

Area Towns Get Strong Boost From Local Chambers

Continued From Page 1
 "I see these local chambers," said Gale, "trying to look for new ways to come up with funding."

Last year, Gale said, the State Legislature provided \$3 million to promote tourism, and "the county is the level at which the funding is done. Each county has to appoint a tourism promotion agency, and in this case it was the St. Lawrence County Chamber."
 "We work with the local chambers of commerce to help give them clout," he added.

Waddington
 One of the area's success stories

is the recently-formed Waddington Chamber of Commerce and the Morristown Chamber of Commerce.

Started in March of last year, the Waddington Chamber has "upwards of 45 very active members," said President Elizabeth Phillips. "We want to get something going in Waddington," said Phillips. "We don't have a large business," she said, "so we have to rely on small business moving in, and on tourism."
 "Our target, besides tourism," she noted, "is attracting a small



MORRISTOWN — Business people in Morristown have banded together to help develop this waterfront community. The chamber describes itself as a family oriented business group. (Mitchell Photo)

business that might employ about 50 or 60 people."

Waddington, she said, wants to stress "The River (the St. Lawrence River). We also want to demonstrate that we're a nice quiet community, centrally located. We tell them we're a quiet, clean community with four churches."

Phillips was born in Waddington and owns the Main Street Laundromat.

She said Gale has been "really helpful. It's great. You just have to give him a buzz and he's willing to help."

Morristown
 Unlike the fledgling Waddington, which is starting up a new chamber, Morristown is breathing new life into an old and moribund one.

Outgoing president Tim Hunt (he is being succeeded this year by Michael Looney) said the chamber was re-established about 14 months ago.

Several years ago, he said, "it fizzled away." But the community became determined to get the chamber going again, and now the chamber has "very good local support."

"We're not strictly a business chamber," said Hunt, guidance director at Morristown Central School.

"We're an integral part of the community," he said. "We're not just a membership organization."

And, he added, the goal is to insure that it not focus strictly on Morristown.

"We've had interest shown from as far away as Hammond," said Hunt.

The chamber is planning to work with Brockville, Ont., the Canadian community directly across the St. Lawrence River, on joint tourism efforts.

"There's definitely a potential for tourism here," said Hunt. "We've got the Red Barn Museum, the Diver's Museum, Riverboat Weekend, the Winter Carnival, fishing derbies..."

And Hunt said the chamber has developed "a very good working relationship with the local fire department."

"We're doing everything we can to promote tourism," he added.

Black Lake
 The Black Lake Chamber of Commerce, on the other hand, is a

long-established chamber set up with a very specific purpose in mind — to promote summer fishing along Black Lake.

"Ours is very cut and dried: lake fishing," said President Tom Fishel.

"Our number one priority is advertising," he said, "to fill accommodations (the camps along the lake)."

The Black Lake chamber, added Fishel, is also "interested in the water quality of the lake," and does what it can to assure that it's maintained.

"Our pride and joy," he noted, "is our Black Lake Guide," a publication updated every two years. The publication is sent out widely to keep up interest in Black Lake.

The chamber, he said, advertises heavily in the Syracuse-central New York region, and even in the New York City area.

Byron Gale and the St. Lawrence County Chamber of Commerce have been "tremendous," said Fishel. "They really do a good job."

Rensselaer Falls

Continued From Page 1

Who live there have to have a real interest in the area and growing.

The preliminary stages now and the planning board staff will continue to concentrate its efforts over the next few weeks on developing land use recommendations for the return of up to 5,100 acres of New York Power Authority land to the tax rolls. But Scarlett said he thinks the project will start moving again in March.

"I think in the small rural communities of St. Lawrence County there is a great deal of historical structures and character," he said. "There is a lot of diversity and fascinating history and a lot of potential."

"It's similar to what they found in the Adirondacks with the small places — that there are possibilities for development and growth. We would like to help some of the communities in St. Lawrence County slow the decline or begin to revive. Quite often they just don't have the means or expertise to get a perspective on what the possibilities are."



GRAN VIEW — From the outside it appears to be the same, but owner Louis Williams says the Gran View is undergoing renovations, with a new look in the lounge, and more spacious restrooms.

Gran View Getting New Look

BY YASMIN HAQUE
 The Gran View is getting a new look.

The restaurant is under going an interior renovation. Last week it opened its doors.

During the month of February, he said, one thing will be left to do and that will be putting up wall paper in the lounge.

The plan for renovating the place was there ever since Williams bought the place from his father three years ago, he said.

However, the main reason for renovating now, he said, is that the "restrooms were not adequate."

"Our main concern is with the size of the ladies room. We want to give them a first class restroom facility."

Along with the reconstruction of restrooms, he said, he is also redecorating the lounge facilities. The changes will be in the furniture and curtains.

He said he wants to give his restaurant "a fresh new look."

The area of the ladies restroom is being "increased by 40 percent of the original size," according to him.

"We are putting in all modern

facilities to provide good quality service."

Renovation of the lounge, Williams said, will cost him \$15,000 to \$20,000.

The restaurant is rated as a three star restaurant by the American Automobile Association based on the service, facility and comfort it gives to its customers, he said.

This year, he said, he plans to redo the Quality Inn also.

"This winter, we are planning on buying new furniture, new beds and curtains" for the rooms in the hotel.

"Also, we are planning to renovate a house (which overlooks the St. Lawrence River). It used to be the manager's residence but now we are converting it into a cottage."

"We'll be putting in a deck. It will have four bedrooms, two bathrooms, a kitchen and a living room," he said.

"We'll be renting it on a nightly basis and weekly basis."

He said "the total cost (of renovation) will come up to \$35,000 for this year" which includes renovation of the restrooms, the lounge, the rooms at the hotel and the cottage.

Massena's Alcoa

Continued From Page 2

known to us. A lot of times in business you get smacked by something you hadn't anticipated and you're going to have to deal with your own traps," he said.

Ray says it is possible to find something beneficial in the past year. "I would say to be fair, one of the things you can look back on in 1986 and feel somewhat good about is that we knew what to expect."

"We had planned to try and deal with all the adversity that could be

potentially thrown our way in 1986. You look back on it and measure our track record, you would have to say things didn't work out like we wanted them too," he pointed out.

"The bottom line is, if you're going to be successful, you've got to be realistic. You've got to know what you're getting into and you've got to be prepared for the worst," he said.

"I think if anything you look back on '86 and say 'Gee, what can we learn from there. How do we keep that from happening again?'"

"Because one or two more of those (year like 1986) and you can lock the gates," Ray said.

In 15 Years, The Tread Mill Has Made Some Big Changes

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