

Economic Development Committee
8:30 a.m.-9:30 a.m., Thursday, September 26, 2013
Meeting Minutes

Present: Todd Baright, Amanda Bodian, Kate Karakassis, Chris Klose, Ken Migliorelli, Laura Pensiero, Harry Colgan (*ex officio*), members; Kim Gomez (Red Hook Area Chamber of Commerce); Ed Blundell (Mayor of Red Hook), Brent Kovalchik (Deputy Mayor of Red Hook); Mary Kay Vrba, Director, Dutchess County Tourism.

Not Present: Dan Budd, George Verrilli, members; Rich Biezynski (Red Hook Ag & Open Spaces Committee)

Call to Order: With a quorum present, Chris Klose, chair, called the meeting to order at 8:36 a.m.

Minutes: On a motion by Mr. Baright and a second by Ms. Bodian, the committee unanimously approved the Minutes of Thursday, August 8, 2013.

Meeting Days: Beginning in October, the Committee is to meet the second and fourth *Wednesdays* of the month, from 8:30 a.m. to 9:30 a.m., at the Village Hall.

Discussion: Marketing Red Hook: Mary Kay Vrba, Director of Dutchess County Tourism (DCT), said that county tourism revenues in 2012 totaled some \$475 million, generating \$28 million in local taxes. On October 23, in the Wallace Visitor Center at the FDR Library, 4079 Albany Post Road (Rt. 9), Hyde Park, the results of a county-wide visitor profile study conducted for DCT by the marketing firm Young Strategies will be presented. There were more than 4,000 responses to the survey – many from northern Dutchess. Among the findings: most of the available hotel/lodging rooms are in the southern part of the county, while many of the attractions are north of Poughkeepsie.

Among the suggestions to get more people to stop, shop and return to Red Hook were:

- Identify, publicize and cross-market our local attractions
- List the days and hours sites and businesses are open
- Make sure street numbers are visible to motorists
- Develop and maintain working relationships with tour operators
- Collaborate with DCT to publicize Red Hook/Tivoli, tying in to DCT marketing four principal marketing themes – history, the arts, food, the outdoors.

Old Business:

1. EDC Newspaper Column – Mr. Klose reported that Mr. Baright's column is to appear shortly in *The Observer*.

2. Membership – Bobbi Jo Forte has declined to serve on the committee. Also, Ms. Karakasssis resigned due to a scheduling conflict with the Committee’s new meeting days.
3. What to Do in Red Hook – Ms. Gomez reported that the core merchants group is putting together a series of holiday events, beginning with Halloween. A Web site is being developed for launching early next year, and several businesses have committed to join the group as dues paying members.

Next Meeting: Wednesday, October 9, 2013 at the Red Hook Village Hall.

Adjournment: The meeting was adjourned at 8:29 a.m.

Respectfully submitted: Christopher Klose, Secretary