

NOTES OF THE BUSINESS AND ECONOMIC DEVELOPMENT COMMITTEE
FOR TOWN OF NEW LEBANON
HELD ON January 9, 2023 at TOWN HALL

Present: Deb Gordon, Tistrya Houghtling, Danielle Kuffel, Sharon Powers, Erminia Rasmussen, Becky Segal, Monte Wasch, Josh Young

Soon to be members of the BEDC: Rochelle DiRe, Silke Fuchshofen (online), Rae Gilson (online), Chris Jansson

CALL TO ORDER:

The meeting was called to order at 6:05 by new chair, Josh Young

Introductory Remarks:

Josh said he wants to keep the meetings to one hour and have much of the work and discussion done in subcommittees. Everyone introduced themselves.

For the subcommittee reports, he wants each subcommittee to report what they've done, what they need from the committee, and what they will do before the next meeting.

SUBCOMMITTEE REPORTS

Outreach and Marketing – presented by Tistrya Houghtling

Right now the subcommittee works on outreach and marketing to get people to our Town, including new business or property owners. We have helped create a new slogan and logo, produced a welcome packet, a business directory (3 times), and we have a mailing twice a year that goes with the Town newsletter.

What we need help with – don't have anything planned right now – could use ideas. We need feedback on what the businesses want. Suggestions – have a Visit New Lebanon Facebook page? Community Boards – someone needs to monitor them.

Wastewater – presented by Josh Young

Josh Young and Deb Gordon are the subcommittee – tasked with sending out an RFQ for a feasibility study . Trying to coordinate this with the CAC and with Candace Balmer with RCAP. Candace works free for New Lebanon. Wanted to know if this committee should make a recommendation to the CAC about funding water testing – included in \$30,000 CAC has asked for testing – to endorse this request.

MSC: That the BEDC send an endorsement of using \$30,000 in ARPA money for water testing by the CAC was made by Josh and seconded by Monte Wasch. Motion approved.

They asked if others want to join this subcommittee and both Becky Segal and future member Chris Jansson expressed interest.

Non-Profit Subcommittee – presented by Erminia Rasmussen

Because the Town and any committee cannot be a non-profit, it can't solicit donations to help the Town – solution is to create a new entity and incorporate it. It needs a mission statement, by-laws. Once granted, the Town could contract with the non-profit. Someone suggested Erminia check out Neighbors Helping Neighbors – this might be done instead of doing our own non-profit. Members of this subcommittee, in addition to Erminia, are Danielle Kuffel, Monte Wasch, and Sharon Powers

News Subcommittee – presented by Josh Young

This subcommittee will research how a news organization could report on what's going on in Town – still needs to think about basic questions like whether it would be weekly or twice a week, need people to report on meetings. – Right now, Josh will be joined by future BEDC member Rochelle DiRe.

Childcare Subcommittee – presented by Sharon Powers

Wants to research the possibility of bringing childcare to New Lebanon, as many young families are in dire need of it. We cannot expect young families to move here if there is no childcare. Sharon will work with future BEDC member Eileen Raab on this and the committee welcomes additional volunteers.

Deb Gordon wanted to discuss a letter she wrote regarding ideas for the Main Street planning grant, but we ran out of time. There may be a follow-up conversation by concerned parties before our next committee meeting.

Motion to adjourn at 7:00 made by Tistrya Houghtling, seconded by Josh Young

Next meeting: February 6, 2023

Respectfully submitted,
Sharon Powers