

# November Economic Development Report 2015

## Promotion

1. Contacted and continued outreach to Yankee Distillers re: PCJ new building for lease on Broad St. Prepared marketing packet, met with Paul Calcagno and Walter Kleemeir to review information about building and toured.
2. Composed postings for [IMBY.com](http://IMBY.com) re: Candlelight Night and "Winter in America" and Harold Van Santvoord Limerick Project, and Michael Devine Holiday Pop-up Shop.
3. Contacted and had discussions with editor at Rural Intelligence re: more coverage of events and individuals in Kinderhook area.
4. Conceptualized and worked with Cathy Boyd graphic design on on-screen ad for Candlelight Night at Spectrum Theater as well as organized and composed text for postcards.
5. Liaisoned with KBPA and Friends of the Kinderhook Memorial Library re: Our Towne ad for Candlelight Night. Composed press release that was published in Our Towne.
6. Contacted Maple Hill Creamery about possible future office space in village.
7. Contacted and had personal conversation with Jessica Blaustein Marshall, producer of WAMC Vox Pop re: participation of Andrew Chase of The Flammerie on Vox Pop Food Friday and interview possibility on Vox Pop with Jack Shainman and Friends of Kinderhook Memorial Library re: "Winter in America" and Harold Van Santvoord Limerick Project.-

## Event Planning and Organization

2. Candlelight Night: - Recruited artisan craft vendors, composed, distributed, and collected application forms, solicited certificates of liability insurance and liaisoned with participating insurance companies, consulted with Gary Van Allen on certificates, arranged for equipment for evening, recruited musicians, arranged for posters, postcards, social-media graphic, distributed via emails and social media graphics to be shared for event, provided press release to multiple print media outlets, arranged with Mary Margret Cronin of Friends for LED traffic sign on Hudson Street from Town of Kinderhook and consulted with Jim Dunham re: wording for sign. Solicited information about events for event schedule. Composed and organized with Cathy Boyd Graphic Design event schedule and map. Distributed schedule and map to local businesses and online. Liaisoned with village webmaster and C. Vandenburg re:
3. Organized Holiday Decorating Contest. Composed and distributed promotion materials and registration form. Contacted and answered questions from participants.
4. Ordered signs for municipal parking lot from John Reilly Signs.
5. Solicited information about old-cigar shop building -- not received yet -- for assisting with finding renter for the building when complete.
6. Had discussions with PCJ Development concerning New York State Office of Community Renewal Main Street program. Reviewed Main Street information. Contacted and spoke with Crystal Loeffler re: Kinderhook's eligibility. Proposing to discuss with Village Board participation in Main Street program.

## Communication and Business Liaison

1. Continued discussions with property and business owners re: needs and goals and keeping lines of communication open and presenting a business-friendly environment.