

Economic Development Committee
Wednesday, January 26, 2022
Meeting Minutes

Present: Kristina Dousharm [KD] (Chair), Amanda Bodian [AB], Dan Budd [DB], Chris Klose [CK] (Secretary), Ken Migliorelli [KM], Maarty Reilingh [MR], Emily Sachar [ES], Vanessa Shafer [VS], Jacob Testa (*ex officio*), Town of Red Hook Board liaison to the EDC, members; Melkorka Kjarval (Red Hook Village Trustee), Kim McGrath [KMcG] (Executive Director, Red Hook Area Chamber of Commerce), George Jahn [GJ], Victor Feldman [VF] (*Red Hook Daily Catch*)

Call to Order: With a quorum present, Chair Dousharm called the meeting to order at 8:35 a.m.

Minutes: On a motion by Dr. Reilingh and second by Ms. Bodian the Committee unanimously approved the Minutes of 01-19-2022

Old Business:

Updates – KD: Businesses? DB: January is slow but we seem to be doing better than the rest of the Hudson Valley; developing new marketing approaches, new technologies to meet people, coop with other small businesses; KD: wanted to provide an EVA outlet for the Post Office but insurance issues prohibit;

DB: Restaurant Resiliency Program utilized by Taste Budd's and two other restaurants but were cut off because NYC went overboard; Taste Budd's has been promised full payment, however; program was to run until March.

MK: Village zoning changes to be voted at next meeting, second of the month (February 16); "Notify Me" email system is being upgraded, including the Police Department's page;

Small Business Block Grants – ES's DRAFT survey for discussion; the Grant program is for jobs generation, not general items such as village decorations, skating rinks, etc; AB: spruce up the introduction by simplifying the benefits to businesses and non-profits, though it's harder for the latter; businesses would be going through regular process working with and through the municipalities; EDC suggestions within the realm of "small business support" of the Grant Program; 51 percent of employees must be low- to moderate income level; ES: survey is to discover whether a number of businesses would participate in an overall project, such as a marketing guru for Red Hook; floor is \$300K and money awarded must be spent in one year; VS: what kind of business could we help? For example, could the money be used to fund a weekend farmers market four months a year; DB: possible, if the participants are low- to moderate income workers; DB: small business expert for all businesses is feasible and could be funded but serve only qualifying businesses with low- to moderate income employees; GJ: maybe a small, interdisciplinary team to work

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for the businesses; ES: survey respondents' ideas welcomed; MR: business assistance model is the regional Women's Economic Development Council, which serves seniors, minorities, disenfranchised;

KD: most important to find out through the survey what Red Hook businesses need and if an idea, such as a farmers market, would be feasible; need a list of qualified businesses; VS: need to have a strategic plan for a Red Hook Farmers Market, for example; KM: Marketing plan focused on NYC to generate visits to Red Hook for the various farms, by day or extended periods; DB: brainstorming is great but the grant is meant to kick-start small businesses by focusing on specifics, such as signage, multi-media marketing, etc;

KD: First, determine which businesses would qualify and then develop suitable proposals; action items: ES, home in on salary qualifications for the survey; MJ: check out the legalities of asking about employee salaries; the Village needs to vet any proposal before releasing; be mindful of the intricacies involved; JT: proposals to the municipalities must be forwarded in advance of public airing; KD: EDC needs to finalize DRAFT survey, forward to Town and Village for vetting first; DB: needs to be simple, focus on Village businesses; MR: stick to the first bullet points on the survey to find out which businesses would participate; KD: do we have businesses to qualify, who are they and what they need to improve?

Next Meeting: 8:30 a.m., Wednesday, February 2, 2022, via Zoom.

Adjournment: The meeting was adjourned at 9:39 a.m.

Respectfully submitted: Christopher Klose, Secretary