

**Development and Marketing Committee  
Meeting Notes  
September 10, 2018**

**Attendees:** Peter Cipkowski, Marilyn Herrington, Joanna Virello, Matthew White, Tod Wohlfarth

**Excused:** Jill Sims, Howard Van Lenten

**Topic: Meeting Notes**

The committee has met six times but has not posted meeting notes on the town website, a requirement for all town committees.

Peter volunteered to write and post the notes.

**Topic: Cemetery Sign**

A prototype and copy has been presented by the cemetery task force via Howard at the last meeting and was approved. The committee would like to confirm that a sample of the materials can be produced. Is it possible to run by the committee? The biggest concern is durability. Also, is the sign die-cut to match other signs in town? When will it be installed? What cemeteries are earmarked next?

Peter will reach out to Howard who serves on the cemetery task force.

**Topic: Fall and Holiday Banners**

Two seasons, fall and holiday, have been ordered at a cost of \$993.18 from Northstar Flags. They were paid for by funds were raised by the Memorial Day Flea Market task force and donated by them for this purpose. The banners will be installed by the highway crew when the US flags are removed from the lampposts

American flags will continue to hang year round at 4 sites: Town Hall, Civil War Monument, Veterans Monument, and the Revolutionary War Monument.

Tod will investigate the cost for obtaining the snowflake silkscreen on the blue winter banner.

**Topic: Hillsdale Beautification / Enhancements**

With so many items on the wish list for town-wide and hamlet-specific beautification, prepare to launch the Hillsdale Civic Pride Project. The goal will be to raise awareness and solicit donations for key projects, such as:

- Winter Banners
- Spring Banners

- Tree Planting on Main Street (locations for trees would need to be selected and approved by property owners; also specimens of trees should be approved by a professional arborist to maximize success in growth and appropriateness)
- Signage (way findings, street signs)
- Paint the addition on Town Hall an appropriate color (brick/terra cotta/historically appropriate and make it look more cohesive and less distracting from the historic structure)
- Repaint bollards around Veteran's memorial
- Paint sign posts on Historic Hamlet signs and other sign maintenance
- Hillsdale entrance gardens, seasonal plantings
- Refresh plantings at Veterans Monument
- Landscape the Revolutionary War Monument
- Town Hall Flag Pole
- Honor Grove (develop a grove of trees to honor folks who live and serve the community)
- Adopt a cemetery (additional signs, gravestone restoration)
- Civil War Monument restoration
- Youth Program Scholarships
- Field Trips for Youth Program
- Harlem Valley Rail Trail extension
- Friends of East Gate

Launch in November with a Square donation page, a page on the Town website, monthly newsletter promotion with featured project.

Matthew and Tod will develop plan and prepare copy.

Joanna will reach out to Lisa DeLeuw and ask her to attend October 8 meeting,

**Topic: Hillsdale Sign in Harlemville**

Tod will investigate the possible costs for a sign to be located on the Ghent/Harlemville Road coming into Hillsdale/Harlemville from the Taconic Parkway.

Copy:

Welcome to the Hamlet of Harlemville  
Town of Hillsdale

**Topic: Town Hall Sign**

Using donated funds to the HECDL for this purpose, a donor provided a check to develop sign. It should be installed before the end of the year.

**Topic: Town Website Update**

Our town website is nearly 14 years old and needs a refresh. Tod will prepare a project brief so we can obtain an estimate for 2019 budgeting purposes. Items to include:

Reflect new town branding

Mobile responsiveness

**Topic: Destination Website**

The committee wants to develop a non-municipal commercial (eye-candy) website that promotes Hillsdale activities and businesses. This is key to attracting new businesses and tourists. Peter will discuss with the Town Board and suggest using A1480.44, Public Information and Services, in the town budget toward this purpose. Should be easy to complete before the end of 2018.

**Topic: Business Outreach**

Peter will ask Town Clerk Kathi Doolan and Building Inspector Lee Heim to distribute the Hillsdale brochure with a custom note to all newcomers. If they're operating a business here, information should be shared with Supervisor Cipkowski to establish contact and, with their permission, insert something about the business into the newsletter.

NEXT MEETING: Monday, October 8, 2018