

APPROVED
Economic Development Committee
Wednesday, April 15, 2020

Present: Kristina Dousharm, Amanda Bodian, Dan Budd, Jacob Testa, Chris Klose (Secretary), Marty Reilingh, Vanessa Shafer, George Verrilli, members; Ed Blundell (Mayor of Red Hook); Robert McKeon (Town Supervisor), Pat Guariglia (Card Boon)

Call to Order: With a quorum present, Chair Dousharm called the meeting to order at 9:00 a.m.

Minutes: On a motion by Dr. Verrilli and second by Ms. Bodian, the Minutes of the Meeting of April 8, 2020 were unanimously approved.

Old Business:

- **Coronavirus Update** – Chair Dousharm: update from Ed on Village; Ed: nothing major since last week vis a vis EDC; 2X calls/week re: data on new cases/no relaxing for the time being; looking at how the Village can provide essential services (actual cases in the village? Only two admissions to NDH; new cases rising, however); working with the Chamber and Town on a business help program; holding the course/waiting to see what Bard College plans (might not hold in-person classes until 2021/SummerScape sure to be impacted);
- **Card Boon** (Pat Guariglia) – Intro by Dan Budd (as per Card Boon handout, attached); Pat G: live in Red Hook/techspace entrepreneur; working from home; worked with friends about gift cars, wonder how to make them essential to businesses – go on a central platform, purchase, then deliver direct to recipients; in Beta testing, mostly in Saugerties; seem-less purchasing, with profiles of businesses available, searchable by location; Card Boon = 7% on the customer (\$26 for a \$25 card) to support Card Boon; feedback?

How are you marketing? Before any PR/marketing, want to perfect the system, then use basic social media campaign in localities with government, chambers of commerce, businesses; community sharing = the goal;

Currently shuttered businesses? Could this be a lifeline for them? Recipient criteria? Orgs that are essential or supporting their communities vis a vis food banks, service workers, health care providers – just organizations, not individuals/org to org service that ensures recipients choose directly; individuals can help businesses and community organizations at once; could be folded into Red Hook Responds, or

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through the CAP fund; seems a unique way to help businesses and ongoing volunteer efforts; Ed: agree; moving essential services to recipients a good idea; e.g; where does the food go at NDH? To the docs and nurses; RMcKeon: can't use the CAP for gift cards but directly to meals provided (for example, couldn't use the money to buy cards but for prepping, delivering meals; back-and-forth on the particulars; so far, 7 restaurants engaged in delivering meals so are receiving Town funding; seems irrelevant when the goal is to help deliver food to recipients; but businesses that are not open are not capable of participant, such as CanCun, which is closed for the duration;

Ed: Participating restaurants receiving help to deliver meals; getting the food to first responders = critical; Marty: Card Boon a project that helps businesses/similar to a coupon program in which business donate a percentage of the coupon to fulfill the "gift;" 7% fee = covers basic costs of Card Boon (minimum = \$25 purchase);

Kristina: Ed and Robert, how do we facilitate? Ed: do whatever we can to link to Card Boon through the RH Chamber; "ditto" Robert: Vanessa: some way to help day care centers, contractors, businesses that can't work now? Red Hook Responds initial goal was humanitarian but there is definitely a need to bridge the gap by helping for-profit businesses; Marty: there could be another org identified as a "recipient" who then directs the funding to specific businesses (fairly complicated to fulfill, however);

Kristina: put Pat/Card Boon in touch with Kim/Chamber of Commerce; Pat: what are your priorities/goals/timetable? Marty: don't have a comprehensive plan/we're helping ad hoc; Pat: I'll help with such a plan, fir you would like: a greater plan; thanks, join us weekly for the duration.

SBA \$10K grant = \$1K/employee up to \$10 K; if 3 employees, you received \$3K; not simply a \$10K grant; Marty: takes sole contractors out of the picture, leaving unemployment only;

Old Country store has closed; significant that that store front has not been reoccupied immediately; no one's opening a business now. Marty: I'll help coordinate efforts with Card Boon and the Village and Chamber; McKeon: if the Chamber wants to do something, fine, but the EDC cannot offer direct-to-business support/Town cannot support specific businesses or promote on the Town's behalf; can advise the Town Board but not announce "the Town supports..."

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McKeon: Town will have a Zoom program for every Advisory Committee so that meetings can be announced publicly;

Next Meeting: 8:30 a.m., Wednesday, April 22, 2020 via RingCentral.

Adjournment: Chair Dousharm adjourned the meeting at 10:15 a.m.

Respectfully submitted: Christopher Klose, Secretary