



Committee Members Present: Tyler McDonald, Anna Platz, Rachel Garito, Jake Monnat

Others Present: Cheyenne Steria, Brittany Davis, Tom Kalamas (soon to be appointed to the committee by LCDC)

I. Small Things, Big Impacts Grant Review

- a. Cheyenne introduced the applications and funding asks. Total funding asks is \$17,800.00, with total project costs of \$49,557.06. Cheyenne indicated that there is a total of \$26,000 in funding for Small Things, Big Impacts due to having some funds leftover from last year. She encouraged the committee to be cognizant of the project and determine IF it meets the criteria of the program, and to not fund the project just because we have funding available.
- b. The committee reviewed the following grant applications, as presented by staff:
 1. Beaver Camp: Requesting funding for a new sign when you enter their property. The committee discussed the fact that you have to be already driving there to see the sign, but that a new sign would enhance the customer experience. Yes – 4, No – 0
 2. Alger Farms: Requesting funding for a new piece of equipment for a new product line. Committee discussed that the funding request does not meet the eligibility requirements of the program. Yes – 0, No – 4
 3. Roads End Orchard: Requesting funding for mobile visibility through a mobile wine trailer and vinyl wraps. Yes – 4, No – 0
 4. ReNew Bremen, Inc. – Requesting funding for a new brand for a new community group non-profit that will lead community development initiatives and events for New Bremen. Yes – 4, No – 0.
 5. Brownell Pottery – Looking for funding for vendor event equipment. The kiln does not fit the the eligibility criteria. Committe discussed that the brand should be on the tent and table clothes. Funding approved contingent upon the tent and table clothes being branded and the committee requested that they submit a revised budget with revised branded items before grant is awarded. Yes – 4, No – 0.
 6. Comlacht Cleaning & Property Services – Requested funding for a vinyl wrap of company vehicle to promote cleaning services. Yes – 4, No -0
 7. Lakeside Lather Soap Company – Requesting funding for a new website to help enhance website sales of goat milk soap. Funding approved contingent upon attorney approval. – Yes – 4, No - 0
 - a. Steeple & Hearth potential/perceived conflict – Brittany disclosed a potential conflict of interest. There are multiple projects where a new website design is part of the budget by Steeple and Hearth, owned by Emma Young, Naturally Lewis, Inc. Intern. Emma started this business



after learning about the need for web design (while working with Naturally Lewis) and is growing her client base. Clients are reaching out to Emma for website design, and Emma is referring individuals to the Small Things, Big Impacts Grant fund as a potential funding opportunity. Naturally Lewis staff ARE NOT referring grant clients to Steeple and Hearth. Brittany has reached out to LCDC attorney to identify if this is a conflict, and how to move forward.

8. Catch 19 Designs – Requesting funding for a branded tent and signs to help promote business at vendor shows. Yes – 4, No – 0
9. Looking Glass Windows – Requesting funding for a new brand and displays for home shows. Yes – 4, No – 0
10. Adirondack Outpost Antiques – Requesting funding for materials for a new large sign, and various small signs to increase visibility of the business. Yes – 4, No – 0
11. PBJ Café - Requesting funding for a complete rebrand as there are new owners. The rebrand will include new logo, website, signage and merchandise. This is also a Steeple and Hearth Project, so funding is approved contingent upon attorney approval. Yes – 4, No – 0
12. Autumn Ridge Goat Farm – Requesting funding for a new user friendly website and signage to promote goat cheese products and farm stand. – Yes – 4, No – 0
13. 1812 House – Requesting funding for a new user friendly website. This is also a Steeple & Hearth project, so funding is approved contingent upon attorney approval. Yes – 4, No – 0
14. Mainline Electric – Requesting funding for a new brand, signage and merchandise for new electric company. The owner is the same owner as PB&J Cafe. This is also a Steeple & Hearth project, funding is approved contingent upon attorney approval. Yes – 4, No – 0
15. Northern Beginnings Realty – Requesting funding for new signage for new real estate business. The committee discussed that her funding ask is incorrect, as she requested \$1,000 when her total project cost is \$1,540. The committee has approved \$770, which is 50% of her total project cost. Yes – 4, No – 0
16. Lewis County Humane Society – Requesting funding on a new sign at the entrance of the Lewis County Humane Society. There was much discussion on the quality of the sign and how we encourage the use of professional graphic designers for signs. Although the committee felt that the sign design could be better, the new sign itself is a huge step and should be funded. The committee approved \$755.48, which is 50% of the total project cost. Yes – 4, No – 0



- 17. Mental Health Association of Jefferson County – Requested funding for a one-time event. The committee discussed that this does not meet the eligibility of the program. The committee does not recommend funding. Yes – 0, No – 4
- 18. Little Village Mushrooms – Requesting funding for a new signage for a new mushroom/local foods business in downtown Lowville. Her timeline to implement is 8 months, so the committee is recommending we roll into next quarter in order to meet the 6-month stipulation. Disperse funds in Round 2, but the funding is approved today. Yes – 4, No – 0
- 19. Riverside Equipment Rentals – Requesting funding for a new sign on State Route 12. Yes – 4, No – 0

c. Total Approved/ Not Approved Funding Requests:

	Applicant	Total Project Cost	STBI Funding	Approved/Not Approved
1	Beaver Camp	\$3,500.00	\$1,000.00	Approved
2	Alger Farms	\$2,029.74		Not Approved
3	Roads End Orchards Inc	\$9,358.00	\$1,000.00	Approved
4	ReNew Bremen, Inc.	\$3,500.00	\$1,000.00	Approved
5	Brownell Pottery	\$2,000.00	\$1,000.00	Approved with Conditions
6	Comlacht cleaning and Property Services	\$3,240.00	\$1,000.00	Approved
7	Lakeside Lather Soap Company	\$2,100.00	\$1,000.00	Approved with Conditions
8	Catch 19 Designs	\$2,000.00	\$1,000.00	Approved
9	Looking Glass Windows	\$1,290.00	\$600.00	Approved
10	Adirondack Outpost Antiques and Gift Store	\$1,200.00	\$600.00	Approved
11	The PB&J Cafe	\$3,895.00	\$1,000.00	Approved with Conditions
12	Autumn Ridge Goat Farm	\$2,000.00	\$1,000.00	Approved



13	1812 House Bed & Breakfast	\$1,200.00	\$600.00	Approved with Conditions
14	Mainline Electric	\$2,080.00	\$1,000.00	Approved with Conditions
15	Northern Beginnings Realty LLC	\$1,540.00	\$770.00	Approved with Budget Change
16	The Lewis County Humane Society	\$1,510.96	\$755.48	Approved with Budget Change
17	The Mental Health Association In Jefferson County	\$2,000.00		Not Approved
18	Little Village Mushrooms	\$2,613.36	\$1,000.00	Approved
19	RIVERSIDE EQUIPMENT RENTALS LLC	\$2,500.00	\$1,000.00	Approved
		\$42,913.96	\$14,325.48	

- d. The committee also discussed some slight changes to the Small Things, Big Impacts marketing:
 - i. Include links to the local reputable Lewis County marketing firms for this program.
 - ii. Include that items must be branded with logo and/or brand. (list all examples of items that can be branded)
- e. The committee also discussed ideas for the Small Things Big Impacts fund for the future:
 - i. Professional development opportunities, trainings, etc. continuing ed.
 - ii. Business certifications to scale up
- II. Adjournment
 - a. The meeting adjourned at 3:50pm.