



Michael P. Hein
Ulster County Executive

Ulster County Economic Development Alliance

244 Fair Street | Kingston, NY 12402 | Phone: (845) 340-3556 | Contact: Suzanne Holt

JUMP START COMPETITION PROGRAM APPLICATION

APPLICATION DEADLINE: JUNE 1, 2018 @ 4:00PM

Form submission:

via email to OED@co.ulster.ny.us or UCEDA 244 Fair Street PO Box 1800, Kingston, NY 12402

GENERAL INFORMATION:

Applicant Name: Heidi Wagner / Charles Broderick

Business Name (if applicable): Kinaloha, LLC / "Kinaloha Arts"

Mailing Address: PO Box 183, Cragmont, NY 12420

Daytime phone: 845-647-3123 Cell Phone: 845-594-1960

Email address: heidi@kinalohaarts.com

Applicant is the: Proposed New Business Existing Business

What type of business are you proposing: Please see attached sheet for all questions

What do you do now? _____

What type of business experience do you have? Have you started a business before?

PROJECT DESCRIPTION

Please briefly describe what you intend to use the grant funds for, if awarded. Include a description of special finishes and your fit-out as well as an early projection of the costs of the project. Attach additional sheet as necessary.

Why is this business appropriate and consistent with the business climate of the Village of Ellenville and/or surrounding areas?

How many jobs will this project create?

What gives you the confidence this is a project you can undertake successfully? Do you have any partners? If yes, please identify them.

Tell us why you believe you can open by December 2018?

Heidi Wagner
Signature of Applicant

5/10/18
Date of Application

What type of business are you proposing?

Kinaloha Arts will offer outstanding workshops, classes and lectures in the visual and decorative arts to students of all ages in a setting of exquisite beauty and historical significance.

Kinaloha Arts will be owned and operated by Charles Broderson and Heidi Wagner, both long-term residents of Cragmoor. The business will be conducted in the historic Kinaloha Barn, which is owned by Charles Broderson, located at 515 South Gully Road, Cragmoor, NY.

The Kinaloha Barn was built in 1911 and is listed in the National Register of Historic Places. In the early 1900s, Cragmoor, with its expansive mountain top vistas and striking natural setting, became the summer residence for numerous artists, yearning to escape the crowded cities to a location that would provide ample subject matter for their paintings.

This vibrant art colony eventually became the perfect setting for a successful art school. In 1935, two art teachers from Delaware, Rachael Taylor and Mary Sheppard, founded the Kinaloha Co-op, which continued in operation for 20 years. The first syllable of the name was chosen as a tribute to Rachael's friend, Marion McKinney, and the last from the Aloha camps, which she enjoyed as a child. Art classes were held in the Kinaloha Barn or in the open air and were offered to students for college credit, adults and children.

The Kinaloha Co-op continued until the mid-1950s. Vincent and Marjorie Roy, who had become co-directors of the school, decided to carry on the school under the name Roycraft Studios. Art and craft classes continued to be offered and a gift shop was opened to sell some of their beautifully crafted items. The Kinaloha Barn remained in their family until 1972 and was eventually sold to the Brodersons in 1985.

(Please see attached photographs)

What do you do now?

Charles Broderson continues to conduct his NYC business, Broderson Backdrops, Inc. and is working in partnership with Heidi Wagner to establish Kinaloha Arts.

Heidi Wagner has been working with Charles Broderson to establish Kinaloha Arts since her position as Manager of Sam's Point Preserve ended, due to the transfer of Sam's Point to Minnewaska State Park Preserve.

In October, 2017, we formed the Limited Liability Company, Kinaloha LLC. We are presently working with Sam Kandel, Mid-Hudson Small Business Development Center, to develop a business plan, have interviewed numerous practicing artists who we may hire as instructors, and are in the process of refurbishing the Kinaloha Barn and grounds.

What type of business experience do you have? Have you started a business before?

Charles Broderson, who will serve as Artistic Director, attended High School of Art and Design (NYC) and the School of Visual Arts (NYC). In 1976, Charles founded Broderson Backdrops and created an industry-wide renaissance by reviving the old world craft of the hand painted backdrop for application in photography, film production, events, décor, and display. He continues to produce custom creations and provide licensing of his collection of existing artwork. In 1987, Charles applied to the Town of Wawarsing Planning Board for use of the Kinaloha Barn as an artist studio and has continued to utilize the premises as his workshop to the present time.

Heidi Wagner, who will serve as Executive Director, attended Moore College of Art and Design. Her early career was centered in graphic art and fashion design. From 2000 to 2015, she was employed by The Nature Conservancy (TNC), serving as Manager of Sam's Point Preserve, a 5,000 acre natural area located on the Shawangunk Ridge in Cragmoor, NY. She was instrumental in establishing a program that was well supported by the local community and the public at large.

and established the ground work for a long-term conservation project, which will protect Sam's Point for generations to come. She was responsible for the daily management of the preserve, visitorship, the Sam's Point Conservation Center and staff, and scheduled hikes and educational programs for the public on an annual basis. She initiated numerous programs and organizations to promote TNC's mission at Sam's Point, to garner community support and to encourage volunteerism on the preserve, including the Ridge Ramblers Day Camp, which was in operation for six years.

Please briefly describe what you intend to use the grant funds for, if awarded. Include a description of the special finishes and your fit-out as well as an early projection of the costs of the project. Attach additional sheet as necessary.

We plan to use the grant funds for startup costs: renovations and improvements to barn, office equipment and supplies, furniture, kitchen equipment, set up fees for credit card system and QuickBooks, art supplies, and logo/website development.

(Please see attached startup costs)

Why is this business appropriate and consistent with the business climate of the Village of Ellenville and/or surrounding areas?

Just as artists began to search for rural destinations to escape urban life in the early twentieth century, increasingly large numbers of potential home buyers are discovering Ulster County, with its close proximity to NYC, extraordinary recreational opportunities, historic significance, culture and the arts.

A recent article in the Shawangunk Journal states that "The Spell of The Arts" is attracting home buyers. The Airbnb revolution is allowing young people to stay for a week and experience what our area has to offer. A local realtor reports that a lot of people are looking for outbuildings, studio spaces, and workshops. Frederica Taylor, of Tailored Real Estate said, "People are drawn to places with an artistic community – and where there's access to fine dining".

A later article in the Shawangunk Journal states "That older model of tourism has been replaced by a new one, Airbnb, and weekendng by younger people from the city. The focus has turned to leisure activities, from hiking and mountain biking to dining out and going to the Shadowland Theater."

(Please see attached articles)

Kinaloha Arts, which will be the only art workshop/retreat in Wawarsing, intends to partner with Ellenville restaurants, the Shadowland Theater, Wawarsing Bed and Breakfasts and Airbnb's, local wineries and outdoor recreational locations.

In June, 2017, Charles Broderson was granted a special use permit by the Building Department, Town of Wawarsing, to operate an art school in his barn. Kinaloha Arts is limited to a maximum of twenty students at any time and can only be in operation from April to October. We are also limited to two weekends of classes and workshops and one lecture per month. We are required to close before dusk. Our plan for expansion is as follows:

Year 1: Kinaloha Arts will adhere to the special use permit requirements. We plan to contract with Ellenville restaurants to cater meals for our 2 day workshops and "Lecture and Lunch" series. Complimentary wines will be served from local wineries during lectures and after class gatherings. Recommendations for Wawarsing Bed and Breakfasts and Airbnb's, Ellenville restaurants, and performances at the Shadowland Theater will be featured on our website and other social media.

Year 2: Kinaloha Arts will return to the Wawarsing Planning Board to receive approval to become a full time operation (March – November). After school art classes for local children, a nature/art summer camp, and evening classes and events for adults will be added to our schedule. Catering by Ellenville restaurants and local recommendations will continue.

Year 3: Kinaloha Arts will offer carefully crafted, weeklong retreats, which will combine art instruction with outdoor recreation and local culture. Activities such as hiking, biking, nature programs, visits to local restaurants, theaters, wineries and galleries will be included in the experience.

How many jobs will this project create?

Year 1: Two full time employees, part time instructors and lecturers for 24 classes, 7 workshops, and 7 lectures

Year 2: Two full time employees, part time instructors and lecturers for 56 classes, 20 workshops, 10 lectures,
Two part time assistants for summer camp and after school classes

Year 3: Two full time employees, part time instructors and lecturers for 24 classes, 18 workshops, and 10 lectures
Two part time assistants for summer camp and after school classes
Three part time assistants for weeklong retreats

What gives you the confidence this a project you can undertake successfully? Do you have any partners? If yes, please identify them.

We believe our past professional experiences are well suited for the challenges of the project and our individual roles at Kinaloha Arts.

Charles Broderson: 42+ years as small business owner (Broderson Backdrops, Inc.), owner of the historic Kinaloha Barn, an artist's "dream come true" workspace, which will provide a captivating setting to share his painting techniques with students

Heidi Wagner: Expertise in program management, public speaking and writing, community outreach and event planning, accomplished educator to children and adults

(Please see attached bio and resume)

Tell us why you believe you can open by December 2018?

Due to the special use permit requirements for our first season we will not be able to open until April, 2019. However, we hope to schedule a few introductory classes and events during the fall of 2018.



Kimble's Barn

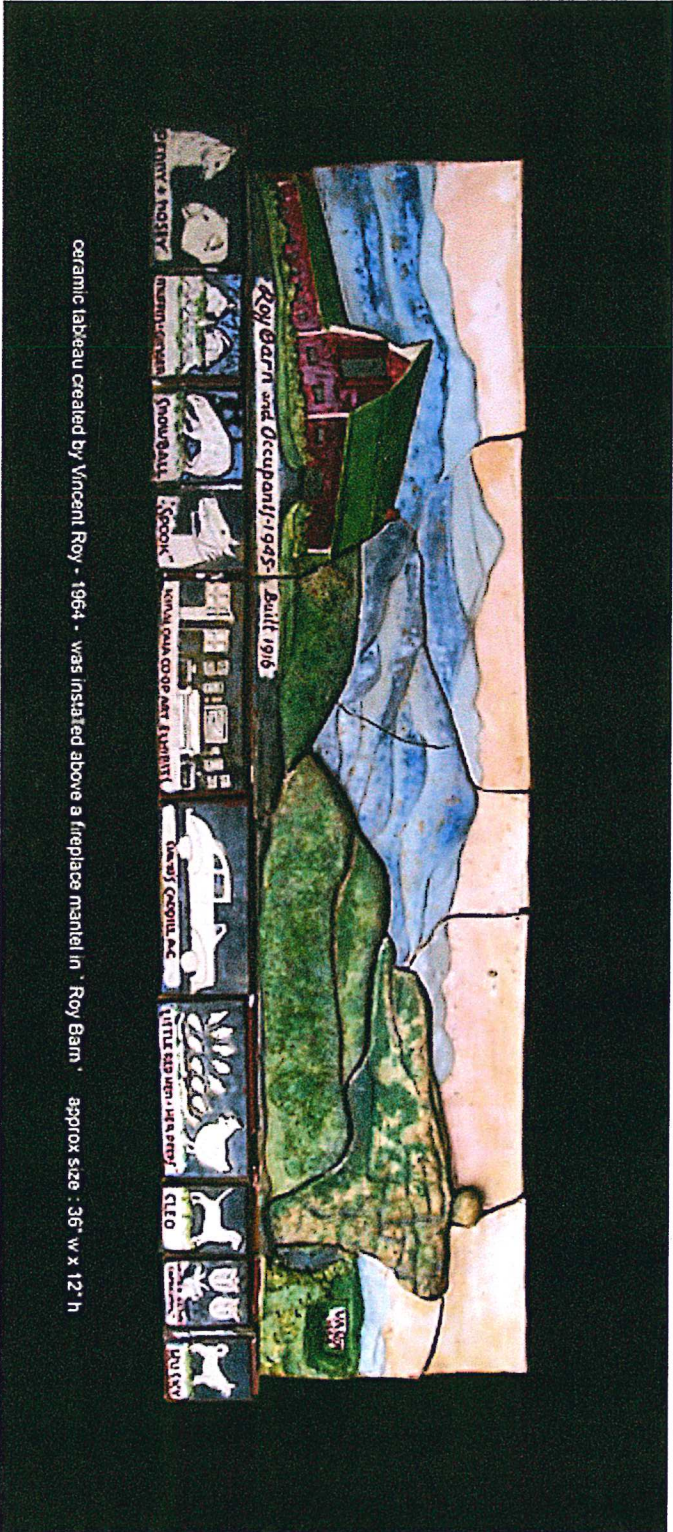


Charles Bonder's Workshop

Charles Bonder's Workshop
WORK SHOWS
ORIGINAL EXPERIMENTS
ZÜRICH SWITZ



View from Braden's Property



ceramic labbeau created by Vincent Roy - 1964 - was installed above a fireplace mantel in ' Roy Barn ' approx size : 36" w x 12" h

Kinaloha Expenses Worksheet

Startup costs	Cost
Expense:	
Printer with scanner/fax: Staples HP Officejet Pro 8720	\$199.99
Ink cartridges	\$105.00
Printing paper: Staples 8 ½" X 11" Multipurpose Purpose, 10 ream case	\$57.99
Phone: Staples, cordless with 3 handsets https://www.staples.com/panasonic-kx-tgd563m-link2cell-bluetooth-cordless-phone-with-voice-assist-and-answering-machine-3-handsets/product_24233240	\$104.99
Stamps	\$49 per roll
Desk for entrance: Alex desk area http://www.ikea.com/us/en/catalog/products/40260717/	\$178.00 \$129 + \$49.00 delivery
Folding Training table – 8 ft. X 36" W https://www.bizchair.com/CL3696-BKS.html	\$227.99
Desk chair: Millberget chair http://www.ikea.com/us/en/catalog/products/40331705/	\$73.00 \$64 + \$9 delivery
Erik Chair http://www.ikea.com/us/en/catalog/products/50332238/	\$58.99 \$49.99 + \$9 delivery
Desk lamp: Hektar lamp http://www.ikea.com/us/en/catalog/products/30349386/	\$63.90 \$54.99 + \$9
Office supplies: note paper, legal pads, notepads, post it notes, pens, pencils, markers, calculator, tape, stapler, staple remover, paper clips, scissors, extension cords, power strips, packing tape	\$311.99
File cabinet: Erik file cabinet http://www.ikea.com/us/en/catalog/products/70341005/	\$108.00 \$99 + \$9 delivery
File folders and manila folders: Staples	\$79.00 File folders (3 boxes-75) - \$60 Manila folders (2 boxes) - \$19
Storage cabinet for reception area (surface for printer): Alex drawer unit on castors http://www.ikea.com/us/en/catalog/products/40196241/	\$168.00 \$119 + \$49 delivery
Additional lighting for entrance area: LED's	\$
Hardware to display artwork	? Measure exhibit walls
Microwave: Walmart - Hamilton Beach 1.1 cu ft. Digital White Microwave Oven	\$63
Coffeemakers:	
Single cup - Keurig® K-Compact Single Serve Coffee Maker	\$59
Large capacity – Cuisinart PerfectTemp 14-Cup Programmable Coffeemaker, 1.0 CT	\$71

Combination - 12 Cup Coffeemaker and Single-Serve Brewer, Black Stainless	\$199
Refrigerator: Kenmore 70082 20.4 cu. ft. Top Freezer Refrigerator w/ Ice Maker - White	\$599 Free delivery
Fire extinguishers (3 or 5) https://www.walmart.com/ip/Kidde-ProPlus-Multi-Purpose-Dry-Chemical-Fire-Extinguishers-ABC-Type-tri-class-tri-chemical-steel-cylindr-extinguisher/19283737	\$148.99 3 extinguishers: \$446.70 5 extinguishers: \$744.95
Stackable chairs: National Public Seating Cafetorium Black Stacking Chair https://www.webstaurantstore.com/national-public-seating-8810-11-10-cafetorium-black-stacking-chair/38688101110.html	\$52.12 per chair 20 chairs: \$1,042.40 (20 students) 25 chairs: \$1,303.40
Stacking chair cart: Alera Alehdcart Black High-Density Stacking Chair Cart https://www.webstaurantstore.com/alera-alehdcart-black-20-7-8-x-22-1-2-high-density-stacking-chair-cart/328ALEHDCART.html	\$95.00 Stacks up to 25 chairs
Rectangular tables – 8 ft. (7): Lancaster Folding Table https://www.webstaurantstore.com/lancaster-table-seating-30-x-96-heavy-duty-white-granite-plastic-folding-table/384YCZ9630.html	\$66.99 per table 7 tables: \$468.93
Folding Training table – 8 ft. X 36" W https://www.bizchair.com/CL3696-BKS.html	\$227.99 per table 7 tables: \$1,595.93
Rectangular folding table dolly for 8 ft. tables: Correll T3096 30"X 90" Flat Stacking Table Truck https://www.webstaurantstore.com/correll-t3096-30-x-90-flat-stacking-table-truck/384T3096.html	\$157.99
Welded Iron Folding table Truck https://www.bizchair.com/PL-24-CRL.html	
Round tables: 5 ft., seats 6-8 https://www.webstaurantstore.com/lancaster-table-seating-60-round-heavy-duty-white-granite-plastic-folding-table/384YCZ60RND.html	\$78.99 per table 3 tables: \$236.97
Round tables: 6 ft., seats 8-10 https://www.webstaurantstore.com/lancaster-table-seating-72-round-heavy-duty-white-granite-plastic-folding-table/384YCZ72RND.html	\$115.99 per table 3 tables: \$347.97
Round folding table dolly: National Public Seating DY-60R Folding Table Dolly https://www.webstaurantstore.com/national-public-seating-dy-60-round-folding-table-dolly/386DY60R.html	\$142.69
Round table cloths: (3) www.tableclothsfactory.com	

https://www.tableclothsfactory.com/120-White-Round-Tuscany-Inspired-250gsm-Polyester-p/tab_spu_r120_wht.htm	<p>\$74.67 \$24.89 per tablecloth</p>
https://www.tableclothsfactory.com/Premium-White-132-Round-Polyester-Tablecloth-p/tab_136_wht_prm.htm	<p>\$41.97 \$13.99 per tablecloth</p>
Easels (10): Blick, Studio Light-Duty H-Frame Easel https://www.dickblick.com/products/blick-studio-light-duty-h-frame-easel/	<p>\$80.19 per easel 10 easels: \$801.90</p>
Art supplies	<p>\$400 estimate</p>
Window shades – roller blinds, SelectBlinds https://www.selectblinds.com/roller-shades.html	<p>\$27.26 bathroom \$282.30 6 @ \$47.05</p>
Cleaning supplies: Toilet brush and stainless steel holder https://www.bedbathandbeyond.com/store/product/oggi-trade-2-piece-toilet-brush-and-holder-set/1045143168?skuld=45143168&mcid=PS_google	<p>\$155.81 \$14.99</p>
Dustpan and broom https://www.webstaurantstore.com/carlisle-duo-sweep-30-black-unflagged-lobby-broom-and-dustpan/27136BMDTKIT.html	<p>\$25.49</p>
Wet Mop Kit https://www.webstaurantstore.com/18-microfiber-wet-mop-kit-with-color-coded-pads-and-mop-bucket/275MF18CMPKT.html	<p>\$64.99</p>
Glass Cleaner https://www.webstaurantstore.com/advantage-chemicals-1-gallon-128-oz-glass-cleaner-case/146GLASSCLN.html	<p>\$13.57 for 4/case</p>
Surface cleaner https://www.webstaurantstore.com/advantage-chemicals-1-gallon-128-oz-pine-cleaner-case/146PINECLN.html	<p>\$4.49</p>
Floor cleaner https://www.webstaurantstore.com/noble-chemical-step-shine-floor-2-5-gallon-320-oz-cleaner/999FC4.html#	<p>\$25.99</p>
Spray bottles https://www.webstaurantstore.com/continental-32-oz-plastic-bottle-sprayer-kit-pack/27432KIT.html	<p>\$6.29 3/pack</p>
Paper products - paper plates, cups, napkins Cups: 12 oz., hot beverages, poly-paper https://www.webstaurantstore.com/choice-12-oz-white-poly-paper-hot-cup-case/50012W.html	<p>\$86.36 \$35.49 per case (1000)</p>

Lids: https://www.webstaurantstore.com/choice-12-oz-white-poly-paper-hot-cup-and-lid-pack/99912W100.html	\$35.49 per case (1000)
Napkins: https://www.webstaurantstore.com/creative-converting-59000b-white-3-ply-paper-dinner-napkin-250-case/5003DNAPWH.html	\$15.38 per case (250)
Automatic towel and soap dispenser: Uline, Tork Bathroom Systems https://www.uline.com/BL_1515/Tork-Bathroom-Systems?keywords=Paper+Towel+Dispenser White towels Foam soap Automatic towel dispenser Automatic soap dispenser	\$199.00 \$66 per case \$21 for 6 \$79 \$33
Toilet paper/dispenser: Uline https://www.uline.com/Product/Detail/H-1172/Toilet-Paper/Single-Jumbo-Bath-Tissue-Dispenser Toilet paper: Uline https://www.uline.com/Product/Detail/S-22080/Toilet-Paper-and-Dispensers/Charmin-Toilet-Tissue	\$88.00 \$23 \$65 per case, 48 rolls per case
Paper towels: Uline https://www.uline.com/Product/Detail/S-16501/Towels-and-Dispensers/Bounty-Select-A-Size-Paper-Towels	\$57.00 \$19 per pack if you buy 3 packs
Large waste baskets with lids: (4),Kitchen, each room https://www.uline.com/BL_8792/Slim-Jim-Accessories?keywords=Recycling+Containers Swing top	\$156 for four \$39 each
Small wastebaskets (2) bathroom, office Office: https://www.staples.com/Brighton-Professional-Black-Wire-Mesh-Square-Wastebasket-4-4-gal/product_592648 Bathroom: https://www.staples.com/koziol-plastic-small-del-swing-top-wastebasket-black-5777526/product_1866884	\$7.99 \$34.99
Recyclable container (3): Uline https://www.uline.com/BL_8793/Office-Recycling-Containers?keywords=Recycling+Containers 10 gallon 7 gallon	\$45.00 3 -10 gallon \$15 \$24 \$8 each, 3 minimum
First aid kit: firstaidproducts.com, metal cabinet with meds http://first-aid-product.com/first-aid-kits-cabinets/first-aid-cabinets-stations/3-shelf-industrial-first-aid-station/3-shelf-first-aid-ansi-b-metal-cabinet-with-meds.html	\$171.81
Letterhead/envelopes letterhead: VistaPrint Letterhead Envelopes	\$307.24 \$200 for 500 \$107.24 for 400

Business cards: vistaprint.com https://www.vistaprint.com/business-cards/soft-touch?xnav=PaperStocks%3aFamily+Page_ProductTiles_2_F3Z_ProductLink&rd=1	\$23.99 for 500
Wall clock (3): Ikea http://www.ikea.com/us/en/catalog/products/00312723/	\$12.99
Kinaloha Arts sign	\$200
"No parking on road" signs: fastsigns.com, need to get estimate	\$80 estimate
Skeleton: shopanatomical.com http://www.shopanatomical.com/Life_Size_Human_Skeleton_Model_p/sai-11s.htm	\$197 free delivery
Replace front doors to barn	?
Remove paint on floor, sink and counter near sink	\$1950
Paint reception area floor and walls	\$275 for 5 gallons \$55 per gallon
LLC formation	\$508.04 Paid
Partnership Agreement	\$200
QuickBooks setup: Julie Fraino	\$450 - \$500 estimate
Installation of internet and phone: Spectrum, need to request survey before installation, will connect a few days later, service is month to month, can stop off season	\$99
Authorize.Net equipment for credit card onsite transactions	\$218.90 + shipping and handling
Authorize.Net one time set up fee for credit card online transactions	\$180.00
Website/Logo	\$1500
Garden Plants	
	Tax (8%)
	TOTAL
Operating Expenses	
Lunch for lecture series	
Breakfast food/lunch for workshops	
Waste disposal: 2 trash tote, 1 recycle tote	\$70 per month
PO Box rental fee	\$62 per year
Mailing and shipping: \$6.25 for priority mail, \$49 for roll of stamps	\$191 estimate
Annual fire inspection	\$125
Marketing/advertising:	\$300 Refreshments for open house
Authorize.Net fees for credit card onsite transactions	
Discount Rate – comes out of each transaction	1.79%
Monthly Service Fee	\$5.00
Quarterly PCI Compliance Fee	\$28.80

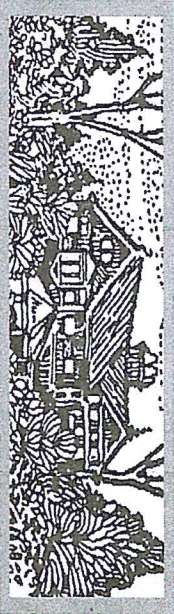
Startup Costs

	A	B
1	Expense	Cost
2	Printer	\$199.99
3	Ink cartridges	\$105.00
4	Printing paper	\$57.99
5	Phone	\$104.99
6	Stamps	\$49.00
7	Desk	\$227.99
8	Desk chair	\$58.99
9	Desk Lamp	\$63.90
10	Office supplies	\$311.99
11	File cabinet	\$108.00
12	File folders and manilla folders	\$79.00
13	Storage cabinet	\$168.00
14	Microwave	\$63.00
15	Coffeemaker	\$199.00
16	Dishwasher	\$600.00
17	Glasses	\$136.95
18	China	\$248.25
19	Utensils	\$151.00
20	Refrigerator	\$599.00
21	Fire extinguishers (3)	\$138.00
22	Stackable chairs (25)	\$1,303.40
23	Stacking chair cart	\$95.00
24	Stacking stools	\$348.80
25	Rectangular 8 ft. folding tables (7)	\$1,595.93
26	Rectangular folding table dolly	\$157.99
27	Round 6 ft. folding tables (3)	\$347.97
28	Round folding table dolly	\$142.69
29	Round table cloths (3)	\$41.97
30	Easels	\$801.90
31	Personal folding tables	\$199.95
32	Art supplies	\$400.00
33	Window shades	\$282.30
34	Cleaning supplies	\$155.81
35	Paper products	\$86.36
36	Automatic towel and soap dispenser	\$199.00
37	Toilet paper and dispenser	\$88.00
38	Paper towels	\$57.00
39	Large waste baskets with lids (4)	\$156.00
40	Small wastebaskets (2)	\$7.99
41	Bathroom wastebasket	\$34.99
42	Recyclable 10 gallon containers (3)	\$45.00
43	Letterhead/envelopes	\$307.24
44	Business cards	\$23.99
45	Wall clocks (3)	\$12.99
46	Kinaloha Arts sign	\$300.00

Startup Costs

	A	B
47	"No parking on the road" signs (2)	\$80.00
48	Skeleton for figure drawing	\$197.00
49	Garden plants	\$2,000.00
50	Replace window trim	\$150.00
51	Replace front doors to barn	\$4,500.00
52	Remove paint on floor, sink and counter	\$1,950.00
53	Intall new lighting in entrance area	\$1,998.40
54	Install shelves on second floor	\$220.00
55	Paint for reception area floor and main room walls	\$300.00
56	Partnership agreement	\$200.00
57	Quick Books setup	\$500.00
58	Authorize.Net equipment for credit card onsite transactions	\$218.90
59	Authorize.Net one time set up fee for credit card online transactions	\$180.00
60	Logo/website	\$1,500.00
61	Replace roof (if funding is available)	\$13,000.00
62	Subtotal	\$38,325.11
63	8% tax	\$3,066.00
64	TOTAL	\$41,391.11

Area Real Estate Guide



What's Going On In The Real Estate Market, And The Spell Of The Arts In Attracting Home Buyers

By Chris Rowley

REGIONAL — The word from most real estate folks at this point is “inventory” as in, the lack of inventory. The number of homes up for sale has fallen in most markets in the Hudson Valley. In Ulster County, for the first quarter, single family home sales declined 2.6% from 343 last year

“...there is also the attraction of a vibrant art community — Ulster County has that.”

— *Deborah Hitz, Habitat Real Estate Group*

to 334 this year. In Sullivan and Orange counties similar declines were posted, though the decline in Orange was minimal, just 0.3%.

Supply has been limited, but demand is strong, and many agents report having fielded a lot of inquiries. Inevitably, that means higher prices.

In Ulster, where the drop in sales was most pronounced in March, the average selling price rose to \$274,715, from \$248,271 in 2017. In Sullivan, the median selling price also rose, to \$141,000 from the previous figure of \$123,495. Inventory there over twelve months was down 13.6%.

Local realtors are noting several interesting aspects in the business of buying and selling a home. For instance, what might draw young people with the necessary funds to buy a second home here in the Mid-Hudson Valley? And what might deter them? And what particular kind of home is missing from the market these days? And what about the Airbnb revolution?

Deborah Hitz, at Habitat Real Estate Group in Stone

“I’m also seeing interest in things like artists’ colonies, and repurposing old bungalow communities.”

— *Fredericka Taylor, Taylored Real Estate*

is the lure of a “slower pace, more peaceful life, than what you have in New Jersey and Long Island. But there is also the attraction of a vibrant art community — Ulster County has that.” Hitz notes that “artists are pioneers, in part because they’re looking for big spaces in which to work. They’re attracted to lower priced areas as a result. I remember seeing it in operation in Soho and Tribeca in the city.”

Fredericka Taylor, of Taylored Real Estate, headquartered in Hurley, chimes in on that. “People are drawn to places with an artistic community — and where there’s access to fine dining.”

Indeed, artists are often really good at sweat equity type work; fixing up a building, turning a former industrial space into a smart “loft” area with lots of wall space and high ceilings. And our area has begun to sprout art galleries, such as Wired Gallery in High Falls, the John Neilson Gallery in Wurtsboro, and Roost Studios & Art Gallery, and the Dorsky Museum, both in New Paltz, which is another sign of this process at work.

Hitz says, “The arts are always the way into a community.” She notes that Ellenville has some potential that way because of the success of the Shadowland Theater, which draws theater-lovers from all across the region. (In fact, a team of artists have expressed interest in creating something beautiful in Ellenville — more on that in the coming weeks.)

“The problem is lack of high speed internet access.”

— *Mary Sheeley, Stoeckeler Real Estate*

Fredericka Taylor works a different corner of the market, specializing in recreational properties. She notes rising interest in “glamping” — businesses that set up comfortable, even luxurious summer campsites in rural surroundings, offering camping without tears to city folks in a hurry. “I’m also seeing interest in things like artists’ colonies, and repurposing old bungalow communities. Some of them looking for year-round conversions there.”

The Expectation Of Internet

What can hinder the movement of younger people into the area?

“The problem is lack of high speed internet access,” says Mary Sheeley, who works the southern end of the Rondout Valley, including Wawarsing and Ellenville, with Stoeckeler Real Estate. Sheeley speaks for other real estate professionals, who hear this concern a lot. Younger people, who’ve grown up entirely in the modern internet world, are prone to expect cable speed connectivity everywhere they go. In places without cable, the only other option is satellite, both for TV and Internet. While satellite TV is arguably just as good as cable, satellite internet is considerably slower and can be more expensive for unlimited data usage. Cable downloads range from 20-100 megabits per second (mbps) while satellite at its upper end reaches only 25 mbps. Upload speeds are much closer: cable at 1.5-5 mbps is typical, satellite 1-2 mbps. In essence, if folks are used to downloading large movie files and playing computer games at cable speeds, anything less feels like the dark ages. Not to mention the spotty cell service, which can certainly cause distress.

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What's Going On

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Looking past the issue of cable connections, local realtors see that "inventory" problem. Until prices rise significantly, it is felt, there will continue to be a dearth of properties offered for sale. But, prices are rising, so this may be changing even as we speak.

Jim Allred, at Mary Collins Real Estate out of High Falls, is another professional keenly studying the local market. "Inquiries have picked up a lot," says Allred, "and every time a lower priced property comes on the market, it gets a lot of attention. Things are very competitive right now."

Allred has seen another development, however. "A lot of people are looking ahead, beyond just finding a country place that's quiet where they can relax. They are looking for outbuildings, studio spaces, workshops. That is something that is frequently asked for."

And that indicates people who have work and business styles that can be moved from Soho or Williamsburg to Ulster County. They may start out weekendending, and they may end up moving out to the country. Allred feels that that shift in interests is picking up.

Allred sees the cable issue in slightly different terms, too. "As time moves along," he says, "there will be no dark streets." Cable, he feels, will spread out everywhere.

But then there's the property that's missing from the market. Mary Sheeley describes it: "It's priced between \$200-225,000, move-in ready, new-ish, or new, and in good condition, so people don't have to redo bathrooms and kitchens. It's just not there."

That surely is a legacy of the boom and bust cycle 2000-2008, and the almost total lack of building since then in Ulster County. And currently there are no developments for homes in that price band before planning boards in the Rondout Valley. Occasionally someone will seek permits for one or two houses, but rarely in that price band. The economics of the price of land, cost of building and what people can afford are at work there in a complex dance.

The Impact Of Airbnb

And then there's Airbnb, which is impacting things from another direction. People with second homes now have the

option of renting those homes via Airbnb and Vrbo (Vacation Rentals By Owners), global services that take the office work out of such a proposition. Deborah Hitz sees this as a growing trend, allowing second home owners to lower the cost of those homes while also opening up new opportunities for people who perhaps have not yet visited the area to come, stay for a week in the summer and experience what there is on offer, from hiking on the Shawangunk Ridge, to dining out in Ellenville, or hitting the music scene in Rosendale or New Paltz. Hitz says, "There's such a variety of reasons people come here. Look at the Buddhist and yoga retreats, the workshops in all kinds of specialties," she notes. Enneagram Institute in Stone Ridge, which draws people from all over

the world to its workshops, like the "Inner Critic (Psychic Structures) Workshop in mid-June this year. Thus, while the inventory issue remains the big one for the real estate market, a number of interesting trends are lifting up the corners — whether it's glamping, or Airbnb, people are discovering the Rondout Valley, and Ulster County in general, with as yet, unguessable effects on the market, except that increased interest is likely.

"Inquiries have picked up a lot... Things are very competitive right now."

— Jim Allred, Mary Collins Real Estate

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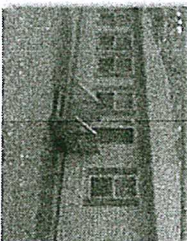
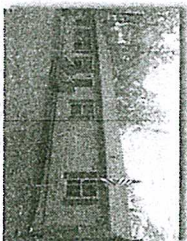
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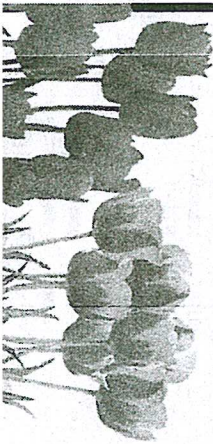
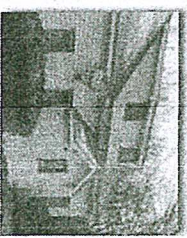
NAPANOCH: \$240,000

Catskill Mountain Home, 3 bedroom 2 bath modular built in 2007 has a split floor plan, master suite is at the opposite end of home from the family room and 2 other bedrooms making it a quiet sanctuary. The family room has a wood stove that really cozies up this good size room. Large kitchen with center island and pantry closet, laundry conveniently on the 1st floor. Formal living room, wall to wall carpet. Large deck accessed from laundry or dining area. Full walk out basement can almost double your living space, plumbed for 3rd bath. Woodstove in basement is hooked to the central duct heating system and really can reduce heating costs. Now the best part total of 8 acres that borders NYS land, small stream, just a great country setting the last house on a single lane town maintained road. This is the country home to live in year round, or if you are looking for a weekend escape. Nothing to do but move in. Turnkey property includes lawn tractor, snow blower



KERHONKSON 2 Family: \$189,000

Commuter friendly, 2 family home on nice 2 acre property, 2 good size bedrooms and 1 bath in each unit. Eat in Kitchens, nice size living rooms. Good closet space too. Great 3 bay garage with a walk up loft above, blacktop circle driveway with a parking pad for upstairs apartment. This is a great owner/occupied opportunity. Live downstairs and let the rent collected help pay your expenses. Separate Electric meters. There is a nice mountain stream that runs thru the lower side of the property with a view of a waterfall. Landscaped and dotted with bushes and trees. House sits back off the road. New Weil McAlain boiler 2017, Roof 2008. Minnewaska State Park. Is just a stone throw away for famous hiking trails and rock climbing. Close to New Paltz, Gardiner. Or Stay on this side of the mountain and enjoy live theater in Ellenville and some great restaurants, hang gliding, Sam's point and Ice Caves Mountain, or even try your luck



Serving the Towns of Crawford, Hamakating, Marbletown, Rochester, Shawangunk, and Wawarsing, and everything in between

SHAWANGUNK JOURNAL

Vol. XI No. 17 • THURSDAY, APRIL 26, 2018

IGNITING PROGRESS

Revitalization Efforts in

Ellenville & Kerhonkson

Take Shape



Efforts are underway to jump-start our area. Photo on left of Canal St. in Ellenville by Steve Aaron; at right, photo of 42nd St. in Kerhonkson.

*****5-DIGIT 12420
Heldi Wagner
P.O. Box 129
Cragsmoor, NY 12420



Project Manager: Pine Bush Wells To Be Drilled In May

By Tim Michaels

PINE BUSH – The drilling of three new production wells for the Pine Bush Water District is now scheduled to begin in May, according to project manager Rebecca A. Minas. She also told the Crawford Town Board, which oversees the district, that tests to mea-

REGIONAL - How might Ellenville and Kerhonkson revitalize themselves, fill empty storefronts, renew old industrial sites and grow their tax base?

Ulster County announced earlier this year that five "study areas" had been identified for evaluation for potential opportunities for economic revitalization. Three of those areas were here in the Rondout Valley: Ellenville North, Ellenville South, and Kerhonkson's Hamlet and 209 business corridor.

Using funding from New York State Department of State (NYSDDS), Matt Robbie, Senior Planner at Skeco Solutions, produced a set of reports on the study areas. On April 18, in Kerhonkson, and on the 24th in Ellenville, he gave presentations of the results.

Introducing the presentation, both in Ellenville and Kerhonkson, Dennis Doyle, Ulster County's director of planning, made the point that this was an "overview" and

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Sunday Fire Vintage Vehicles Destroyed

By Rod Bicknell

ATWOOD - A fire in Atwood on Sunday destroyed a 100-year-old barn and two vintage vehicles.

Firefighters from the Vly-Atwood Fire District and neighboring communities including Stone Ridge, High Falls, and Kripplebush were called to Michael Leone's residence at 4320 Atwood Road (State Route 213) at the corner of Johnson Road at about 1:00 p.m.

By the time the fire was declared extinguished at 4:00 p.m., the building and its contents, including a

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Peters Market: End Of An Era

By Chris Rowley

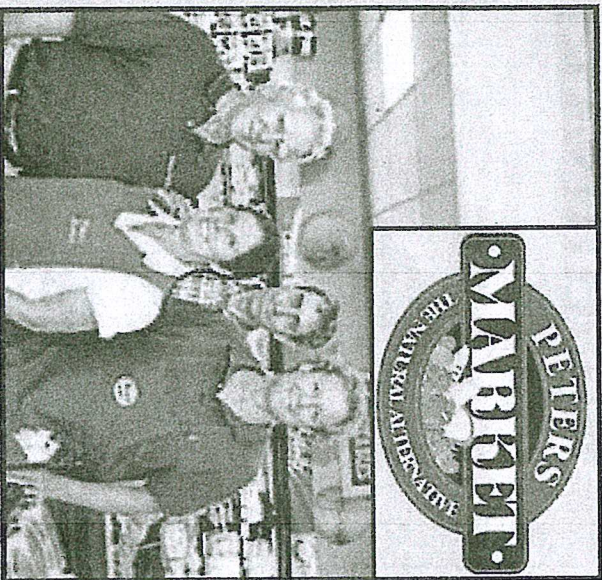
NAPANOCH - Peters Market has been sold, and the new proprietor is Manish Patel. At present, the new owner is finalizing things, working with the state bureaucracy on issues like EBT payments and so is not ready to make any public statements.

Part of the sale is simply to allow Dick and Pat Peters to retire, though both of them will be continuing at the store for a while to assist Mr. Patel in getting up to speed on the many issues that come with running a small, high-quality, independent grocery store.

Peters Market is a beloved institution with a long track record. Dick Peters notes that he was looking at the calendar last weekend and remembered that they had opened the original store on April 21, 1971.

Forty seven years ago, when Chevrolet was the most popular car in America by far, when Apollo 14 had completed the third successful mission to the Moon, when the Vietnam War was still ongoing, when the microprocessor chip was introduced, when the Soviet Union had

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The Peters Family

Courtesy photo

The Official Paper of Record for the Village of Ellenville, Towns of Wawarsing & Rochester, and County of Ulster.

...QUE IN JUNE. THE DATE TO START UNRAILING THE COVER... what of a moving target this spring in part because of the cold, wet weather.

Minas is senior engineer at Barton & Loguidice, the company hired by the Orange County Water Authority to design the well field and mains needed to tie the new water supply to the existing Pine Bush system. Minas appeared before the board April 19 and was to have been joined by Commissioner David Church of the Orange County Department of Planning, however Church was called away to another meeting. The county planning department provides staff for the water authority, which among other responsibilities supports local water projects.

Minas told the board that she is confident that the wells will be able to supply 430 gallons per minute, which should meet the district's needs until at least 2045. Her production estimate is based the performance of test wells drilled in 2008.

The production wells will be drilled on property the county bought years ago in the Searsville section of town for the Dewartkill Reservoir, which was never built. So far, work on the new well field is covered by grants totaling nearly \$1 million. Finishing the job will cost another \$4.5 million, Supervisor Charles Carnes said. The flow test results will be important because without a substantial, reliable output, the project wouldn't make financial sense, board member Daniel Flanick said.

Minas said design work on the project, which includes the wells, pump house and pipeline that will run along Hill Avenue and Route 52, is roughly 60 percent complete.

If all works out as planned, the Dewartkill Basin wells will replace all but one or two existing wells in the Pine Bush Water District, Carnes said. As a result, the district will be able to sell some of its properties

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Maraleen Manos-Jones a.k.a. The Butterfly Lady and Robert King Photo by Edna Welthorpe

Igniting Progress

continued from page 1

while it contained a lot of details, it was not full of recommended solutions for properties identified.

In the Ellenville session, Doyle's remarks were in part a response to Mayor Jeff Kaplan's lament concerning the Motel Du Val, which dominates the view as one enters the village from the north with its expressive red and blue color scheme, "We have to look at this crummy motel, what are we going to do about that?"

And the answer, of course, is not much, not yet, since as Kaplan noted this is a capitalist society and the motel is private property. The color scheme, while currently, cheerfully evoking Barcelona FC's home uniform, is something that might be changed through zoning regulation, of course. Kaplan picked up on what Doyle was saying, "So, this is about what tools are on offer to do something about problems like the motel."

Doyle said, "Communities remake themselves all the time and challenges can also be seen as opportunities. They may have value. How to capture that value is the issue."

Still musing on the "crummy motel" problem, Village Building Inspector Brian Schug added that the motel doesn't meet current building codes. That spurred Kaplan to reminisce on how things reached the current pass. "When tourism fell off in the seventies," he said, "the hotels here became easy prey to owners shifting to a Section 8 model."

* That older model of tourism has been replaced by a new one, featuring Airbnb, and weekendng by younger people from the city. The focus has turned to leisure activities, from hiking and mountain biking to dining out and going to the Shadowland Theater. Ellenville and Wawarsing have also lost a manufacturing base, which employed many people in the Rondout valley, from Rochester down to Wurtsboro and beyond. So, the town and the area are in transition... a slow, messy process, and one that is perhaps, being slowed down by the shift to the Section 8 housing model by landlords, desperate for income from their properties.

During the Ellenville session, when discussion turned to the now almost cleaned off concrete slab that once supported Channel Master and then Schrade, Mayor Kaplan

noted that the town's industries were essentially home-grown, the Resnicks who started Channel Master came from Wawarsing, and Schrade knife moved to Ellenville a long time ago from Walden, and then took over the Channel Master factory when it emptied. Kaplan noted that the town's location, 30 miles from a major highway, while beautiful, was probably not going to attract another manufacturer.

At the meeting in Kerhonkson, some similar issues were discussed in the early going, but that meeting had both parts, the presentation by Matt Robbie and then the move to separate tables to discuss different areas and offer ideas.

In Kerhonkson, people suggested that the waterfront along the Rondout Creek be cleaned up, made accessible for both kayakers and strollers and turned into an attraction. Bike rental for the rail trail was another suggestion. The successful Water Street Market in New Paltz was mentioned.

Some plantings at important intersections were also suggested, to improve the look of the 209 corridor.

An important consideration for the Hamlet area in Kerhonkson is that much of it lies in the 100-year flood zone, which complicates funding efforts. Dennis Doyle noted that federal flood insurance subsidies are "going away" because recent enormous flood events, such as Hurricane Harvey in Houston, Texas, have exhausted the funding. So, insurance is "rising to actuarial levels." However, there is another penalty involved in having buildings already existing in a flood plain. Buy-outs and abandonments of such properties than the ranks of those left in a water and sewer district, threatening higher rates for those who remain.

But, when flood insurance rates soar from \$600 a year to \$3,000, vacancies will rise. There is no easy way out of the spread of flood plains, nor the demise of federal subsidy for flood insurance.

For the 209 corridor, another suggestion was for a cooperative work space, with high speed internet available for those who cannot get that where they live.

At the Ellenville meeting, the presentation broke the district into North and South portions, with different issues for each.

The northern section contains 15 underutilized sites, led by the 70-acre former Schrade/Channel Master property. With that goes the two lots belonging to Hydro Aluminum NA Inc, and the 29 acres belonging to "Future Wawarsing LLC" between 209 and Airport road, to the north of Ellenville Hospital.

Obviously, these are very different properties, one with an industrial history and some pollution issues remaining, two with an aluminum smelter facility still on the site and the other undeveloped land. That spread of differences exemplifies the difficulties, challenges and opportunities involved in revitalization efforts.

Ellenville's south section contains three areas, mapped as A, B and C. Area A is the center of the village, with Canal Street and Maple Avenue running east-west from the Sandburg Creek to Route 209. Area B is the largely undeveloped, publicly-owned property with the school complex and playing fields, Bernie Road Park, and the O&W trail and former canal corridors. Area C is the Clinton Avenue Industrial Corridor and neighborhoods to the east of it, such as Chapel Street.

The study identified 39 underutilized sites in the south district. Sites included vacant properties in commercial/industrial areas, tax delinquent properties eligible for tax foreclosure and properties caught up in state or federal environmental remediation. The properties involved accounted for 28 acres or 9% of the study area. Most are tiny spaces, half an acre or less, but some are larger properties included for different reasons. One example is the 9-acre property on Clinton Avenue that formerly carried the broom handle factory which closed in the 1980s. Owned by Joe Tso, the property awaits another industrial use.

Recommendations for all the Ellenville areas were pretty much down to "identify and prioritize" empty and vacant buildings and lots. Except in the area B in the southern district, where a trail "master plan" was suggested to develop access to O&W Rail Trail, parks and downtown.

The Ellenville meeting had been announced on rather short notice, so instead of having the follow-up group discussion that day, a workshop/meeting will be held on May 16 at 6:30 p.m. in the downstairs courtroom in the Ellenville Village Hall at Elting Court.

HEIDI WAGNER

PO Box 129 Cragsmoor, NY 12420 • 845-647-3123 • heidewagner51@gmail.com

Professional Summary

Fifteen years in the nonprofit sector, employed by The Nature Conservancy, responsible for daily management of Sam's Point Preserve, visitorship, the Sam's Point Conservation Center and staff, an accomplished writer, event planner and educator to children and adults on a wide range of topics, including nature, conservation and wildfire, experienced presenter to state agencies, fire departments and at risk communities in fire prone areas about NFPA's Firewise Community/USA program with expertise in fuel reduction techniques, wildfire behavior and mitigation

Professional Experience

Sam's Point Preserve Manager, The Nature Conservancy (TNC), Eastern NY Chapter, Sam's Point Preserve, Cragsmoor, NY (2000 to 2015)

- Responsible for daily management of the preserve, visitorship, the Sam's Point Conservation Center and staff
- Contributed to the development of public use policies
- Chaired Sam's Point Advisory Board consisting of partners on the Shawangunk Ridge and Cragsmoor organizations
- Introduced potential donors to the preserve on an ongoing basis
- Planned and offered educational programs, hikes and activities throughout the year to promote TNC's mission at Sam's Point
- Drafted and managed contracts on an ongoing basis
- Recruited and trained volunteers and scheduled volunteer workdays
- Responded to incidents on the preserve and supported emergency response by local agencies
- Assisted in the design and development of the Sam's Point Conservation Center including the Center's interpretive exhibits

Accomplishments

- Established and managed Sam's Point Search and Rescue, Inc., that responds to incidents throughout NYS, and the Sam's Point Volunteer Patrol
- Initiated, planned and held a summer camp called "Ridge Ramblers Day Camp" for six years
- Contributed to a grant entitled "Teaching the Hudson Valley" from the National Park Service which allowed students and teachers from local schools to visit the preserve to study how plants and animal depend on each other
- Authored monthly articles about the preserve, nature and conservation for the Shawangunk Journal for five years
- Collaborated with other educators to develop the Shawangunk Ridge Biodiversity Partnership Winter Lecture Series
- Assisted in capital campaign for the Sam's Point Conservation Center.
- Organized and held a fundraiser called "Brushes with Nature". Six Cragsmoor artists created a spontaneous, collaborative painting, comprised of 90 individual canvases joined as one. The audience was invited to bid on the individual canvases.
- Produced a short film on the history of the huckleberry pickers at Sam's Point to be used at Conservation Center
- Organized and presented several photography exhibitions by local volunteers in the Sam's Point Gallery to help garner community support
- Contributed to the development of the Shawangunk Ridge Community Wildfire Protection Plan (CWPP)
- Participated in TNC's prescribed burn program and wildfire suppression, completed several courses in wildland firefighting and wildfire behavior, held Incident Qualification Card, served on NY DEC's Firewise Council
- Joined TNC Fire Crew to assist with tree and brush removal in Mississippi after Katrina, served as crew EMT

Firewise Advisor, Northeast Region, NFPA Wildfire Division, National Fire Protection Association (NFPA), contractual/part-time position (2011 to 2013)

- Served as Firewise Advisor to twelve states in the Northeast and Mid-Atlantic

- Acted as a resource to state forestry organizations, fire departments and at-risk communities
- Supported the start-up of new Firewise Communities/USA sites through presentations and educational materials
- Supported ongoing participation of existing sites

Accomplishments

- Contributed to the East Shore, Staten Island Community Wildfire Protection Plan (CWPP)
- Gave numerous presentations to state agencies, fire departments, homeowners associations and communities
- Wrote several blogs for firewise.org website
- Presented at the NFPA 2013 Backyard and Beyond Wildland Fire Education Conference, Salt Lake City, Utah

Chairman, Cragsmoor Firewise Board, Cragsmoor, NY (2006 to 2014, 2016 to present)

- Introduced NFPA Firewise Communities/USA program to Cragsmoor with the support of TNC
- Guided Cragsmoor to take required steps to receive Firewise Communities/USA recognition
- Maintained recognition status for ten years by completing a Firewise project on an annual basis
- Have continued as Chairman of the Cragsmoor Firewise Board on a volunteer basis since 2016.
- Secured funding from the USDA Forest Service in the amount of \$35,000 in 2017. Currently managing grant.

Volunteer Activities

- Firefighter, Cragsmoor Volunteer Fire Company, (2000-2006)
- Emergency Medical Technician (EMT), (2006-2010)
- Chairman, Cragsmoor Firewise Board, (2016 to present)

Skills

- Expertise in program management, public speaking and writing, educational outreach, community outreach, event planning and wildfire safety
- Proficient in the use of Windows, Microsoft Word, Microsoft Excel and Microsoft PowerPoint

Education

- Bachelor of Arts, Illustration/Fashion Design, Moore College of Art and Design, Fashion Institute of Technology

Bio/ Charles Broderson

Native New Yorker

H.S. of Art & Design / NYC

SVA / NYC/ *Fine Art*

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Works are produced in Cragmoor NY, Workshop name is 'Kinaloha' (a moderate size historic gambrel roof barn, built in 1911, restored by Charles Broderson in 1989). The name Kinaloha is in keeping with the legacy of Cragmoor's historical mountain top artist settlements. Main body of work is stored and maintained in our NYC space, The Flatiron District.

www.brodersonbackdrops.com