

MINUTES OF THE BUSINESS AND ECONOMIC DEVELOPMENT COMMITTEE
FOR TOWN OF NEW LEBANON
HELD ON MAY 3, 2021 VIA TELECONFERENCE

Present: Richard Beckwith, Gregg Carroll, Anna Duhon, Deb Gordon (Board Liaison), Tistrya Houghtling, Nina Keller, Jack Lancto, Peg Munves, Sharon Powers, Monte Wasch (Chair), Josh Young

Absent: Rita Carver, Chuck Geraldi, Ellen Ann Kafkalas, Mitch Kelleher, Erminia Rasmussen

Special Guest: Mike Munsinger of M & M's Tap and Tavern

Note: Nina Keller will be submitting her official resignation but will attend future meetings as a member of the public when possible.

CALL TO ORDER:

The meeting was called to order at 6:35pm by Monte Wasch who began by asking for an approval of the minutes from the April meeting.

MSC: To approve the minutes from the April 5, 2021 meeting was made by Tistrya Houghtling and seconded by Gregg Carroll. Motion approved.

COMMITTEE REPORTS

Outreach and Marketing Subcommittee, presented by Tistrya Houghtling

Tistrya reported that the three logos that were designed by Robbii were presented to the Town Board who liked all three. It was decided that community input would be requested and this was done through emails and Facebook postings. Number 2, of the tree and Shaker pegboard, was the clear winner. Eight people didn't like any of them. The Board will be informed that of the 150 votes, #2 received twice as many as the other two. There was some confusion with people believing the logo would replace the Town Seal but a notice was sent out explaining that this was in addition to the Town Seal, would be used for Town marketing and branding and would not be replacing the Town Seal.

The Town slogan was next on the agenda and the committee had come up with five different choices that it wanted input on from the BEDC. The five choices all begin with "New Lebanon," followed by

1. Seeds to Trees
2. Naturally
3. Planting Seeds of Kindness
4. New Seeds
5. Old Ground New Seeds

There was no slogan that stuck out among the BEDC members present and it was agreed that all five should be presented to the Town Board so they could choose one.

MSC: To send all five recommended slogans to the Town Board was made by Monte Wasch and seconded by Gregg Carroll. Motion approved.

The May Town newsletter came out with the coupon book in it and Tistrya said thank you to Erminia Rasmussen and Sharon Powers for producing it.

Update on the Darrow Road project from last month:

The Town is now working on a solution that will not be about spot zoning. They are discussing bringing every commercial entity along that road into the applicable law – this will take a few months to sort out.

Discussion

Apropos of making New Lebanon more attractive to businesses, Richard Beckwith brought up the school tax increase and how such a large hike could make things more difficult for residents and businesses. Monte suggested that the increase just reflected what residents would have had to pay anyway if the mistake in billing had not been made. But Richard's suggestion, which mirrored suggestions brought up before, was that some of the top tier administrative costs should be shared with other districts when possible. High overhead is killing some districts in rural areas and this is of concern to officials in Albany as well.

Presentation for new business in town from Mike Munsinger of M&M's Tap and Tavern

Mike said that he was looking for a retention tool to keep people coming to his establishment. M&M's has had trivia, comedy shows, etc. but have never wanted the Tavern to be a late night spot. When the OTB moved out, he thought of turning that into a banquet space but this changed with Covid. Now he wants to make it an axe-throwing facility. There are only 375 of them in the whole country, with 3 in Albany that are always booked. Great way to bring people into the town. There would be two targets in a lane, and there are three lanes planned plus a kid's lane with a velcro target. Lanes would be separated by a half wall and a chain link fence. He would also add two pool tables, a corn hole game, and dart lanes too. It would be Covid-friendly, with a pass-through to M&M's. Open only Thursday through Sunday and hopefully would add a league on Tuesday evenings, 4-10pm.

MSC: That the BEDC endorse the new business venture was made by Tistrya, seconded by Richard Beckwith. Motion approved.

Meeting adjourned at 7:35pm.

Next meeting of the BEDC: Monday, June 7, at 6:30pm at the Pavilion at Shatford Park.

Respectfully submitted,

Sharon Powers