

Indian Lake Community Development Corporation

Executive Committee Meeting Minutes

ILCSD Library - 6:30 PM, March 21, 2018

Call to Order - 6:36 PM

In Attendance - Al Pouch, Bob Armstrong, Jack Valentine, Sally Stanton, Pete Klein, Bill Murphy, Dan Kelleher and Brenda Valentine

Approval of February 21, 2018 Executive Committee Meeting Minutes - Motion to accept by Al Pouch and seconded by Bob Armstrong. ALL APPROVED

IL World War I Memorial Park

Brenda reported on the status of World War I Memorial Park activities which included the official naming of the park by the American Legion, the Town and Garden Club plans to install plantings in the park and Memorial Day activities. The ILCDC is coordinating Memorial Day community outreach activities which include the creation and distribution of a flyer throughout Hamilton County.

ILCDC Bylaws

Al suggested that Directors re-read the Corporate bylaws to determine if revisions need to be made, to include the number and type of committee meetings. Brenda reminded all that revisions to the existing bylaws must be in compliance with non-for-profit organizational rules and regs.

Guest Speaker- Dan Kelleher- Special Assistant, Economic Affairs, NYS APA

Dan was invited to the meeting to discuss the Town of Johnsbury Business Recruiting Marketing Plan that he assisted in creating. The purpose of the plan is to expand marketing the town to out-of-town businesses. The importance of Broadband was discussed and all agreed it is desperately needed in Indian Lake. Johnsbury performed a SWAT analysis and is concentrating on the big fixes. For Johnsbury, it's their sewage treatment and water supply, both have no negative impact for Indian Lake. Discussions turned to marketing to prospective businesses and the need to find someone already connected, invite them to a meeting, get press coverage, identify sources to use including Facebook. Dan was unaware of any State involvement in this direction. The APA is working with ROOST and Frontier to collect stories of various start-up businesses. Brenda asked about formatting a program to help recruit workers for at-home employment. Sally mentioned Jeff Aloat who wrote an article on 'incubator' spaces and suggested the Townsend property as a location. ANCA was mentioned as a possible contact for this type of information.

Dan volunteered to assist IL in creating a business recruitment plan. The Plan will need community support from the ILCDC, Chamber and Town. The group agreed that there exists a need for a person and or organization to assume a leadership role to create and coordinate business recruitment activities.

Additional discussions included a proposed 'Living Here' section to be added to the ROOST web site and their plans to add business marketing services on their municipal contracts. Jack commented that partnering with others is good, however, IL should not depend totally on others for our success. It was also reported that the Gore Ski Mountain operations only markets to "day trippers". Last, but not least, it was unanimously agreed that IL should look to the 5 Towns or consider new regional area to partner with. The 5 Towns is looking at regional tourism development. Sally will approach the 5 Towns group regarding expanding their activities to business development.

Meeting Adjourned at 8:00 pm