



Village of Catskill Business Summit

February 23, 2010
Village of Catskill Board of Trustees

Coming together is a beginning. Keeping together is progress. Working together is success. ~Henry Ford

Welcome.

This is a START...

Each of you has made a commitment to building a better business community in Catskill.

Focus on the positive.

Think of what has been accomplished.
Think of what YOU have accomplished.

Operating a business, regardless of its size, is a life changing endeavor. You have to keep customers happy; you need to keep employees motivated; and you have to keep your products up to date and in demand. It's a lot to handle, but the payoff can be big.

Some of what I say to you today, you may already know... we just need to be on the same page.

Failures are lessons learned.
An under-capitalized business is prone to failure.

This is NOT a spectator sport. Your participation is mandatory. We need you.



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Meeting Goals.

I want you to leave with one thing that makes this worthwhile...

- A new contact or a new sales lead.
- A new way to get money or save money.
- A new business idea.
- A new way to build your business.
- A better understanding of **who does what**.
- A better understanding of **our resources**.
- A better understanding of **what we need to do**.

- We may not solve anything today. This is a beginning.

Meeting Ground Rules:

Please be courteous, agree to disagree, keep comments to less than 2 minutes, and try to avoid generalizations.



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We need your input.



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Introductions.



Introduction of each person.

Yes, a one by one introduction, "fast-fire style"

Name

Past, Current, or Future Business

Number of years in Catskill

We need to better understand how to utilize our untapped resource of business talent. We have everyone from retired mechanics, teachers, publishers, bankers, musicians, engineers, etc... You name it, I bet we have a resource in Catskill "hiding behind a mailbox", ready to help us.

- Sponsors
 - Thank You: Catskill Central School System, The Bank of Greene County

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Resources.

- Village Government
- Town Government
- County Government
- HOCA/Catskill Chamber of Commerce
- Greene County Chamber of Commerce
- Greene County IDA
- Local business community
- Local historic sites
- Our community
- ... did we miss any?



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Roles and responsibilities.

- We all have a role and a responsibility.
- Let's talk about our key business stakeholders:
 - Greene County Economic Development (Warren Hart)
 - Heart of Catskill/CCC (Linda Overbaugh)
 - Greene County IDA (Sandy Mathes)
 - Catskill LDC (David Miles)
 - Local Businesses (All of you)
 - Local Government (Village, Town, County)



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Your current business environment.

- What are you experiencing?

- Increased or Slow Sales?
- Incurring Debt?
- Slow collections?
- Are you changing your products and services?
- Financing?
- More price comparing than in the past?
- Have you lowered prices?
- Are you stuck with outdated inventory?
- ???



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Our Business Assets / Liabilities.

Not in any order...

- | ASSETS | LIABILITIES |
|--|--|
| • Waterfront | • Varied strategies/priorities |
| • Mountains | • Inconsistent theme |
| • Historic sites. Olana, Cole House | • Inconsistent hours |
| • Energetic business community | • Expanding business community |
| • Skillset of local resources | • Skillset of local resources |
| • Affordable Real Estate | • Real Estate |
| • Location (Thruway, 9W, 10 minutes from Amtrak, etc...) | • Infrastructure (water , sewer, road, sidewalks, parking) |
| • Infrastructure (water , sewer, road improvements) | • Blight areas |

What else?

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We are a Brand.

We see us (Catskill) as a BRAND



- It requires synergy.
- It requires strategy.
- It requires one focus... not 15.
- It requires a tie into the big picture.
- We have a unique culture that people are drawn to.
- We have rich history.
- We have a future.

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A large part of our "Brand" is

Our physical environment.

- Traffic: Pedestrian & Automobile
- Sidewalks
- Lighting
- Parking
- Signage
- Zoning
- Look of the community

...needs to make people feel welcomed, safe, wanting to stay, buy something, tell others, and return with friends. And it needs to be fun.

We need to connect our visitor corridors (Main Street, Creek, River, Thruway, Catskill Commons, West Bridge, 9W, etc.)



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Competition.

In general, it is healthy.



- Local, National, Global.
Some of us sell products and services to each other, others sell to the world.
- You may compete with each other.



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Break.

15 minutes

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~Henry Ford*



Our break is sponsored by



While on break

For a hundred bucks...



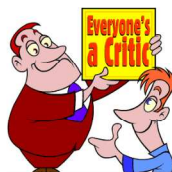
For a hundred bucks or less, name one thing we could do tomorrow to increase business in Catskill. **I will personally give a hundred bucks for the BEST idea (group vote after the break).**

As an example... I once heard of a guy who would shave his head and walk around NYC with a business logo painted on it.

Focus on FACTS, details, and a solid ROI.

- We can't afford to criticize without offering a well thought out solution.

- "Traffic is unbearable"
- "We need new sidewalks"
- "There is no place to park"
- "Business is dead"
- "No one is open on Sunday"
- "Taxes are too high"
- "The traffic light timing is not right"



We have limited resources and time so we need to prioritize our efforts and investments.

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Setting Priorities.

It is a balance.



- #1 is Sales. That means customers.
- ROI – Return on Investment – we need to strive for a 1 to 4 ratio. If you spend \$100.00 on an ad, you should get back \$400.00 in profit.
- Considerations when setting priorities
 - Resources: Money & Time
 - Timing of the project (positive or negative effects)
 - Short and Long Term Goals...
 - Needs to fit our overall vision

To help us make the best decisions we need some structure...

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Workgroup Structure.

We need to start to identify and develop workgroups with our subject matter experts.

Business Council

GC Economic Development
GC Chamber
GC IDA
HOCA/Catskill Chamber
Catskill LDC
Local business owners

Workgroups

Marketing (Brochures, Flyers)
Advertising (Radio, Print, Web)
Events (Parades, fireworks, public art projects, etc...)
New Business (start ups, etc...)
Physical (streetscape, signs, etc...)
Online (website)
... others? Real estate? Financing? Grants?



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For example, the Website/Online workgroup would design our

Web presence and sales portals.



The workgroup will design our online strategy

- Identify "what" we want online
- Select best practices
- Select winning design
- Develop a cost / benefit
- Create a project plan
- Deliver to council



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New business idea workgroup.

Incubator / Co-op



Team
brainstorms new
business ideas

Team recommends an
idea that is bankable.

If the business idea is for a small start up... we then seek or build that business through the "business incubator" or "co-op"

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Our community can be our strongest sales force.

Sales Channels.

- Are we basing our sales on "luck"?
- Do we know our customer?
- Do we understand our market?
- **Who can we sell to now?**
- What are future sales opportunities?
- Pedestrians
- Boaters
- Skiers
- Events
- Our community
- New York City
- Internet (Global)
-



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What can we start today?

The 30 day plan.


- **Continue to work together.**
Connect with the contacts you made tonight.
- **Homework assignments for next meeting**
 - Go to one other business and give an honest, constructive, report back to that owner. Learn from each other.
 - List 10 things that would make your business better, in priority order.
 - List 10 things that would make our Village more business friendly.
- **Create our Workgroup Teams**
 - Divide and Conquer
 - Select your area of interest or expertise
 - Form our teams
 - Brainstorm




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Next Steps.

You tell us (Nancy) how this went.
You sign up for workgroup(s).
We will schedule a follow up meeting.



Thank YOU !!!

Next Meeting is 1 month from now (date and format TBD). We will demo a "SharePoint" site to help us get organized.

Questions / Open Discussion

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