

ECONOMIC DEVELOPMENT REPORT – NOVEMBER 2019

Planned and Proposed Upcoming Economic Development Projects

1. Official opening ceremony for Van Buren Hall

Promotion

1. Continued restocking display of Native Son brochures at bandstand, Martin Van Buren statue, tourist information stand at Samascott's Garden Market, and Martin Van Buren National Historic Site.
2. Continued posting news and events about Kinderhook events and businesses on Nextdoor Kinderhook, Facebook, IMBY.com, and Instagram.

Event Planning and Promotion

1. Worked with KBPA planning Candlelight Night.
2. Recruited DJ, magician, and Farm to You Revue.
3. Solicited and received insurance paperwork from relevant event participants and cleared for approval at Metzwood Insurance.
4. Worked with KBPA to find Candlelight Night sponsors.
5. Worked with graphic designer Cathy Boyd on Candlelight Night poster, banner, website graphic, advertising graphic, and social-media graphic.
6. Arranged for three weeks of advertising for Candlelight Night in The Columbia Paper.
7. Composed and posted Candlelight Night event listings on online sources.
8. Contacted radio station for public-service announcement for Candlelight Night.
9. Posted Candlelight Night on social media, including IMBY.com, Nextdoor Kinderhook, Instagram, and Facebook.
10. Arranged for paid Facebook advertising for Candlelight Night.
11. Liaisoned with local businesses re: planning their participation in Candlelight Night.

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. Final design complete.
3. Historic photo scanning complete.
4. Minor editing, map corrections, and photo-shopping of photos in progress.
5. Projected printing date: January 2020.

Community/Business Outreach

1. Continued liaison and social-media promotional efforts with new businesses, including Saisonier and Unique Nutrition.
2. Provided Unique Nutrition with digital files of historic photos of Kinderhook from Village Beautiful.
3. Invited existing businesses to submit photos for Instagram promotional posts.

4. Started Instagram posts of menu items for The Flammerie.
5. Attended Planning and Zoning Board, as well as Historic Preservation Commission, meetings.

Sister City Project – Buren in 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.

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.
3. Recommended Berkshire Taconic Community Foundation Grant for future Kinderhook Creek Heritage Water Trail signage. (Due: March 2020)
4. Wrote a grant application for an America Walks Community Change grant for \$1,000 for two benches (one at Mills Park and one along bike trail within Kinderhook boundary).
5. Compiled a file for Kinderhook bandstand project consisting of photo, bandstand history narrative by Ruth Piwonka, short Kinderhook history, and engineering report. File to be distributed as needed for identifying grants and funds.

Municipal Parking Lot Lighting Project

1. Awaiting finalized easement from property owner Cecchini for 3 Hudson Street in order to order fixtures.
2. Followed up with postmaster on easement at 3 Hudson Street.
3. Composed a second, follow-up inquiry letter about easement to Peter Cecchini.
4. Solicited information from Wendy O’Hearn of Vertex re: light-level impact if easement is not obtained for post office light post location. Wendy O’Hearn supplied new light-level diagram minus one pole light.

Kinderhook Creek - Hudson River Valley Greenway Water Trail Grant

1. Matching grant received (to be announced December 11) 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.

Mills Park

1. Liaisoned with Sigrid Gray re: revised Mills Park mowing/garden plan.

Van Buren Hall

1. Van Buren Hall committee met with architect Greg Merryweather to review design proposals based on committee’s initial feedback. Greg Merryweather presented three proposed elevations for discussion.
2. Committee agreed on one design direction.

3. Discussed with J. Dunham second-phase design contract with Greg Merryweather.
4. New contract finalized with Greg Merryweather.
5. Scheduled planning/visioning meeting with committee, grant writer Mary Ellen Hearn, and Fred Schroeder of Schroeder Arts for first week of December.