



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 FINAL

September 29, 2016

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

Next meeting: October 17 at 7PM

1. Administrative
 - a. September 19 meeting was cancelled due to a scheduling conflict involving members from Knox. Two Doodle.com polls were conducted to find a meeting time when the majority of the officers could attend.
 - b. Minutes of August 15 meeting: motion to approve as written – Amy, seconded – Anna, all approved
 - c. Treasurer's report: to date: \$20 donation made by Tim Lippert of Crosby Farm for FAT; Balance \$2751.32
2. HHA donation to Library
 - a. Last year we donated book by Gary Kleppel
 - b. Discussed whether HHA could give money to Library to offset salary costs as the Library would like to be open 4 more hours per week. Dawn will investigate.
3. Farms & Artisans Tour
 - a. Zenie gave a rundown of places she visited
 - b. Fox Creek Market was very pleased and is getting repeat customers from people who visited for the first time because it was on the Tour
 - c. Participants in Westerlo did well this year, possibly due to reaching into Greenville with posters this year
 - d. Chipped, Tattered and Torn in South Westerlo didn't respond to participation inquiry, but made their own sign the weekend of
 - e. Mio Vino in Altamont connected with several of our farmers to include their products in their menu. They are participating in Altamont's Victorian Stroll – will have open house showcasing farms and HHA, will be serving snacks & beverages
 - f. Ideas for next year
 - i. Have an anonymous pool at each venue to find out where attendees heard about FAT so we can tailor our advertising
 - ii. Map
 - (1) there were a couple of errors that will be fixed for next year
 - (2) State roads should be bolded; route number should be added as well as name
 - (3) Change stars to dots and use icons
 - (4) Possibly do map in color – B&W copies are 14 cents each; Amy will check out cost of color copies
 - (5) Put support venues (bathrooms, gas stations, etc.) on back instead of intermixed with rest of list
 - iii. Redesign poster to fit on front of a 5x7 ½ clasp envelope, hang early, then fill with maps when available
 - e. Discussed 2017 date options – decided on September 16 & 17
 - i. Fall Into Knox is scheduled for September 9
 - ii. September 23/24 is potentially too late in season
 - f. For future meeting – discuss ways to improve signs and split up work load
4. Fall Into Knox festival
 - a. Two tables, canopy and banner was set up on Saturday from 10am – 2pm with freshened display panels and info
 - b. Zenie reported she was in salesman mode and having a manned table was definitely worth it
 - i. Most popular information – FAT tour maps (gave out 60+), driving tours, Hudson River Valley Ramble magazines, info on preserve hiking sites
 - ii. Dutch Barn and Quilt Barn tours did not garner as much interest
 - c. Ideas for next year
 - i. Lobby for a better location
 - ii. Needs to be staffed by at least 1 salesperson
 - iii. Need to find a way to anchor display boards
5. Website – idea lists for an improved site have been submitted
6. Suitcases of History – no report
7. Welcome Wagon idea
 - a. Discussed possibility of asking seniors if they would like to help us; to be decided at a future meeting

8. Amy reported that Berne Supervisor Kevin Crosier asked her about the possibility of helping arrange a Hilltown summit of government and civic leaders in the four Hilltowns
9. Hilltowns Historical Summit 2016
 - a. One was organized in 2010 by Jane McLean and John Elberfeld
 - b. Date chosen: Saturday, October 22 10am – 12:30pm at Octagon Barn
 - c. Format: open forum with moderator (Zenie)
 - d. Focus: Historical Themes that Unify Us with suggested topics of the Anti-Rent Wars, farming history, historical summer activities, historical industries, textiles
 - e. Historical Societies to be invited: 4 Hilltowns, Altamont, Gallupville, Schoharie, Middleburgh, Duanesburg, New Scotland
 - f. All will be invited to bring a small exhibit, documents to view and/or copies to share
 - g. Will provide display tables and light lunch (soup, bread)
 - h. Zenie and Anna will work on email list and invitation
10. Zenie shared Wilmington, VT and Albany, NY Restaurant Week info and discussed doing something similar in the Hilltowns

Respectfully submitted,
Dawn Jordan
Secretary

Upcoming meetings:
November 28 (4th Monday of the month)