

*Conversation with the Mayor October 16, 2006*

*Vicky Daly*

*All About Business*

I have always kept my appointment calendar in pencil, address book also, because changes happen. Events get cancelled. People move. Right now that calendar is full. Happily, many of the dates recorded there have to do with economic development, job creation and revitalization. We are getting to as many of those which would benefit Palmyra as possible.

Last week Palmyra, in conjunction with the other Canal villages in Wayne County, and a host of sponsors - Wayne County IDA, Western Erie Canal Alliance, Key Bank, Community Bank, Lyons National Bank, Wayne County Tourism, Wayne County Village Officials Association, McLouth Chevrolet, Wegman's, CANAL New York and Wayne County Business Council- brought Rick Segel to Wayne County and invited all Wayne County merchants to his presentations at the Ohmann Theater. Two questions: 1) Who is Rick Segel, and 2) Why list all the sponsors? Answers: 1) Rick Segel is well known author and consultant on retail marketing and business. 2) You should know who supports the efforts of local businesses to prosper. Approximately 100 Wayne County merchants attended and benefited from his talk. Palmyra was very well represented.

Later in the week the Montezuma Wetlands Summit was held in Savannah. The focus of that meeting of more than 150 people was the marketing of the wetlands and the resulting economic boost for nearby communities. I have already told you about the 200+ people who attended the NYS Canal Conference in the Troy area. The goal there also was collaboration for economic revitalization.

CANAL New York will have held its October meeting by the time you read this. That meeting will have centered on marketing the Erie Canal and the businesses within the canal villages and towns. Believe it or not, a ready market for travel to the canal is in the United Kingdom. Wayne County and its canal villages will be marketed there next month through the efforts of CANAL New York and the Wayne County Office of Tourism. The Brits know and value canals and, at the moment, travel to the US is cheap.

In November, Finger Lakes Workforce New York will hold a full day session in Geneva on collaboration and regional planning. Also in November the Erie Canalway National Heritage Corridor Commission will have its quarterly meeting. Again, marketing the canal communities is at the top of the list. The beautiful interpretive sign at the Port of Palmyra is an example of that effort as are the handsome Park Service brochures. They are all marketing us.

And we are marketing us, as the Village; in conjunction with the Town of Palmyra; collaboratively with the other Canal Villages; with the rest of Wayne County and with other Canal villages across the state. We cooperate with local and regional media and, recently, network broadcasters. In each instance, everything we do and have done in the Village and collaboratively has a double focus - enhance the quality of life for the people who live here and make Palmyra's business community thrive. The first leads to the second. People come, see, like what they see, and frequently choose to live in Palmyra and bring their business here. It's a slow process, but it is working. You can see the results. And, should you wonder about cost to the Village for our involvement in these sessions, there is none.

So now is the time to remind current and potential local business owners what we have to offer right here in the Village Hall - micro-enterprise loans for new and expanded businesses; matching grant funds for facade painting, signage and pigeon deterrents; technical support for paperwork in any of these areas, and a

lighted display case so you can show off your business and what it does to the vast numbers of people who come through the Village Hall each day. If you are interested in any of these options, call 597-4849, to learn more about them.