



VILLAGE CHAT - ARDSLEY, APRIL 11, 2023

10:00am Zoom

In attendance: Nancy Kaboolian (Ardsley Mayor), Connie Gallo (Rand Realty/ Village Rep), Heather Rhyu (Club Pilates/Village Rep), Leslye Oquendo-Thomas (Chamber Events Manager), Lucas Cioffi - Qiqo Chat

- Ardsley Day for October 1st - possibly at Macy Park; Rain date to be confirmed
 - Only one response received for feedback for Ardsley Day; Village Reps to think of ways to engage local business community for Ardsley Day, including canvassing with flyer;
 - Mayor Kaboolian to provide contact information for some new Ardsley businesses, and Village Reps to share the list they have with her as well
 - How can restaurants be included if event is at Macy park? They usually like to set up near their place of business

- Discussion around brick & mortar business vs. home-based entrepreneurial businesses and Chamber need to target both types of businesses; Ardsley Day survey should include both, if that hasn't been done already. Looks like the list of businesses who received the letter were primarily brick & mortar

- May focus next Village Chat on Westchester County funding opportunities as a way to increase Village Chat participation among local businesses and discuss benefits of member benefits

- Mayor Kaboolian proposed a "Coffee & Tea" event at the community center for local businesses to emphasize Chamber benefits; Chamber rep to be in attendance
 - Vance to reach out directly to Board members to establish relationship and correct any miscommunication about the value of membership

- Lucas discussed an idea of a virtual "Shop Ardsley Day" event to meet shop owners and see what's available in Ardsley; Mayor and Village Reps think this could be an idea for later down the line.

- Ardsley currently working on branding and marketing initiative to change the image of the Village; businesses can perhaps be brought into the marketing campaign once branding and marketing initiative is underway
- Mayor Kabollian will talk to Rec. Director and Joe (Board Member) to brainstorm in an effort to gain Ardsley Day planning momentum, especially since it's not a walkable community. How do we get people into the downtown area?
- Ardsley applied for federal funding through Congressman Bowman's Appropriation application for \$1M grant to upgrade Adamson square, bus stations in the area, install charging station, streetscape, lighting, etc; Village Admin has already allocated \$800,000 for this purpose.
- Mayor Kaboolian will speak with to Village Board to see what they can do to promote Village Chats; Willing to go door-to-door to help