

**DRAFT**  
**Economic Development Committee**  
**Wednesday, April 1, 2020**

**Present:** Kristina Dousharm, Amanda Bodian, Dan Budd, Jacob Testa, Chris Klose (Secretary), Ken Migliorelli, Marty Reilingh, Vanessa Shafer, George Verrilli, members; Ed Blundell (Mayor of Red Hook); Kim McGrath (Red Hook Area Chamber of Commerce), Juliet Harrison (Equis Art Gallery), Nancy Lee (Petals and Moss), Cody Albrecht (Valley Investment Planning and RH Chamber board), Mickey Glass (With You Locketts)

**Call to Order:** With a quorum present, Chair Dousharm called the meeting to order at 8:33 a.m.

**Minutes:** On a motion by Dr. Reilingh and second by Ms. Bodian, the Minutes of the Meeting of March 25, 2020 were unanimously approved.

**Old Business:**

- **Coronavirus Update** – Dan Budd: could Red Hook Responds, Historic Red Hook/EDC record the meeting for archival purposes? Yes, if it can be done. KD: intros around for the new participants; KMcG re: business's status/needs – 1. Juliet Harrison: majority is online sales, so keeps me in business; big uptick in walkin sales last year, so were anticipating a better year this year but now evaporated; my buyers are middle class and they are as pulled in as everyone, so online sales have dropped; longer this last, the worse it will be; can't afford to take on a Small Business loan; but fortunate not to be completely dependent on the Gallery; keeping up to speed online with marketing, etc; really pounding social media and getting good response; big key = making it through this period (July) to stay in business; most important will be how do we bring business back to Red Hook ASAP after the pandemic, especially the village retailers, restaurants, others; need to continue focusing on "shop small," especially those who are second-homers/visitors/newcomers to the area;  
  
2. Nancy – closed the storefront last week, fulfilling a few orders online; wholesalers are open for two hour-pickup, so working from home to boost online sales to save the storefront; weddings in the fall will be a real challenge; have applied for unemployment insurance but very long wait; this is my sole income/community worried about money in the community; floraculture = part of ag, so is an "essential" business; have to figure out which way to go, perhaps for curbside pickup but it's going to take awhile for people to come out.  
  
3. Dan – Two weeks ago had a clear picture; but put everything down to focus on RHResponds; today looked at cashflow – 30%; manager and

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pastry chef volunteering and some staff working part time (paid) to help keep the Taste Budds “family” alive; food wholesale vendors are reducing their operations but mine is okay for the time being; done to 3 teenage boys, staff volunteers, two part-timers out of a 22-member staff; if anyone gets sick, that’ll be “it” until people get well again; my Key Bank mgr. says Friday the payroll-specific support will open for foregivable payroll loans for two months (average salary; more funds for business “essentials” (heat, light, etc) coming on soon, too, through the banks (rather than the federal gov’t); [KD: Will there be a mad rush on the banks, in re: payroll loans?]

MR: Econ Advance Disaster Loan (SBA): have to apply for a loan without specifying an amount (\$10K advance immediately available); “advance” can be subtracted from eventual total loan or, if no loan beyond, can be kept without repayment; but total national amount available, not enough to go around, so get in line sooner rather than later! JH: only get the advance if you qualify for the loan in the first place; MR: no one knows if you get the advance before loan approval; KMcG: Kevin Mowry applied but did not qualify due to a whole litany of minor issues; still worth getting in line online, ‘specially if businesses in dire straits; Mowery talked with a SBA staffer; EB: advance = part of a bigger plan but get on the payroll protection plan ASAP, which is readily available; JH: majority of RH businesses = sole proprietorships; KD = Unemployment being offered to sole proprietors (but need to talk with an agent; calling for a week, can’t get through; system overloaded/trying to fix);

3. Kim Poppolizio – trying to keep the business open through virtual birthday parties, drawing tutorials, etc but like everyone else an reinventing my business; keep plugging away to keep the idea going; similar difficulty getting unemployment/SB loans difficult; my bank is working with me; GV: if you have any employees, better chance; don’t have any, just me; loan process scary because of taking on more debt;

KD = is there a way for businesses to work together, a la Dan Budd’s “Triple Eats” discount pack among his and two other restaurants; If shoppers at one place could pick up several items, for example; JH: something to develop in future but fairly unworkable now; KD = also, how about cross-promoting through social media/extending the awareness of businesses; JH: look at Todd Baright’s videos supporting his tenant businesses; DB: referrals work well so perhaps a “referral of the week” for one in the village; also, gift cards are good ‘cause they work over time – could help village-wide.

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CK: How about Tivoli businesses? Micky Glass (With You Locketts, in the old Lyceum) sell globally but just about to hit Mother's Day and can't complete orders because we've had to furlough workers; MR: KZE offering great ad deal rates; CK: HRH working with Will Stanley on the rent;

KD: How does the EDC move forward, helping businesses? Continue this open forum, listening to people, trying specific actions to help? AB: have to focus on the future to make sure Red Hook thrives, a la Doreen's "as bad as things are this, too, shall pass..." JH: 1. How do we retain current businesses, and 2. How do we promote Red Hook as the place to come to: rather than have the merchants come to the EDC, it's imperative to have a Merchants Committee that works with the EDC; have to promote Red Hook as a whole 'cause we have a full day for the visitor, from breakfast through lunch and to dinner – small scale to take in; VS: a bigger committee (farmers/Bard/businesses/merchants) to focus on future "after the pandemic" events; not too early to put together a tourist stimulus package; KD: working with Kim and Vanessa on revamping the village image with Todd Baright...

Consider the long-term recovery through online back-and-forth that includes key organizations – ag, gov, education, merchants, landlords.

Consensus: Maintain EDC open forum, all efforts to foster cooperation, continued support of the Red Hook community.

**Next Meeting:** 8:30 a.m., Wednesday, April 8, 2020 via RingCentral.

**Adjournment:** Chair Dousharm adjourned the meeting at 9:58 a.m.

Respectfully submitted: Christopher Klose, Secretary