

January Economic Development Report 2015

PROMOTION

1. Recontacted Jessica Blaustein-Marshall at WAMC and resubmitted proposal for Vox Pop appearance for Jack Shainman, The School, and the Friends of the Kinderhook Memorial Library Limerick project.
2. Provided information re: online promotion to new, soon-to-be-open business on Albany Avenue: Eat. Sip. Smile Awaiting logo and general information on hours of opening, menu, etc. to compose an announcement of arrival/opening of Eat. Sip. Smile on IMBY.com and to submit to

Rural Intelligence and The Columbia Paper as a press release, as well as submit to "welcome to new business" sidebar on village website.

3. Recontacted Jim McKay of Martin Van Buren National Historic Site to continue proposal and discussion of collaborating with village and CCHS to extend the site's junior ranger program to include sites in Kinderhook.
4. Re-contacted Linda Mussman of Time and Space Limited of Hudson concerning bringing a program of films to Kinderhook. Explored this possibility with The School. Discussions between The School and TSL are in progress. Details about feasibility are being explored.
5. Began preliminary discussions with N. Heeder and C. Vandenburg about a proposal to create a new feature on village website: Kinderhook in the News. This feature would aggregate and archive print and online articles about the village so that potential business owners could review coverage of Kinderhook in the press.
6. Prepared draft email to Kinderhook organizations re: providing format details for submitting event notices for home page event box

EVENTS

1. Conceptualized and proposed a 3-day kids puppet camp for upstairs of Village Hall - collaboration between village recreation commission, Kinderhook Memorial Library, and Carapace Farm Puppets. Program did not go forward for reasons of divergent missions of library and rec commission concerning sign-ups and village residents and effect on paying fee to Carapace.
2. Put an extended program on hold with Carapace but scheduled the group to attend farmers' market.
3. Conceptualized and composed Name the Upstairs of the Village Hall contest. Date of contest to be announced as per Board of Trustees.
4. Continued planning sessions for upcoming farmers' market season with KBPA.

COMMUNITY OUTREACH - TURNING AROUND THE PERCEPTION THAT KINDERHOOK IS NOT BUSINESS FRIENDLY

1. Finalized draft welcome letter for new residents with assistance of Carol Vandenburg.
2. Contacted Kinderhook Memorial Library and CCHS and farmers' market to provide inserts to accompany welcome letters.
3. Drafted welcome letter for new businesses. Additions still being made. To be finalized next week.
4. Welcomed Eat. Sip. Smile to the village, gave feedback on what village residents are asking looking for from comprehensive plan survey and provided Carrie Walsh (owner) with tip sheet on applying for sign approval.
5. Contacted DYAD re: providing information for RS to compose another blog post on the wine bar.
6. Liaisoned with PCJ Development re: business recruitment for 5 Hudson Street and 6 Broad Street.
7. Checked in with the progress of renovation and projected opening date of Simon's Catering on Broad Street. (Projected opening: March).
8. Researched and then provided information link to CCHS concerning ADA tax incentives for ADA compliance.
9. Will be supplying information link to ADA tax incentives for ADA compliance to The School: Jack Shainman Gallery and other businesses in the village.

RESEARCH AND LIAISON FOR UPCOMING GRANTS

1. Main Street Grant - Reviewed program in detail and provided copy of program for review by trustee Rich Phillips.
2. Established by Crystal Loffler of Office of Community Renewal based on property survey that Kinderhook is eligible target area.

3. Explored lighting of municipal parking lot as "street scape" for eligibility for grant in Main Street program.
4. Will be reviewing and discussing Main Street program process and village's responsibilities with board member Rich Phillips this week.

NEW BUSINESS RECRUITMENT

1. Drafted promotional piece to be sent by email and mail to potential targeted businesses re: available properties for lease and sale in the village. Still to be submitted to village board for approval.
2. Recontacted Columbia County Council on the Arts re: suitable and available properties for lease in Kinderhook. Scheduling a showing of three officers of CCCA with PCJ Development of 5 Hudson Street.

WEBSITE

1. Began preliminary discussions with N. Heeder and C. Vandenburg about a proposal to create a new feature on village website: Kinderhook in the News. This feature would aggregate and archive print and online articles about the village so that potential business owners and/or property buyers could review coverage of Kinderhook in the press.
2. Prepared draft email to Kinderhook organizations re: providing formatting details for submitting event notices for home-page event box. This way event announcements will be format ready for web manager.

ASSISTANCE WITH INFORMATION GATHERING

1. Assisted Mayor Weaver and Jim Dunham with information gathering re: Kinderhook business information for sewer project requested by Valatie mayor. Contacted relevant businesses - for example, ESAC, Claverack Cooperative Insurance, The Flammerie, DYAD (still to be contacted).