

11/14/12 minutes accepted as amended.

Urgent Care

Urgent care letter mailed Monday December 10. Roberta will set up meeting in January. Attendees: John Pollok and Jeanne as town liaison.

Nancy will put together numbers and stuff for us to look at to present to Columbia Memorial.

Grants for Hamlet Plan

We will do the Berkshire Taconic and Greenway grants for practice and work soon on how we administer these grants. They are due in early February so we will need to brief the Town Board at their January meeting. **Jeanne**

We need to do the proper justification for the planner.

Find some cross regional strategies to put in the grant apps.

Performing Arts Center

We need to get more information about the performing arts center. The greatest issue is the initial sources of funding.

Project Check List

Ed Ferrato said that the information is the same as the Ancram info except that we do not have our permit rate structure resolved. Simplify the process. **Roberta** will work on this.

E-mail List

How are we going to integrate multiple e-mail lists? **Roberta** will find out who Charles Dodson contacted at Columbia Greene to assist with compiling the lists. **Jeanne** will sit down with Karen and Noah from the CEAB and will invite Roberta to get this going.

Senior Living

Roberta will talk to Camphill Village about senior living.

Nancy will followup with John about senior facility with Columbia Memorial.

Land Use Review Committee (LURC)

Roberta will ask Cathy Reinard if they will consider how they could do a larger business district.

Jeanne will invite Larry Lampman to talk about the Great Field on January 23.

New Task Force Members

We need 2 or 3 more people. Shall we advertise for the end of January? The current task force will interview the candidates and select the nominees to recommend to the board.

Interview with Mike Fallon

His business was incorporated in 1952 and Mike has owned the business since 1985. He has just completed the best 3 years he has ever had. He thinks it may be because people are 'aging out' and downsizing. He also feels he has a strong reputation from serving people well and the length of time he has been in business. Prices are down and volume is up.

His customers are typically not people who come from Copake. They come from far away including a large number of international customers who bid live on the internet. He embraced the internet early and continues to find new ways to use the internet to drive his business.

His future challenge will be storage space, but he has a good solution now from renting a local barn. It was much more cost effective than renting commercial space in Hudson.

The town has rarely been involved in his business dealings. He only engaged once to complain about nuisance tickets given by the local police department. When he grieved his assessment the current assessor dismissed his grievance without the least bit of conversation, saying he would not change the assessment. He has a second hand opinion that the Building Inspector was very slow providing paperwork for an electrical inspection.

He took a small business course in Hudson which led to at \$10,000 low interest loan.

Mike is very respectful of the impact auction crowds have on his neighbors and local traffic and works hard to make sure his business does not inconvenience people.

He brings in people who patronize other local businesses. He has a number of local businesses that might be of service to his customers on his web site, but he doesn't have a lot of time to keep it up to date. **IDEA:** If someone wanted to suggest updates to his listing to include more businesses he would consider adding those that would directly serve his customers.

Mike wishes the Copake Inn and other businesses would reopen. Get rid of Fairpoint.

There are many affluent people in the town now that could provide energy for improving the town. We need an 'angel'. Hillsdale people are making it happen. They have 'philanthropic entrepreneurs'.

The town looks worse today than at any time since he moved here. It is very important to improve the appearance of the town if we want to transform the economy:

- Pave the sidewalks with bricks
- Light up the downtown
- Improve the appearance of the businesses
- We need more parking
- The churches are the best looking structures in the hamlet
- The power of the internet could help this town. Show lots of photos. (Mike uses James Thompson from JT Web Service to manage his web site.)

We would not do well to attract antique stores here because we would not have enough scale. He and Morgan Motors attract very strong non-local customers. They are destinations for markets they 'own'. Ruge's GMC is apparently doing well. Recognize that Jim's Auto Body and High Voltage are a couple of very viable local businesses.

Ideas for more destination businesses:

- Make Copake a 'cycling mecca'. Tie other activities to Fallon's bike auction. (this year it is April 19 & 20, 2013). Engage with the NY Cycling Coalition. We need to engage people who know the cycling world.
- There is already a great furniture restorer in town, working behind Fallon's.
- Violin restoration
- Art restoration
- Silversmith

We could also benefit from more professional services like lawyers.