

Town of Colton / Tourism & Beautification Committee

2019 Work Plan with Categories of Work in More or Less Chronological Order [Items generating revenue or requiring funding in bold text – Final as of December 11, 2018]

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, including paid ads, to publicize events organized by or assisted by committee (e.g., Winterfest, Colton Country Days, etc.).**
- **Use signs to better inform public about information centers as well as town events and places, including new directional signs for Stone Valley**

Fundraising (throughout year)

- **Sell notecards, maps, DVDs, Adirondack 102 Club books, and other products including shirts and sweatshirts in coordination with the Colton Historical Society (CHS)**
- **Find business sponsors to assist with Summer Music Series and other events/activities**
- **Use festivals and events to raise funds for projects (e.g., Summer Music Series) and assistance (e.g., student helpers)**

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

- **Participate in coordination/project meetings with the Village of Potsdam and work with partners on various grant funded projects requiring town involvement (e.g., section maps project, small business start-up project, etc.)**
- Maintain contact through Mary Jane Watson and possibly others with the Raquette River Advisory Council (RRAC) supported by Brookfield Renewable Energy on maps for the Stone Valley Cooperative Recreation Area, trail maintenance, and possible future trail improvements (e.g., handicap accessible overlook), etc.
- Coordinate with American Whitewater on water release dates negotiated with Brookfield throughout summer as well as on **port-a-johns for spectators and paddlers to use 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; and possibly assist Adirondack Mountain Club / Laurentian Chapter with trail work during summer and autumn

Tourism Destinations (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.)
- Work with St. Lawrence County Chamber of Commerce on Tourism Destination Area (TDA) Planning, including completion of TDA Nomination Workbook
- Work with the CHS on historic resources of the town, exploring ways to engage students in projects

Plaques, Signs, and Barn Quilts (throughout year)

- **Add new 'Nature Trail & Bike Park' sign to new kiosk located near the John Stone Trail**
- **Work with CHS on highway sign for Museum and sidewalk sign for information center during summer and elsewhere during year**
- **Complete and install plaques and/or small signs for parks/sites, providing name, history, and contributors**
- Showcase CPCS art students and others in painting/displaying barn quilts as part of town-school 'Art Around Town' collaboration
- **Review/revise fee schedule and plans for teaching Barn Quilt Painting and presenting Classes & Painting Sessions**
- Explore with neighboring communities a proposed Western Adirondack Foothills Barn Quilt Trail for Colton, Pierrepont, Parishville, and Hopkinton (e.g., workshops and painting sessions, Facebook page, etc.)
- **Assist Department of Public Works with directional and interpretive signs for new Disc Golf Course, as desired**

Historic & Scenic Tour of Town of Colton (winter/spring in lead up to summer 2019)

- **Develop map and promotional materials for revised historic & scenic tour in conjunction with the CHS and possibly others (e.g., town officials, St. Lawrence County Planning Office, sponsors, etc.)**
- Use town website to profile map and showcase places on the historic & scenic tour
- Explore ways to showcase tour in Colton Museum for people not able to drive or explore town otherwise
- **Print hard copies of the tour for use in the Museum/information center, on bus tours, etc.**
- Highlight during Colton Country Days in collaboration with CHS and others

Winterfest (weeks leading up to festival in January)

- Assist Winterfest Planning Committee with new approach and advance publicity (e.g., posters, news stories, etc.)
- **Organize barn quilt display as part of Quilt Show and sell barn quilts to raise funds for activities**
- 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 and barn quilts**
- **Work with partners to raffle items (e.g., barn quilt, gift baskets, etc.) to help raise funds for Neighborhood Center**

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

- Update list of sanctioned areas for volunteers to 'adopt' (e.g., town parks, trails, etc.) and confirm site coordinators
- **Contract with Adirondack Growers to assist with areas not adopted by volunteers**
- Assist site coordinators with clean-up and planting activities before, on, and after Caring for Colton Day(s) in May
- **Help John Stone Trail steward with maintenance (e.g., chips, student helper, etc.)**
- **Continue to employ CPCS students as Summer Associates to assist with trail activities and possibly more**

Summer Music Series (performances in June, July, and August)

- **Contract with performers for summer performances and coordinate with them on venues and other details**
- **Do publicity, using a variety of media (e.g., posters, news stories, paid ads, etc.)**
- **Work with CPCS on finding students to assist with the summer performances, as begun in 2014**
- **Seek partners and business sponsors to assist with and/or financially support performances, including venues**
- **Engage art students through town-school collaboration in painting barn quilts to sell and/or raffle**
- **Partner with the Colton Hepburn Library on displaying raffle barn quilts and assisting with associated ticket sales**

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

- Help the CHS make Colton Country Days a successful weeklong festival by organizing various events throughout week, featuring activities related to the annual theme, updated Historic & Scenic Tour, and more
- **Assist CHS and partners with fundraising and publicity for the Sunday Rock Legacy Project's historical, educational and theatrical activities leading up to and during week leading up to the annual Colton Country Days festival**

Information Centers (begin in late winter / early spring in preparation for summer)

- Clean and reopen Stone Valley Information Center in Museum around Memorial Day and keep open through Labor Day
- Maintain year-round information rack in J.R. Watson Community Center in South Colton, paying special attention during the busy summer season
- **Coordinate staffing of the Stone Valley Information Center during the summer by volunteers as well as Colton-Pierrepont Central School Students and Colton-Pierrepont Senior Racquetters**
- Gather updated materials from Chambers of Commerce and elsewhere for both information centers
- Coordinate staffing calendars for the Museum during summer; and provide contact after closing for season
- **Work with the CHS, DPW, and others on improving and maintaining facilities and displays throughout year**

Town-wide Garage/Yard Sales (end of July)

- Work with Town Clerk to develop list and create map of sites; and help publicize

Remembrance Trees (October through January/February)

- **Continue Remembrance Trees Project begun in 2014, coordinating with DPW on sites and other details**
- Help CHS welcome winter and holidays with remembrance event after Thanksgiving
- **Publicize associated activities (e.g., posters, news stories, ads, etc.)**