



Helderberg Hilltowns Association

PROMOTING OUR FARMS, BUSINESSES, CULTURE, AND RECREATION IN BERNE, KNOX, RENSSELAERVILLE, AND WESTERLO, NY

www.Hilltowns.org

Helderberg Hilltowns Association

Meeting Minutes **DRAFT**

June 20, 2016

Present: Zenie Gladieux, Anna Wolfe, Amy Pokorny, Dawn Jordan

Next meeting: August 15 at 7PM

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1. Meeting opened at 7:03pm
 2. Administrative
 - a. The July 18 meeting will be cancelled, next meeting on August 15
 - b. Treasurer's report: as of May 31: Balance \$2831.32
 3. Fall Into Knox festival at Knox Town Park September 10, 10am – 6pm
 - a. HHA has a space reserved
 - b. Zenie has information panels – we can leave them or man the table
 4. Publicity Report
 - a. Dawn created a MyMaps account for HHA and plotted the driving route from Zenie's draft column for the Enterprise, and added the link to the article and will submit it to Melissa
 - b. Hilltown Rambles #1 can be found at www.tinyurl.com/hilltownrambles1 which can then be opened in Google maps for real time GPS directions
 5. Farms & Artisans Tour
 - a. Anna compiled a list of potential contacts and has been working through it
 - b. Additional advertising ideas were discussed
 - i. WAMC, WMHT, Channel 13, Channel 6 Pet Connection
 - ii. Dawn will check with Town Clerks re public access channel and Town websites
 - iii. Purchasing lawn signs to put at key intersections on and off the hill was discussed – Zenie will check into prices for double sided, multi colors
 6. Welcome Wagon idea – will continue to explore
 - a. Zenie will check to see if Enterprise still offers a free 2-week subscription coupon'
 - b. Other ideas
 - i. Promotional items from local businesses
 - ii. Handout with list of local organizations, municipal contacts, CSA info, etc.
 - iii. Ask Seniors to be ambassadors
 - iv. Use paper bags with our name and logo instead of a basket
 - v. Add a question to Farms & Artisans Tour feedback form to see if they would be willing to participate

Respectfully submitted,
Dawn Jordan
Secretary

Upcoming meetings:
August 15, September 19, October 17, **November 28**