

ECONOMIC DEVELOPMENT REPORT JANUARY 2017

PLANNED UPCOMING EDC PROJECTS

1. Establishment of Village of Kinderhook Facebook page.
2. Naming upstairs of Village Hall – Judges to be Appointed Prior to Soliciting Entries
3. Provided documentation to mayor concerning most-common tax incentives for property and business owners in business districts.
4. Rack card or other promotion of biking routes in and around village.
5. Consultation with local bicyclists re: bike routes.
6. Seeking approval from Board for Mills Park Butterfly Habitat Project and follow up on sourcing for project with planning and consultation from landscape designer Sigrid Gray.

PROMOTION

1. Composed press release re: Great Lengths Unisex Hair Salon.
2. Sent out press release for Great Lengths to The Columbia Paper and Register-Star. Published in Columbia Paper: 2/2/17 after consultation with Columbia Paper.
3. Consulted with Melissa Stickles of Great Lengths re: other promotional venues and ideas.
4. Requested and received Great Lengths logo for inclusion on village website new business column on homepage.
5. Posted press release for Great Lengths on IMBY.com.
6. Liaisoned with Maple Hill re: Upcoming Open House and Guest List
7. Identified specific NYT journalists for Maple Hill Press Release. Contacting to come.
8. Discussed and planned use of upstairs Village Hall with village resident re: play readings by local actors and interested residents.
9. Awaiting further planning for collaboration with Kinderhook Memorial Library re: summer program, “Let’s Play Wednesdays” in the upstairs of Village Hall.
10. Continued research and contacts to local organizations/class instructors to solicit more events/classes in upstairs Village Hall.
11. Reopened discussions with two vendors re: DIY series in the upstairs of Village Hall (possibly 4 to 5 workshops on consecutive weeks). Planning underway.
12. Worked with C. Vandenburg on creating Climate Smart Task Force tab and information on village website. Mission statement received from task force and submitted.
13. Met for discussions with Ohashi Institute for workshop/demonstration in upstairs Village Hall with fees for workshop to be donated to village for refurbishment of floor in upstairs hall. Liaisoned with KBPA requesting sponsorship. Date to be announced once details are worked out.

COMMUNITY/BUSINESS OUTREACH

1. Provided Great Lengths with a business welcome packet.
2. Followed progress of restoration of historic storefront at Broad Street Bagel Co.
3. Followed up on research with NationalGrid re: NationalGrid small business programs and incentives.
4. Provided Andrew Netto of Rise Engineering with list of Kinderhook businesses for contacting for electric audit to determine eligibility for incentive programs from NationalGrid.
5. Consulted with Mayor Dunham re: signage for Mills Park and restoration or replacement of existing sign for Village Hall.
6. Planning to send a letter to Consolidated Communications re: Fairpoint building on Broad Street to encourage continued use of that building for employment opportunities.
7. Alerted businesses open on Saturdays re: rally in village square in front of Representative Faso's office.
8. Researched and provided list of Columbia County, Capital Region, and Berkshires arts organizations to The School | Jack Shainman Gallery for distribution of invitations to openings at Broad Street location.

RESEARCH AND LIAISON FOR GRANTS

LIGHTING STUDY GRANT

1. Met with Sage Engineering on January 18, 2017, to kick off lighting study.
2. Followed up with communication re: providing locations as samples of desirable lighting levels in municipal parking lot. Locations still to be identified.
3. Awaiting recommendations/suggestions on lighting fixtures and other components of the study from Sage Engineering.

DESIGNATION OF KINDERHOOK CREEK AS A NYS INLAND WATERWAY

1. Sent out status updates (legislation drafted) to communities that provided support letters along with copy of S1125.
2. Beginning identification and outreach to village residents versed in kayaking on Kinderhook Creek in order to solicit volunteer help to prepare for applying for a grant after Creek receives designation for the purpose of a multi-community study to determine feasibility and planning of kayak launches along the creek in village and in other interested communities.
3. Awaiting designation notification from Senator Marchione's office.

HUDSON RIVER VALLEY NATIONAL HERITAGE AREA GRANT

1. Conceptualized, identified and researched a connectivity promotional/marketing rack-card collaborative project for application for grant.

2. Worked collaboratively with Martin Van Buren National Historic Site and CCHS to establish their participation in the rack card with map project that would include those organizations' sites.
3. Solicited and received support letters from MVB National Historic Site and CCHS.
4. Grant proposal completed and submitted on February 3, 2017.
5. Grant requests \$1,000 for research, content generation, graphic design, and printing of a rack card entitled Native Son: Martin Van Buren & Kinderhook. Rack card provides way-finding and new collaborative interpretive opportunity to link Martin Van Buren National Historic Site and MVB-related sites and other historic sites in Village and Town of Kinderhook. This promotional/marketing piece will capitalize on heritage tourists visiting MVB National Historic Site (average 20,000+ yearly) and encourage higher numbers of visitors to discover village historic sites and support village businesses and organizations.
6. Received commitments from MVB National Historic Site and CCHS for the organizations to create links on their websites of interpretive information related to locations on map.
7. Generated list of 30+ sites for distribution of Native Son: Martin Van Buren & Kinderhook.
8. Grant awards to be announced March 2017.

MISCELLANEOUS

1. Worked with C. Vandenburg re: improvement for user-friendly purposes of tabs on left side of village's home page.
2. Met and consulted with Mayor Dunham, Trustee Rich Phillips, and Sigrid Gray, landscape designer, re: proposal and planning for a butterfly habitat for Mills Park and an historical interpretive sign for the park.
3. Met a second time with Sigrid Gray following her pro-bono preparation of a site plan, site preparation outline, plant list, budget for Mills Park butterfly habitat proposal.
4. Continued consultations with David Smith of Concerts in the Village re: use of upstairs of Village Hall for music performances.
5. Drafted letter of support re: encouraging legislation to allow ride-sharing services in upstate NY. Draft approved and sent.
6. Listened with Mayor Dunham to Webinar from Office of Community Renewal re: Main Street applications and recommendations for improvements to applications.
7. Following Office of Community Renewal Webinar contacted Crystal Loffler of Community Renewal requesting specifics on recommendations on improving Village of Kinderhook Main Street grant applications. Received detailed reply with recommendations.