOMIC DEVELOPMENT AND CO-SPONSORED PROJECTS

1. Official opening ceremony for naming of Van Buren Hall

PROMOTION

1. Continued restocking display of Native Son brochures at Martin Van Buren statue, tourist information stand at Samascott's Garden Market, and Martin Van Buren National Historic Site, and Clermont.
2. Composed and/or posted Village of Kinderhook, KBPA events, Concerts in the Village, future opening of Saisonier, updates on local businesses, news items on social media and web: including IMBY.com, Rural Intelligence, WAMC events calendar, Hudson Valley 360, Facebook, Kinderhook-Buren Facebook page, and Nextdoor Kinderhook, okvillage Instagram.
3. Gathered information for Summer/Fall Kinderhook rack card.
4. Worked with graphic designer on rack card design and arranged for printing.
5. Distributed rack card to local businesses, Martin Van Buren National Historic Site, Chatham, Valatie, and Hudson locations, Chamber of Commerce.
6. Commenced design, permission coordination, and production of Spectrum on-screen ad for Kinderhook retail businesses and nonprofit organizations in cooperation with graphic designer and Jack Shainman Gallery.

HISTORIC KINDERHOOK WALKING TOUR BROCHURE

1. Grant Awarded for brochure redesign and rebranding: June 12, 2019
Total Project: \$2,750 Grant Award: \$1,325
2. Commissioned photographer Siobhan Connelly to photograph Alan Foster painting of Kinderhook Village Square for brochure cover. Photograph received.
3. Passed on prior brochure to Ruth Piwonka for content review and revision for historic accuracy.
4. Set a deadline of August 15, 2019, for completion of content revisions.

COMMUNITY/BUSINESS OUTREACH

1. Continued liaison and social-media promotional efforts with new businesses.
2. Invited existing businesses to submit photos for Instagram promotional posts.
3. Recontacted and followed up with Redburne Development in Troy concerning properties for sale in village.

4. Assisted Saisonier with suggestions for list for VIP opening.

COLUMBIA COUNTY FOOD TRUCK VILLAGE – 2019

1. Completed preparations and organization for Food Truck Village with KBPA and DPW, including insurance, planning for village square, liaison with Cantele Tent and County Outhouses, paperwork and map for liquor permits.
2. Pursued promotional strategies on multiple platforms: community radio announcements, print advertising in Register-Star, Facebook advertising with assistance of Julie Fels, Instagram, IMBY.com.
3. Arranged for graphic design for poster.
4. Coordinated volunteers and workers before, during, and after event.
5. Approximate crowd size for June 27 event: 2,500.

SISTER CITY PROJECT – BUREN – THE NETHERLANDS

1. Continued follow up with Buren on expanding connections between the two communities.
2. Continued postings on Kinderhook-Buren Facebook page to share Kinderhook news with Buren and encourage Dutch tourism to Kinderhook.

DUTCH HERITAGE WEEK – July 12 to July 19, 2019

1. Continued organization preparations for event.
2. Worked with graphic designer on promotional flyer, Facebook and Instagram.
3. Liaisoned with Dutch photographer to choose Buren photo for Village Square.
4. Worked with graphic designer on Buren photo poster.
5. Composed press release and arranged for paid ad in The Columbia Paper.

6. Final schedule set:

Dutch Heritage Week*

July 12–19

Dutch-Inspired Food + Drink

At Kinderhook Eateries

Tours of Martin Van Buren National Historic Site

Daily -10am, 11am, 12pm, 1pm, 2pm, and 3pm

1013 Old Post Road

July 13*

Feather Art Studio – Paint-Your-Own Dutch-Style Tile

on Canvas – Adults + Kids
8:30am-12:30pm
Kinderhook Farmers' Market

Tours - Kinderhook Reformed Church
2:30-3:30pm
21 Broad Street

Tom de Witte, Dutch Landscape Architect
“Designing the Naturalistic Garden”
3:30pm
Kinderhook Reformed Church

July 14*

Dr. Charles Th. Gehring
“De Taal” (“The Language”)
3:00pm
Kinderhook Reformed Church
Dutch-Themed Buffet Reception

July 16*

Chuck Groenink, Dutch Illustrator
11am – Windmill Art Project - Ages 5 to 9
Kinderhook Memorial Library

July 18*

Tour + Tastings – Dutch Desserts
1pm - 30 Sunset Ave.
Limit: 10 People
Reservations: rshur@villageofkinderhook.org

KinderhookWalks – Walk 3
Martin Van Buren – 6pm
Kinderhook Memorial Library

GRANT AVAILABILITY

1. Continued ongoing monitoring of notifications of NYS grant availability to make recommendations to village board.
2. Distributed relevant grant notifications to local non-profits and Climate Smart Task Force for their consideration.

MUNICIPAL PARKING LOT LIGHTING STUDY GRANT & PROJECT

1. Awaiting finalized easements where necessary in order to order fixtures.
2. Met with J. Dunham and R. Fitzsimmons re: easements.

KINDERHOOK CREEK RECREATIONAL USE STUDY, PHASE I AND HUDSON VALLEY GREENWAY GRANT, AND GRANT FOR LOCAL WATERFRONT REVITALIZATION PLAN

1. Reviewed 2018 CFA grant application for LWRP for Kinderhook Creek.
2. Met with J. Dunham, D. Argyle, representatives from Barton & Loguidice to discuss upcoming CFA for LWRP.
3. Sent suggestions for improvements to CFA application to Barton & Loguidice.

VAN BUREN HALL

1. Awaiting cost estimates for bathroom/kitchen project.