

MINUTES
Hillsdale Development & Marketing Comte.
January 23, 2019

Meeting called to order at 6:06pm

Members Elected/Appointed & Present

Matthew White, Member

Tod Wohlfarth, Member

Howard Van enten, Member

Joanna Virello, Member

Tom Carty, Town Councilperson

Members absent

Robina Ward, Town Councilperson

Approval of minutes

N/A

Business

1. New Volunteers- Decided to delegate committees and rejuvenate the Hamlet and Historic Hillsdale Committees.
2. Side walk grants- Should we speak with Victor Cornelius? Invite to next meeting. He needs to be paid. Closer to \$3,000. Tom C will find out how much he wants and if he'll come to talk, perhaps about other things. 2-4 people to help drive it forward. Hamlet Cmte.
3. Town is growing so much that we need to look at expanding. Look into getting grants for perhaps moving to a meter system and/or a newer sewer district? Disagreement between DEC and town engineer. We need proper talking points on this issue. Joanna will provide. Hamlet Cmte.
4. Oral History- Historic Hillsdale Cmte.
5. Way-finding signs- Hamlet Cmte.
6. Historic Cemteries- See agenda
7. \$750 in our kitty.
8. Revise mission statement w responsibilities and goals
9. Website- Tod will develop SOW for an RFP. Discussed ways to do tourism portal as part or separate from website update, but cannot feature businesses. Link out to Hillsdale Business Alliance.
10. Historic Districts? Historic Hillsdale Cmte.
11. Street Flags- Joanna work on way to raise money.

Discussion about the committee role and what we are tasked to do. What the structure is, etc.? HDMC oversees all visuals and communications, as well as facilitates development for the town.

Biggest losses are Hamlet Cmte. and Historic Hillsdale, find new chairs, look at former mission statements. We should reinstate them and add Clean Energy & Housing, Historic Cemeteries.

Clean Energy- Tom & Joanna to issue press release about \$80K funds.

Also, press release on historic buildings bringing new life into town w reopening Hillsdale House and Brewery project, etc.

Mission Statement in process

(https://docs.google.com/document/d/1pm9R0NVj9250epbA71C0hOW6Po_VCUUp_cg7HVjaovbY/edit?usp=sharing)

Last months minutes highlights: (Bold indicates what we missed this month)

Hillsdale Beautification/Civic Pride Project

- Tree planting. Shelved. Too difficult with easements and such
- **Signage: Do what we can with PPS plan. Some will be impossible. - Hamlet Cmte.**
- **Paint addition, bollards, historic hamlet signs, etc.**
- **Hillsdale entrance gardens**
- Refresh plantings at Veterans Monuments
- Landscape revolutionary war monument
- Town Hall Flag pole- (can't recall what this is about...anyone?)
- Honor grove- great idea but at this point in time too much to take on
- Adopt-a-cemetery- cemetery committee could take on
- Hamlet signs for Harlemlville and North Hillsdale- Adopt a sign

Civil War monument restoration- town maintenance issue

Youth Program- scholarships & field trips. We lose money on this. Costs \$18K in salaries and another \$4K in bus services, etc. Bring \$9K in fees and \$900 from state. Serves 70 or so kids. Town Council issue.

Harlem Valley Rail Trail- We can't do much other than market it. Should focus on sidewalks and signage, etc.

Friends of East Gate- Ask for an update.

Town Hall sign- Ready when it thaws. Lighting is an issue.

Town Website update: Roughly \$4K (now \$7K)

Destination website: Not sure where budget is on that. We can't feature businesses.

Business outreach: Welcome to Hillsdale packet? Assessor notifies. How can we do this?

Meeting adjourned approx. 7:25 p.m. by Chair Carty