



Helderberg Hilltowns Association

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

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www.Hilltowns.org

## Helderberg Hilltowns Association

Meeting Minutes **DRAFT**

August 15, 2016

Present: Zenie Gladieux, Amy Pokorny, Dawn Jordan

Next meeting: September 19 at 7PM

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1. Administrative
    - a. Minutes of June 20 meeting motion to approve as written – Zenie, seconded – Amy, all approved
    - b. Treasurer's report: as of May 31: Balance \$2831.32
  2. Betty Ketchum has purchased ARCGIS software and is producing the FAT map for us this year. Motion to reimburse Betty \$100 toward the cost of the software – Dawn, seconded – Amy, all approved
  3. Publicity Report
    - a. Enterprise has agreed to run our columns as letters to the editor in the print edition, and as a column in the online edition
    - b. FAT promotion
      - i. Albany.com, ACCVB e-calendar, eventsnearhere.com (paid for \$5 upgrade), twcnews.com
      - ii. Will finalize poster and distribute via email
  4. Fall Into Knox festival at Knox Town Park September 10, 10am – 6pm
  5. Farms & Artisans Tour
    - a. Amy is working with Betty on digitalizing the map
    - b. Dawn will check with Enterprise on cost for a printed insert
  6. Welcome Wagon idea – tabled until future meeting

Respectfully submitted,  
Dawn Jordan  
Secretary

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