

APPROVED
Economic Development Committee
Wednesday, May 20, 2020

Present: Kristina Dousharm (Chair), Dan Budd, Chris Klose (Secretary), Marty Reilingh, Jacob Testa (*ex officio*), Vanessa Shafer, members; Robert McKeon (Red Hook Town Supervisor) Ed, Blundell (Mayor of Red Hook), Kim McGrath (Executive Director, Red Hook Area Chamber of Commerce), Claudine Klose and Elisabeth Harmer (Red Hook Together)

Call to Order: With a quorum present, Chair Dousharm called the meeting to order at 8:36 a.m.

Minutes: On a motion by Dr. Reilingh and second by Dan Budd, the Minutes of the Meeting of May 13, 2020 were unanimously approved.

Old Business:

- **Red Hook Together** – Claudine Klose: please collect COVID19 information for Historic Red Hook and fill out the questionnaire online; June 6 in-person festival cancelled in favor of Elizabeth Harmer’s proposal (attached);

Discussion: volunteer project; give it more time to develop, perhaps instead of Hardscrabble Day; technical direction = complex; Ed: some operational money available from the Village, would be good to sync it with Hardscrabble Day; make it more informal than not to make it more accessible;

Dan: exciting idea but hazard to present too many; could broadcast the event on a large screen in the Village lot to bring people together social-distancing; Kim: make it visible to those traveling through; could have volunteer drivers for the restaurants who could deliver festival foods; restaurants be open by then but the most difficult challenge is to produce a festival within the then-current COVID restrictions; don’t want to attract hordes but want the businesses to take advantage: make it “by reservation” so the planning can be simpler,, more specific; have one MC and then to “on-site reporters”; live streaming is the goal; worry too many people congregating to one event, overwhelming the restrictions; marketplace could offer coupons for the day/highlight Hardscrabble “Specials” in a virtual mall; September would permit getting up to speed with the numbers of vols and the technical expertise; Dan: ties in well with a consortium as a commerce platform; dovetail with the business mapping the Town is creating (click on each site for information); WKZE very pro-live streaming; Dan: 40-60 artists participate in Tasty Tunes, many by virtual participation, so possible to put them together.

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Next Steps? Come back to the EDC; talking with the Rotary on Friday; Red Hook Responds offers a RingCentral team to help; proposal great but will require a lot of work; proposal slides distributed to EDC participants; in re: KZE – outside speakers out for the Elmendorph Green? Could facilitate crowd-hearing on the Green, perhaps through ticket sales; need to assure KZE some cash flow to meet their expenses, especially pay roll; Village has some funds for entertaining, perhaps the Town could, too; money is the constant challenge; could be a good way to start business buzz/advertising, which bumps up on the festival days; we'd have regional artists volunteering instead of a nationally known musician; Robert: these events that localize draw so many locals, as well as visitors; important to put Red Hook online; more volunteers now than prior to Covid, so the population is more used to online festivals; potential of funding from Town and Village could be used for promotion;

- **Coronavirus Update** – Robert: metrics for Mid-Hudson at 6 out of 7, hope to meet the final step ASAP; possible that through the four different Phases may not require 14-day opening length, so green light now would open restaurants in mid-June (Map of business sites could include video); goal is to open Map at the start of Phase 1; links to the Map and the business list, arranged by category, to opened at once;

Ed/Village – Memorial Day will include the Color Guard, no speeches, no crowd; Post 7765 agrees; County to produce all-county convoy, with Red Hook almost at the end; RHCS looking at graduation at the Hyde Park Drive In for the 150+ grads/packaged on the screen and distributed electronically on June 30; Red Hook restaurants could participate with “Graduation Specials;”; May 11 Village Board: going ahead with two-installment tax payments (July 1 and September !) without penalty (if in arrears, penalty would apply); Barights making Phone Company “green” accommodate outdoor seating (within the restrictions). Red Hook farmers market idea doable again? Never really got off the ground so probably not because it needs to be professionally managed, meet Health Dept requirements, etc. didn't help the Village businesses because of increased competition; Remy's Local online distribution network includes local farms up and down the Valley;

Dan: Red Hook Responds update – meal demand doubling by the month; creating a food bank; ensuing discussion widened to a number of other topics, extemporaneously.

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Robert: critical to comply with all restrictions, rules for Phase-openings to avoid closing down quickly after “opening.”

Next Meeting: 8:30 a.m., Wednesday, May 20, 2020 via RingCentral.

Adjournment: The meeting was adjourned at 9:57 a.m.

Respectfully submitted: Christopher Klose, Secretary

Proposal: “Red Hook Together” Online Festival

What:

- An online festival in which Red Hook businesses and organizations will participate by streaming live content such as music, tours, workshops, demonstrations, and games.

Why:

- The purpose of the festival is to combat social isolation and renew our sense of community.
- Although the county is re-opening in phases and small, socially-distanced events may take place later this summer, there will not be any large events and some people still may not feel comfortable leaving their homes.

Goal:

- The goal is to recreate the feeling of a large-scale community festival and offer exclusive, Red Hook experiences. Additionally, we intended to promote our local businesses by giving them a virtual platform through which they can attract virtual tourists from outside of Red Hook.

When:

- A Saturday in August, timing TBD, an all-day festival with live-streamed content
- Events will be rebroadcast to allow people who couldn't attend the first time a chance to see content

How:

- Create a Facebook Page with multiple Facebook events
 - Each page is a themed booth → see PDF for mock up of pages NOTE: all times and dates on mock-up are arbitrary filler
- Red Hook organizations will host Facebook live events/ or pre-registered Zoom meetings at scheduled times on the themed event page
- To increase access to those in our community who do not use Facebook or have internet access, use local TV station and radio to rebroadcast events
- We will put out a call for proposals for content. Examples of themed booths and content include:
 - **Music, “The Stage”:**
 - Schedule live streaming performances from different local musicians
 - Visitors sign up for slots like an open mic night
 - **Arts and Crafts:**
 - Live craft demonstrations/ workshops
 - Visitors submit your artwork for prizes

- Professional artists display work in virtual gallery
- **Marketplace:**
 - A page for local businesses to sell products
- **Food:**
 - Cooking demos from local restaurants/ bakeries
 - Community shares recipes they've tried at home
 - Contests: prettiest/ ugliest at home creations
- **Animals**
 - Tours of local farms
 - Animal competitions like a county fair--submit photos
- **History**
 - Local storytelling, "I Remember when..."
 - Tour of the village/ prominent homes
- **Game Corner**
 - Trivia contest, 'Zoom' charades, improv theater
- **Kids Corner**
 - Storytime, costume contests