

## Town of Colton / Tourism & Beautification Committee

### 2016 Work Plan with Categories of Work in More or Less Chronological Order

[Final as of December 8, 2015]

#### **Town Communications** (throughout year)

- Continue reporting committee activities via town newsletters, website and Facebook page
- Help update town website, making linkages to other pertinent websites and related activities underway
- Develop and post materials about town and town events in information centers, Town Hall and other town facilities and work with local businesses on advertising through their facilities (e.g., bulletin boards, tabletop displays, etc.)
- Use variety of print, radio, online and school-related media to publicize events organized by or assisted by committee (e.g., Winterfest, Colton Country Days, Flea Market, etc.); consider doing more with radio vis-à-vis other media
- Use sidewalk signs to better inform public about information centers as well as town events [*note: need sign at the corner of State Highway 56 and Main Street to direct people to Colton Museum / Stone Valley Information Center*]

#### **Fundraising / Grants, Sales and Other Financial Support** (throughout year)

- Sell notecards, maps, DVDs, *Adirondack 102 Club* books and other products supporting tourism and beautification
- Take lead on grant application for summer performances and find business sponsors to assist with various events and/or other activities
- Use events (e.g., Flea Market vendor fees, etc.) to raise funds for specific projects (e.g., music series, trails, etc.)

#### **Raquette River Blueway Corridor/Trail Activities (including Stone Valley)** (throughout year)

- Participate in coordination/project meetings and assist town officials with various grant funded projects requiring town involvement (e.g., Museum improvements, handicap accessible overlook at Stone Valley, directional signs, etc.)
- Help complete Comprehensive Marketing Plan for river corridor, coordinating input from town (project may link to related tourism destination planning activities)
- Coordinate with Village of Potsdam and Town of Canton on St. Lawrence Whitewater Parks Project; and participate in planning associated work with Brookfield Renewable Energy, town officials, and others related to signage, parking, handicap-accessible overlook, whitewater releases days, safety issues and other improvements at Stone Valley
- Coordinate with American Whitewater on water release dates negotiated with Brookfield throughout summer; then coordinate with local businesses, publicize releases and staff information tables/tent at trailhead on release days
- Do trash clean-up of Stone Valley trails and parking areas on whitewater release days during summer
- Hold Autumn Caring for Colton Day in conjunction with Adirondack Mountain Club / Laurentian Chapter's annual Stone Valley work weekend in October to pick up trash on nearby roads and in parking areas plus do other outside work

#### **Tourism Destinations / Supportive Business & Organizational Network** (throughout year)

- Strengthen focus on heritage tourism by completing historic & scenic tour, highlighting 3 sites listed on Registers of Historic Places and showcasing other historic/scenic sites, barn quilts and related events (e.g., Colton Country Days)
- Share information about places and local services through better signage, town website (e.g., online directory) and information centers (e.g., brochures, rack cards, business cards, etc.)
- Explore opportunities for tourism destination planning with St. Lawrence County Chamber of Commerce & others
- Begin historic resources / building survey in conjunction with Colton Historical Society and others

#### **Plaques, Signs, Kiosks and Barn Quilts** (throughout year)

- Complete variety of sign projects at Stone Valley as funded through grants associated with RRBC/T
- Finish and install kiosk at new parking area being developed for John Stone Trail and pump track
- Use sidewalk signs with changeable panels at information centers during summer and elsewhere during year
- Consider adding small plaque at a tree at the Town Hall or elsewhere commemorating Arbor Day and acknowledging past contribution by photographer Faye Martin through signed Arbor Day posters
- Complete and install plaques and/or small signs at maintained parks/sites, providing name and history and acknowledging contributors
- Showcase school art students and others in painting/displaying barn quilts as part of town-school 'Art Around Town' collaboration; and coordinate with others in county and broader Adirondack North Country region on related trails

**Tourism Map / Updated Historic & Scenic Motor Tour of Town of Colton** (ongoing with basics ready by summer 2016)

- Complete major revision to historic & scenic motor tour map and directions dated 1976 by working with Colton Historical Society, town officials and possibly St. Lawrence County Planning Office and others
- Find ways to incorporate new ideas including fun facts and barn quilts into map/directions
- Explore ways to showcase tour in Colton Museum for people not able to drive or explore town otherwise
- Sell ads and find other benefactors to help cover cost of printing by Commercial Press and/or others
- Use town website to profile map and showcase places on the historic & scenic tour

**Winterfest Weekend** (last weekend of January...and months/weeks leading up to it)

- Assist Winterfest Planning Committee with advance publicity (e.g., posters, news stories, etc.)
- Continue expanding 'passport' game to include more sites and put on map showing activity locations
- Staff 'tourism & beautification' table during health/craft fair at school during Winterfest Weekend
- Support 'Art Around Town' collaboration with school by purchasing materials for student murals (including barn quilts)

**Parks, Trails & Other Planted Areas; and Caring for Colton Days** (late winter through spring and autumn months)

- Find and/or confirm volunteer coordinators to 'adopt' town parks, town trails and other planted areas
- Update list of sanctioned clean-up/fix-up projects for Town Board approval before work commences
- Assist coordinators, as needed, with weeding/mulching/planting activities as well as trash clean-up along Lenny Road and in parking areas during Caring for Colton Days in spring and autumn
- Work with DPW and trail steward for John Stone Memorial Nature Trail on maintenance and improvements
- Rework planted area below sign at Town Barn in South Colton; and transform Veterans' Memorial Garden at corner of State Highways 56 & 68 into a rock garden, coordinating with appropriate highway officials and others
- Develop game plan for improving Three Falls Trail in consultation with Mark Simon and others
- Work with CPCS on finding student for Summer Associate for Beautification position begun in 2015

**Summer Music Series** (first performance during last week of June; last performance by mid-September)

- Manage grant process, fulfilling paperwork and other requirements
- Coordinate with performers, do publicity, and coordinate site preparations with town and Colton Historical Society
- Work with CPCS on finding student for Summer Associate for Music Performances position begun in 2014
- Seek business sponsors to financially support town's Summer Music Series
- Engage art students in music series through town-school 'Art Around Town' collaboration (e.g., artwork for posters/flyers, raffles, etc.) and explore opportunities to highlight other art events by Friends of the Library, etc.

**The Sunday Rock Legacy Project and Colton Country Days** (year-round with intense period from May through July)

- Help Colton Historical Society expand/improve Colton Country Days festival by co-chairing new planning committee and holding town's Flea Market in Pavilion at Swift Field in conjunction with Colton Country Day *[note: need to hand off to others coordination of town-wide yard/garage sales previously held during Flea Market weekend]*
- Assist Colton Historical Society and partners with fundraising and publicity for historical, educational and theatrical projects leading up to and during week leading up to annual Colton Country Day festival
- Help staff information center at Museum and coordinate music performance on traditional Colton Country Day

**Information Centers** (spring/summer...one in hamlet of Colton; one in hamlet of South Colton)

- Reorganize Stone Valley Information Center in Museum following completion of handicap-accessible improvements
- Potentially re-locate Raquette River Information Center to town's Community Center in South Colton
- Review/renew agreement with Colton-Pierrepont Senior Racquetters to assist with summer staffing; and find a Summer Associate to assist with information centers
- Gather updated materials from Chambers of Commerce and elsewhere for information centers
- Coordinate staffing calendars for information centers during summer; and provide contact after closing for season
- Work with DPW, Colton Historical Society and others on maintaining facilities throughout summer

**Winter Celebration / Remembrance Trees & Lights** (kick off early in year; keep trees lighted through Winterfest)

- Continue Remembrance Tree Project begun in 2014, coordinating with DPW on sites and other details
- Help Colton Historical Society welcome winter and holidays with lighting/remembrance event after Thanksgiving
- Publicize activities underway throughout town (e.g., posters, news stories, etc.) and encourage residents to display lights through Winterfest Weekend