

MINUTES OF THE BUSINESS AND ECONOMIC DEVELOPMENT COMMITTEE
FOR TOWN OF NEW LEBANON
HELD ON APRIL 5, 2021 VIA TELECONFERENCE

Present: Gregg Carroll, Rita Carver, Anna Duhon, Deb Gordon (Board Liaison), Tistrya Houghtling, Ellen Ann Kafkalas, Jack Lancto, Peg Munves, Sharon Powers, Erminia Rasmussen, Monte Wasch (Chair), Josh Young

Absent: Richard Beckwith, Chuck Geraldi, Mitch Kelleher, Nina Keller, Josh Young

Special Guests: Pam Kueppers (Stephentown Town Board), Carol Reichert, Jerome Shereda, Bill Wallace (Architect)

CALL TO ORDER:

The meeting was called to order at 6:30pm by Monte Wasch who began by asking for the subcommittee reports.

Community Appearance and Design Subcommittee, presented by Rita Carver:

The application for the grant has been filed. Deb Gordon thanked Rita Carver and Ellen Ann Kafkalas for their assistance in getting it out. Should know if we get the grant by the end of the month. Very slim chance of getting it because of all the competition, but they are hopeful.

Tistrya mentioned that there is another grant being worked on with some surrounding communities that may affect broadband in New Lebanon starting in 2022. This grant would help with broadband in New Lebanon. This is through Congressman Delgado and more details will follow when they are worked out. Applications are due soon.

Outreach and Marketing Subcommittee, presented by Tistrya Houghtling

Tistrya reported the logo designs have been created for the Town Board to see and this is on the agenda for the April meeting. The designer, Robbii Wessen, had some constructive feedback on how the logo should appear (i.e. it should be something unique and eye-catching, more simplistic than what we had given him) and he will attend the meeting to make a presentation.

The coupon/events mailer is in the works and Sharon and Erminia have done most of the work for it. The first draft is done and should be ready in time to be sent with the May newsletter, with another one on August 1. We had a low participation rate and hope to improve it with the next iteration.

Other BEDC business

Monte pointed out that Pam Kueppers from the Stephentown Town Board, is on the call to find out more about New Lebanon's BEDC. Stephentown is in the process of forming their own BEDC.

Monte also wanted to codify the number of members who can be on the New Lebanon BEDC.

MSC: The BEDC will consist of up to 15 members plus two ex-officio voting members (Town Supervisor and one Town Board member) for a total of no more than 17 members was made by Monte, seconded by Rita Carver. Motion approved.

Presentation by Carol Reichert

Reichert, along with her husband, Jerome Shereda, purchased property at 194 Darrow Road, which is one of five Shaker settlements on Shaker Road, consisting of 80 acres of land. She wants to convert the area to a for-profit establishment, where it could host events, concerts, weddings and other gatherings. She is working on restoring much of the buildings there, including newly discovered buildings that were uncovered when clearing away the brush, such as a chair factory, ice house, sisters workshop, and more. Reichert and her team are very committed to using local talent to restore the location and will be asking to have their area rezoned for residential/commercial use.

MSC: Made by Monte, that the BEDC support Reichert's request for support from the Town Board to take whatever steps are needed to help rezone their property so they can use it for the purposes stated. Seconded by Ellen Ann. Motion carried.

Pam Kueppers said that Stephentown might be interested in working with New Lebanon on some future projects that would help both towns.

Meeting adjourned at 7:15pm. (Motion made by Monte, seconded by Tistrya)

Next meeting of the BEDC: Monday, May 3, at 6:30pm at the Pavilion at Shatford Park.

Respectfully submitted,

Sharon Powers