

EDC Minutes, November 30, 2021 Special Meeting

Call to order 7:38pm

Motion to approve the minutes from Oct. motion by Kate, Priscilla seconded. All approved.

Gary newcomers' tea survey presentation:

- Informal questions to new homeowners
 - 64 new homes purchased
 - 22 Responses
- Most people came for the natural environment/ people they knew living here/ schools
- Most people came from New York
- Most people shop locally
- Key Takeaway answer: People want Café/Restaurant in town

Communications

Gary Steinkohl, Bill McClane, Mare Rubin submitted letters for consideration to join the EDC

Treasurer's Report:

- Budget Plan

P&Z Update Gordon

- Reformatting regulations to be in line with State
- Dec. 8th hearing on housing plan coming up
 - Accessory apartments
- Water and septic up in the air due to Federal Budget negotiations
 - Should have read on that soon and be ready for vote

Promoting Cornwall

Buy/Hire Local Campaign launched on 27th of Nov.

- Budget for social media advertising.
- Buy local stickers at the Local and at local vendors
- Website on Cornwall Site under EDC subpage
- Paid advertising in December
- Radio Spots

Bianca proposed putting info on the campaign in the selectman's newsletter. Also wants to see more granular breakdown of spending. Janet proposed giving receipts to Kate to produce a report that would be given back to the committee. Lakeville journal doing banner ads \$99 for a 6" ad. during holiday season.

Janet asked the committee to be on the lookout for any opportunity for marketing the campaigns.

Housing

- Hearing on plan is Dec. 8th. 56 people at last event. After that goes to the selectmen to vote on.

- Housing market is tight, not much on the market, not many buildings due to high building costs.
- Priscilla: Very difficult in Cornwall b/c nothing is affordable. Least expensive house is \$679k
- Nothing to offer younger generations
- None of the houses currently on the market good candidates for multi family units

New Business

- Gary Steinkohl, Bill McClane and Mare Rubin
 - Gary
 - Experience serving town
 - Bill
 - 2nd year doing holiday windows with experience on how EDC works room for growth/creativity
 - Org. that does important work
 - Spent life making documentary films
 - Experience creating teams...each film like creating a new business
 - Mare
 - Loves Cornwall, newly full time after 15 years as weekenders
 - Background in brand management and marketing, small business owner
 - Wants to see Cornwall prosper

Motion to make recommendation to board of selectmen for the applicants by Priscilla seconded by Richard.

Discussion:

Richard wanted to know if these three were the only three candidates to replace three expiring spots

One potential candidate, Oscar Anderson, wanted to audit the meetings to gain a feeling for the committee

Richard: There are many options to participate in the work of the EDC without being a voting member.

Oscar: Thinks more could be done with social media.

Bianca: Wants to check if there is another open spot. Kate said that she was the other open spot and would be willing to step down.

No more discussion. Janet recused herself due to her position as selectwoman.

No opposition, motion carried on vote to recommend the three candidates.

Mare: is it usual that this many people roll off board at once. Does it happen at this time every year

Gordon: More town board vacancies than usual this year. Wants to make sure that only town votes are on committee and that there is minority party representation on board. Decision will happen relatively quickly.

Holiday Window Update

- Bill McClane is putting things together

- Bianca getting promotional material together, Facebook, Lakeville Journal, Cornwall Website, etc
- 3rd business 3 Guys Ride and Ski Participating
- CCS 3rd Grade Class doing a window
- Most of the budget is going towards physical installations
- Bianca: need to get neighbors to light up their houses in Cornwall
- Sat. Dec. 11th 4-6pm is the opening
- Bianca will make sure that all the businesses have something outdoors
- Cross promotion with Cornwall businesses located outside West Cornwall
- Janet proposed flyer to promote
 - Bill thinks word of mouth most important. Need to get houses in town lit up too
 - Janet will contact Bill about Radio ad content
 - Bill wants continuous marketing support so that all traffic does not happen all in one weekend. See if we can generate something that can go viral
 - May have been overly ambitious about Santa plans in Cornwall Bridge...not enough time
 - Bill wanted to know if it would be possible to open up Cornwall Bridge Green area for people to put up their own tree with solar lights.
 - Bianca proposed showcasing different faith's celebrations and traditions in the CB triangle.
 - Janet: are there liability issues as far as the town is concerned with citizens putting up trees
 - Bill mused about potential for New Year's event (ball drop)

At Next Meeting

- Need to vote new chair, vice chair, secretary, and treasurer.
- Need to determine next 6 months of goals.

Board Comments:

None

Public Comments:

None

Next meeting December 21st via Zoom at 7:30 pm

Motion to end the meeting by Bianca, seconded by Priscilla, no objections, meeting ended at 8:33pm.