

Notes of Hillsdale Hamlet Committee Meeting  
Sunday March 14, 2020, 9:30 to 10:40 AM  
Via Zoom

Present: Shannon May (Chair), Toby Butterfield (Secretary), John Barbato, Garrin Benfield, Jane Buck, Tom Carty, Jason Durant, Miguel Ferreyra de Bone, Phyllis Granat, Gaye Hoffman, Lauren Letellier, Mary Jo Williams, Bart Ziegler

Absent: Paul Amash, Lynda Brenner

Guests: Griffin Cooper

1. **Minutes Approved.** The committee approved the notes of the February 2021 meeting.
2. **Chair planning.** Shannon confirmed she will step down as Chair next month, and invited everyone to consider volunteering to become chair or secretary, in anticipation of having a vote on those positions at the April meeting. John and others invited her to remain involved, and Toby thanked her for doing a great job as chair.
3. **Concert Series Subcommittee Report:** Jason and Garrin reported that they presented plans for a concert series to the Town Board at its March 9 meeting and obtained approval. The name will be “Jams in the Hamlet,” the dates will be the third Saturday of each month from May through September, plus a community talent program at Pumpkin Festival on Saturday October 9. They showed draft logos they created, and reported they are making a Facebook event page and a store for sale of merchandise. Lauren is helping to create a press release. They identified potential sponsors to reach out to. Bookings include a bluegrass band, a jazz band and several others, with a current search a chamber music quartet underway. Little Apple Cidery and Roe Jan Brewery are interested in cooperating, as are Bacon’s Pizza and Mama Lo’s Barbecue. Jason and Garrin are looking for a printer who could help with low cost printing of publicity; someone who has a wagon to use as a stage; and anyone who could help make a few calls to businesses for sponsorship help. Planning will continue with a call for volunteers at our next meeting
4. **Fundraising Subcommittee Report:** Shannon shared a PowerPoint, prepared by Lauren, which contains Andy’s recommendations for content and timing of fundraising. She reported on the meeting she, Lauren and Tom had with Victor Cornelius about grants he recommends we apply for. Victor will work with Chazen to refine the budget to include components suitable for particular grant applications. Shannon confirmed that Victor will prepare the grant applications, with our input, and suggested she will be the liaison to Victor for this purpose, along with private foundation grants. All Victor’s work will be covered by his contract with the Town.

Shannon reported that Victor's recommendation is to set a goal of \$250,000 over two years for private fundraising. Campaign Communications, Community Events and Private Donor Solicitation will be the three pillars for that effort. Lauren explained we need to prepare those elements so we can present the project publicly. Lauren will be the team lead on communications, with Phyllis assisting, and Jane creating a logo. Planning for a June 2021 launch may be ambitious but that's the current thinking. Bart cautioned against launching too soon, to avoid asking for \$200, when some donors could give \$2,000 or even \$20,000. Shannon and John reported that Victor will have suggestions for how to coordinate and time these efforts. John asked for feedback on the campaign name, and will take the feedback on their proposal back to their subcommittee to be refined. Jane said the campaign logo design should await further detail on the name and "tagline".

5. **Community Events:** Gaye reported on community event planning. In addition to presenting occasional tables with volunteers and merchandise for sale at Stewart's or elsewhere to raise awareness for the park project, four community events are contemplated: a Children's Fair and Cake Walk in July; a Car Show in August; a Flea Market in September; and the Pumpkin Festival in October. "Cow Pie Bingo" is another idea: Tom Bailey, who has experience from Dollars for Scholars fundraising, is also offering support, and the group endorsed the idea of that event, possibly in coordination with the children's fair and/or children's concert in August. Gaye will ask for volunteers at a later time. Lauren asked about money, and Shannon confirmed that the small amount of money the committee raised previously might be available for such purposes, though additional fundraising will need to occur (i.e. possible bake sale-type fundraising).
6. **Other business:** When Phyllis asked about websites, Miguel reported the park website will be housed on the town's website. He has volunteered to design it, and he doesn't see a conflict with the web presence for the concert series. Several in the group recommended focusing on making the park URL and website easy to find.

When Bart asked about timing for construction drawings, Shannon clarified that grant applications will come first, with the Town waiting until after that process to issue an RFP for construction or schematic drawings likely early 2022.

7. **Adjournment:** The meeting adjourned at 10:40. The next meeting will be on Sunday April 11 at 9:30 am via Zoom.