

## **ECONOMIC DEVELOPMENT REPORT – MAY 2020**

### **Planned and Proposed Upcoming Economic Development Projects**

1. Municipal parking lot lighting project – To be completed Spring 2020
2. Van Buren Hall Renovation and Grant Funding
3. Kinderhook Creek Local Waterfront Revitalization Plan
4. Kayak launch planning, design, construction – Hudson Valley Greenway award grant – announcement uncertain.

### **Promotion**

1. Continued restocking display of Native Son brochures.
2. Continued posting news and events about Kinderhook events and businesses on Nextdoor Kinderhook, Facebook, IMBY.com, and Instagram.
3. Worked with Julie and Theo Fels to continue a second round of paid Facebook advertising of “Meals To Go – Village of Kinderhook.”
4. Worked with Julie and Theo Fels to update “Meals To Go” to include new to-go menu from Simons Catering.
5. Posted information on social media about Kinderhook food and drink services.

### **Event Planning and Promotion**

1. Planning for a possible Kinderhook restaurant/pub crawl put on hold.
2. Food Truck Village in June cancelled. Planning for Food Truck Village in August put on hold.

### **Historic Kinderhook Walking and Bicycling Tour Brochure**

1. Grant Awarded for brochure redesign and rebranding: June 12, 2019

Total Project: \$2,750 Grant Award: \$1,375

2. Arranged with graphic designer for revision of one entry in brochure based on new research.
3. Planning, budgeting, and contracting with Berkshire Brochure for village’s first widescale distribution of promotional material – to include: Capital Region, Berkshires, and Columbia County.
4. Sent brochure file to Shear Printing. Printed brochure to be received around June 27, 2020.

### **Community/Business Outreach**

1. Continued liaison and social-media promotional efforts.
2. Discussed patio issues on Broad Street with P. Calcagno and Mayor Dunham.
3. Distributed updates from Columbia County and Retail Council of New York and NYS to Kinderhook businesses on guidelines for re-opening, grant availability, and NYS Liquor Authority on Expanded Seating.
4. Coordinated with Columbia County Tourism on display of Columbia Comeback sign at Farmers’ Market.

5. Coordinated with C. Vandenburg on village email blasts of reopening information for businesses.

### **COVID-19 Community Outreach**

1. Distributed information on SBA and Columbia County–sponsored small-business emergency loans and grants to Kinderhook businesses via email blasts, direct emails, and social media.
2. Commenced daily postings and on-going email blasts from village and on Nextdoor Kinderhook and Facebook concerning Columbia County Department of Health COVID-19 updates.
3. Kept up to date on information in the media concerning COVID-19 issues and distributed as warranted via email blasts and social media.
4. Worked with graphic designer Cathy Boyd on “Stay OK – Wear a Mask” signage.
5. Signage received and installed in Village Square, Rothermel Park, and Post Office.
6. Here 4 You volunteer group up and running. Liaisoned with Dorene Weir on promotional materials and posted on social media.
7. Arranged for public-service announcement about Help 4 You on local radio and arranged for informational village email blasts on the project.
8. Conceptualized idea of a partnership with Kinderhook Farmers’ Market, Here 4 You, and Valatie Food Pantry for setting up a stand for food donations at Kinderhook Farmers’ Market.

### **Sister City Project – Buren in the Netherlands**

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

### **Grant Availability**

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

### **Municipal Parking Lot Lighting Project**

1. Awaiting finalization of easement from Peter Cecchini for light fixture on Post Office property.
2. Lighting fixtures received. Installation tentatively scheduled for June 2020.

### **Kinderhook Creek - Hudson River Valley Greenway Water Trail Grant + Local Waterfront Revitalization Plan NYS Department of State Grant**

1. Matching grant received (grant announcement postponed from December 11 to March 2020) from Hudson River Valley Greenway for \$10,000 for planning , design, and construction of two kayak launches – one in Valatie and one in Kinderhook. Total project cost: \$20,000.
2. Awaiting official announcement of Greenway Water Trail Grant.

### **Van Buren Hall**

1. Solicited and received revised quote from Danda Cost Estimating on fee for project cost estimate (first step toward writing a grant application when available). New quote: \$2,000.

### **25 Chatham Street – Vacant Lot**

1. Next steps on hold: (1) Contacting DEC to determine if there is any additional paperwork in their files post-demolition status. (2) Summarizing information for report to Board of Trustees.

### **Miscellaneous**

1. Commenced research on concept of village considering the development of a Complete Streets plan and met with Mayor Dunham to introduce the idea.
2. Proposed **Fast Track Kinderhook** project to re-evaluate procedures and coordination of village boards: planning, zoning, HPC. Began review in coordination with C. Vandenburg on format of board applications.
3. Advocated for sustainable Mills Park planting design.