HUDSON RIVER VALLEY GREENWAY
Combined meeting of
Greenway Conservancy for the Hudson River Valley, Inc.,
Hudson River Valley Greenway Communities Council,
and
Greenway Heritage Conservancy HRV, Inc.
June 11, 2025
Marist College
Marist Board Room, Hancock Building
3399 North Rd, Poughkeepsie, NY 12601
And Via Zoom
MINUTES

Attendance

Conservancy Members Present
Brown, Kristin Cole, Conservancy Member
Daniels, Jane, Conservancy Member
Jacks, Betsy, Conservancy Vice-Chair, Meeting Chair
McLaughlin, Jayne, Conservancy Treasurer
Olson, Sarah, Conservancy Secretary
Wermuth, Thomas, Conservancy Member

Conservancy Members Present by Proxy
Burke, Kevin, Conservancy Chair - present via Zoom
Carlquist, Jennifer, Putnam County Council Member – present via Zoom
Lanzetta, Cindy, Conservancy Member
Weiss, Daniela, Conservancy Member
Williams, Jeanne, Conservancy Member

Conservancy Delegates Present
Tavarez, Elisabeth, Delegate for Senator Michelle Hinchey

Council Members Present
Downey, Meg, Council Chair
Elliott, Robert, Westchester County Council Member
Gaughan, James, Albany County Council Member
Henry, Angela, Dutchess County Council Member
McNamara, Mary, Ulster County Council Member
von der Heide, Linda, Rensselaer County Council Member

Council Members Present by Proxy
Piscitelli, Anthony, New York City Council Member – present via Zoom
Schneid, Matthew, New York City Council Member – present via Zoom

Council Delegates Present
Hammond, Sean, Delegate for Assemblymember Beephan
Feeney, Ryan, Delegate for Assemblymember Eachus

Joint Delegates Present
Landfried, Susan, Joint Delegate for NYS Secretary of State
McMahon, Lindsey, Joint Delegate for Commissioner of Agriculture and Markets
Turturro, Kelly, Joint Delegate for Commissioner, NYS Department of Environmental Conservation – present via Zoom

Joint Delegates Present by Proxy
Cooper, Linda, Joint Delegate for Commissioner, NYS Office of Parks, Recreation and Historic Preservation
Malave, Linda, Joint Delegate for Chair, Empire State Development
McGlynn, Mark, Joint Delegate for Commissioner of NYS Office of General Services

Greenway Staff Present
Arana, Cody, Event Coordinator
Campochiaro, Beth, Trails and Community Outreach Director
Day, Shannon, Director of Operations
Jeanson, Dan, Project Director
Kitzmann, Andy Executive Director

Call Meeting to Order

The meeting was called to order at 10:02 am by Chair Meg Downey and Meeting Chair Betsy Jacks.

Remembrance of Barnabas McHenry

Chair Meg Downey announced the recent passing of Chair Emeritus of the Council Barnabas "Barney" McHenry. Chair Downey noted that Barney had been one of the architects of the Greenway and the National Heritage Area, and that he had left an incredible legacy in the Hudson Valley.

Chair Kevin Burke noted that Barney had been the face of the Greenway for many years, and his passion for the Hudson Valley and zest for life were inspirational to so many. Chair Burke also noted that the Greenway would continue to honor Barney by advancing the Greenway's mission and goals.

Welcome and Introductions

Meeting Chair Betsy Jacks and Chair Downey welcomed the Board and meeting attendees. The Board and meeting attendees introduced themselves.

Conservancy Board Member Dr. Thomas Wermuth welcomed the Board to Marist.

Dr. Wermuth is the Frank T. Bumpus Chair in Hudson River Valley History and Culture at Marist and the Academic Director of the Hudson River Valley Institute.

Agenda Review

Chair Meg Downey called for any comments on the agenda, noting one addition, a Greenway Community Designation for the Village of Wesley Hills in Rockland County. No comments were called.

Minutes of March 12, 2025 Combined Meeting of the Hudson River Valley Greenway Communities Council, Greenway Conservancy for the Hudson River Valley, Inc., and Greenway Heritage Conservancy HRV, Inc.

Chair Meg Downey then asked for a motion to accept the minutes of the March 12, 2025 Greenway Joint Meeting. Kitty Brown made a motion, while noting one correction, that she had been present by proxy not in person at the March meeting. Jane Daniels also noted that her presentation from the March 12, 2025 meeting should be added to the minutes. On a motion from Jane Daniels, (Bob Elliott second) with the recommended updates, the minutes of the March 12, 2025 Combined Meeting of the Hudson River Valley Greenway Communities Council, Greenway Conservancy for the Hudson River Valley, Inc., and Greenway Heritage Conservancy HRV, Inc. were unanimously approved.

Greenway Conservancy for the Hudson River Valley, Inc.

Call to Order

Meeting Chair Betsy Jacks called the Conservancy meeting to order.

Conservancy Annual Audit

Meeting Chair Betsy Jacks noted that the firm of Lutz, Selig and Zeronda were contracted to conduct the annual Conservancy Audit, which should be complete by the October Board Meeting.

Updated Internal Controls Policy

Executive Director Andy Kitzmann announced that the updated Internal Controls Policy for the Conservancy is contained in the Board packet for the Board's review.

Greenway Trail Designation

Beth Campochiaro reviewed the trail nomination that had been received.

The Village of Briarcliff Manor, Westchester County in Saratoga County has requested that the 0.325 mile North County Trailway Connection to Village of Briarcliff Manor Central Business District be designated as part of the Hudson River Valley Greenway Trail System.

Meeting Chair Betsy Jacks called for a vote on the Trail Designation. On a motion from Jane Daniels (Sarah Olson second), the Trail Designation for the North County Trailway Connection to Village of Briarcliff Manor Central Business District was unanimously approved.

Albany-Hudson Electric Trail Update

Cody Arana updated the Board on the paving project for additional segments of the Albany-Hudson Electric Trail and the progress to date. Mr. Arana also reviewed the most up to date results of the AHET Trail Use Report. His presentation is appended to and a part of these minutes.

Hudson River Valley Greenway Communities Council

Call to Order

Chair Meg Downey called the Council meeting to order.

Greenway Communities and Compact Committee Report

Dan Jeanson noted recent outreach efforts in Dutchess County and the Hudson Valley Regional Council in September.

Greenway Community Designations

Dan Jeanson reviewed the Community Designation requests that had been received.

The Town of Galway, Saratoga County, has requested to become a Greenway Community.

The Town of Minisink, Orange County, has requested to become a Greenway Compact Community.

Chair Meg Downey called for a vote on the Greenway Community and Compact designations. On a motion from Mary McNamara, (Bob Elliott second), the Greenway Community and Greenway Compact Community designations were unanimously approved.

Greenway Compact Community Grants

Dan Jeanson reviewed the Compact Community Grant applications which had been recommended for funding by the Grants Committee.

The Town of Minisink, Orange County, is seeking, and the Grants Committee recommends, $50,000 for a Comprehensive Plan and Zoning Code Update.

Greenway Community Grants

Dan Jeanson reviewed the Community Grant applications that had had been recommended for funding by the Grants Committee.

The Village of Dobbs Ferry, Westchester County, is seeking, and the Grants Committee recommends, $15,000 for a Comprehensive Plan Update & Zoning Amendments.

The Town of New Lebanon, Columbia County, is seeking, and the Grants Committee recommends, $20,000 for Affordable Housing and Conservation Planning.

The Town of Washington, Dutchess County, is seeking, and the Grants Committee recommends, $8,700 for Environmental Protection District 2025.

Chair Meg Downey called for a vote on the Greenway Compact and Community Grants. On a motion from Linda von der Heide, (Bob Elliott second), the Greenway Compact and Community Grants were unanimously approved.

Hudson River Valley National Heritage Area (HRVNHA)

Call to Order

Chair Meg Downey and Meeting Chair Besty Jacks called the National Heritage Area (NHA) meeting to order.

25th Annual Hudson River Valley Ramble

Beth Campochiaro noted that the 25th Annual Hudson River Valley Ramble would run from August 31-September 30, 2025, with help from partners such as the Hudson River Estuary Program, NYS Parks, and many others. Event registration is open through September at hudsonrivervalleyramble.com.

Federal Funding Update

Andy Kitzmann gave an update on Federal funding for the National Heritage Area. Although disbursement of 2025 funding has been held up due to loss of NPS staff, there is still potential to receive those funds with a continuing resolution. Several members of the Hudson Valley Congressional delegation, including Representatives Tonko and Stefanik, have continued to support funding for National Heritage Areas. The Board will continue to receive updates as more details become available.

Conference Participation

Dan Jeanson noted that he and Beth Campochiaro had represented the Greenway and National Heritage Area at the Museum Association of New York Conference in Ithaca in April. Mr. Jeanson also noted his participation in the NY Preservation League Conference.

Strategic Planning Presentation

Meeting Chair Betsy Jacks introduced Kerry McCarthy of 1:1 Advisory, the consulting firm selected to guide the Greenway's strategic planning efforts. Ms. McCarthy presented an overview of the process so far, including the results of interviews with staff, Board members, and community and agency partners. A discussion followed her presentation.

Executive Director's Report

Andy Kitzmann gave his Executive Director's report.

The October 8, 2025 Greenway Board Meeting will include a Strategic Planning retreat for Board members.

The NYS Comptrollers Office is completing an audit of the Greenway's Internal Controls procedures, which is required of all public authorities.

The Greenway has received many quality applications for the Finance Manager

position. The goal is to have someone on board by September. The Communications Manager position will soon be opened to applicants.

The newly formed Nominations Committee, which includes Bob Elliott and Senator Hinchey, will help to fill vacant Board positions.

New Business

Chair Meg Downey asked for any new business from meeting attendees.

Kitty Brown noted that she often listens to John Fasso on the Roundtable on WAMC, and that he would be a good supporter for the Greenway. Ms. Brown also noted that Betsy Jacks has a new collection of paintings that is on exhibition.

Betsy Jacks noted that information about the exhibits is available at betsyjacks.com.

Beth Campochiaro noted that at the Museum Association of New York (MANY) Conference, Besty Jacks had been awarded a 2025 Individual Award of Distinction.

Public Comment

Diane Dintruff noted that the Town of Esopus has many opportunities and would welcome collaborations with Scenic Hudson parks.

Priscilla Brendler gave an update on the Greater Hudson Heritage Network's 2025 workshops, including Quiet Dangers and Collections Care, offered at various locations throughout the summer.

Future Meetings

The next Joint Board meeting is scheduled for:

- Wednesday, October 8, 2025

Adjourn

Chair Meg Downey called for a motion to adjourn. On a motion from G. Angela Henry (Bob Elliott second), the meeting was adjourned by acclamation at 11:43 am.

Respectfully submitted,

Elizabeth Campochiaro
Meeting Secretary

Albany Hudson Electric Trail

Construction Update & Trail Use Report

PRESENTED BY CODY ARANA

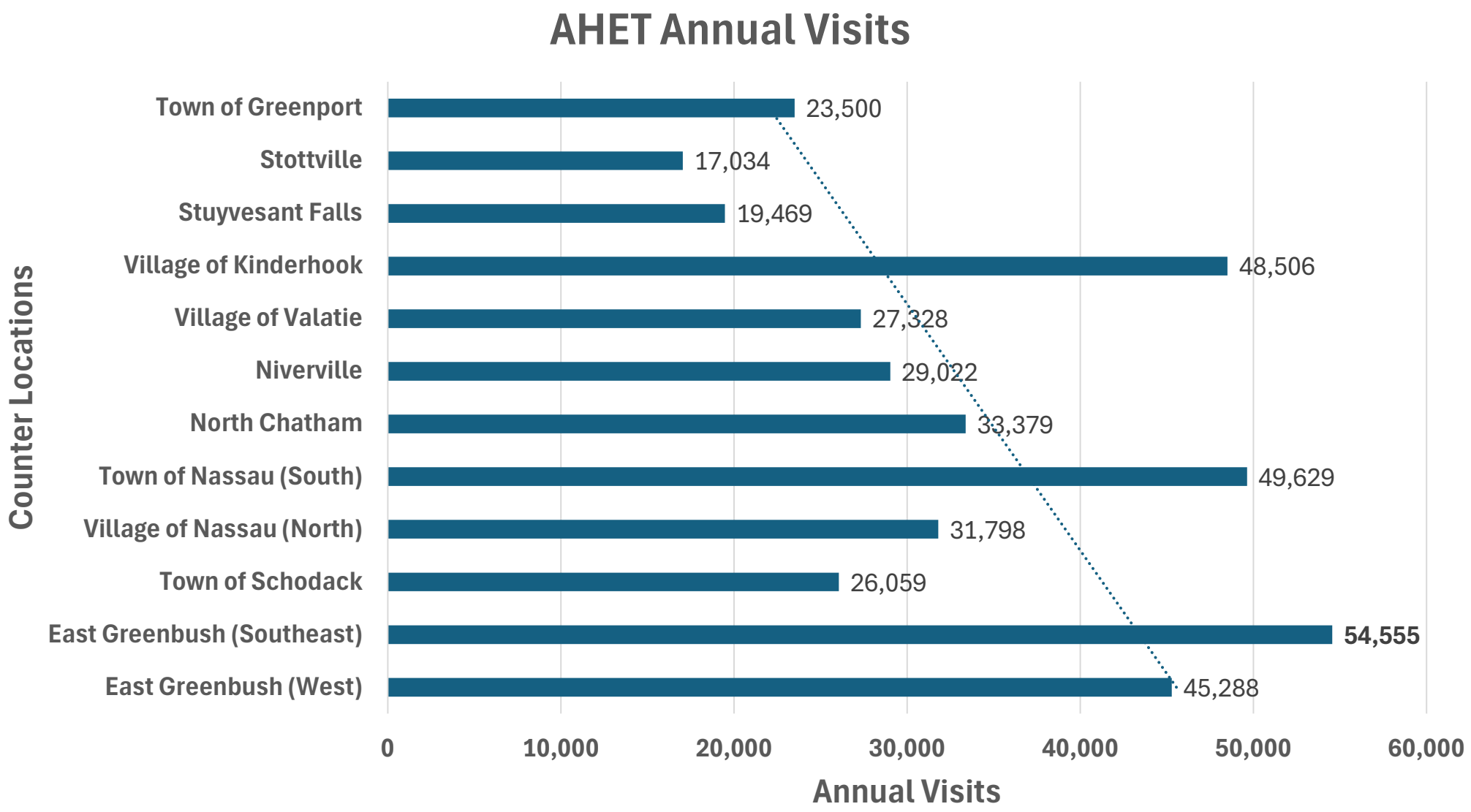
NEW YORK STATE | Hudson River Valley Greenway

AHET Construction Update

- Awarded $4 million from the Environmental Bond Act to pave 9.5 miles
- Colarusso & Sons was the lowest bidder at $1.9 million
- The project is more than 50% complete
- By August AHET’s entire route will be paved

AHET 2024 Trail Use Report

- 3-years of data collection on AHET
- 12 sites on the 36-mile route recorded
  - 2.8 miles apart
- 28 hours of surveys across 10 sites
  - 41% of users are cyclists
  - 59% of users are pedestrians
- **Attracts 630,000 estimated annual users**


AHET Annual Visits
Counter Locations
Town of Greenport
Stottville
Stuyvesant Falls
Village of Kinderhook
Village of Valatie
Niverville
North Chatham
Town of Nassau (South)
Village of Nassau (North)
Town of Schodack
East Greenbush (Southeast)
East Greenbush (West)
23,500
17,034
19,469
48,506
27,328
29,022
33,379
49,629
31,798
26,059
54,555
45,288
0
10,000
20,000
30,000
40,000
50,000
60,000
Annual Visits

Sneak Peek for Next Year's Report

- We installed counters at the same location in East Greenbush and Kinderhook as we did in 2021-2022 for trend data
- New locations
  - East Greenbush at the start of the off-road section in Rensselaer County
  - Town of Stockport in Columbia County

Community & Planning Implications

- This report provides community planners, local governments, and non-profit partners with a powerful tool for informed decision-making
  - Insights where investments are needed and where economic opportunities may be emerging
  - High-visitation areas can be prioritized for amenities like restrooms, signage, and parking
  - Underutilized segments can be targeted for revitalization and promotion efforts
  - Supports trail enhancement initiatives including grant applications or tourism planning

Questions

For more information or to download the AHET 2024 Trail Use Report visit: https://hudsongreenway.ny.gov/albany-hudson-electric-trail

Email: cody.arana@hudsongreenway.ny.gov

Phone: (518) 473-3835

1:1 Advisory LLC

Hudson River Valley Greenway

Board Meeting

June 11, 2025

1:1 Advisory

Where do you want to go?

We can help you get there.

1:1 Advisory LLC

Helping philanthropies and nonprofits
move from here to there.

Understand the landscape

Identify the choices

Make the decision

Take the next step

Transformation & change

We work with:

- Nonprofits
- Community foundations & private foundations
- Corporations
- Families, Family Offices, & Donor-Advised Funds

To provide:

- Strategic & business planning
- Philanthropic advising & grantmaking
- Organizational development & assessment
- Coaching

Who We Are

Kerry McCarthy

Melissa Sandor

Preeti Sodhi

Strategic Planning Process

- **Organizational Assessment**
- **Mission/Vision/Values**
- **SWOT+**
- **Stakeholder Interviews**
- **Landscape Analysis**
- **Fundraising Analysis**
- **Monthly Committee Meetings**
- Full Board Retreat (October 8)
- Strategic Plan approval December

SWOT+ Analysis: What We Heard

Stakeholder Interviews: 50 People

- Select board members of both the Council and the Conservancy
- All staff
- Peers (Open Space Institute, Riverkeeper, Scenic Hudson)
- Grantees (Mount Gulian Historic Site)
- Government leaders (Mayor of Kingston)
- Philanthropists (Hudson River Foundation)

“I know the Hudson River Valley Greenway is safe and established. I wonder if it could be daring."

-Stakeholder Interview

SWOT+ Analysis: Strengths

- Sustained focus, regional perspective spanning 14 counties
- Empowered organizational structure with the independence of a public benefit corporation
- Credible non-partisan approach
- Flexibility to bridge gaps between communities, nonprofits, and state resources
- Collaboration and convening power
- Trusted, respected resource for municipal planning assistance and technical expertise
- Success with trail development
- State support (especially Gubernatorial)
- Financial reserves provide stability with federal cuts
- Results, case studies, and lessons for successful green community planning
- Contributes to regional economic impact of the Heritage Area
- Knowledgeable staff

SWOT+ Analysis: Weaknesses

- Organizational complacency (lacks dynamism, pizzazz)
- Static approach to programs and outreach
- Limited branding, outreach, and communications strategy
- Diminished county engagement
- Invariable grantee base with too small grant awards
- Compact program needs a refreshment before getting others to sign on
- Governance does not reflect the diversity of the region
- Limited staff capacity
- Confusion around complex organizational structure
- Absence of fundraising program/culture
- No evaluation mechanisms

SWOT+ Analysis: Opportunities

- Enhancing visibility and engagement (unified brand, board members as ambassadors, engage towns directly)
- Leverage strengths for placemaking (use trails to demonstrate impact, connect water and land trails, make compact program more meaningful)
- Build capacity and resources (build fundraising culture internally, with State, and with partners)
- Expand programmatic focus (develop education program, partner in community housing, facilitate state-local efforts, create Hudson Valley trail map, create engaging destination with clear reasons to visit)
- Achieve regional leadership (expand role as convener and leading voice for regional cooperation, partner in economic development through granular visitation data, catalyze programs and advocate for historic assets)

SWOT+ Analysis: Threats

- Low public awareness and name recognition
- Changing political priorities at the state level
- Vulnerability to government funding cuts
- Risk of being absorbed by larger state agencies
- Generational disconnect
- Difficulty differentiating from other regional entities
- Being “a mile wide and an inch deep”-can lose focus given scale of region and mandate
- Lack of clarity around compact program
- Becoming seen as non-essential– “nice to have” instead of “need to have” organization
- No support to maintain trails planned, designed, and built with the grantmaking
- Potentially antagonizing peers by fundraising

What Could This Mean: Directions

- Lean into comprehensive regional planning role (convene planners)
- Proclaim achievements
- Turbocharge the Ramble
- Make grant program more meaningful (bigger $$, lower match, outreach,
  Fund planning> design/engineering>permitting> construction>maintenance)
- Create administrative efficiencies (take grant applications once a year, simplify reimbursement process)
- Provide free land use planning, trail design engineering consultants to municipalities
- Fill gaps in trail system, focus on the West, improve water access (hand launches, swimming, parking)
- Placemaking-create a place to experience the Greenway (vessel on the river)
- Rebuild education program
- Find new resources from the State, embrace a fundraising culture that starts with government donors
- Reinvigorate the Compact program–update it, recertification process, new signatories

Gardiner
YOU ARE HERE
Plattekill
EMPIRE STATE TRAIL
Empire State Trail
The 750-mile multi-use trail was first envisioned in 2017 and continues to be developed. Once complete, it will connect New York City to the northern section of Lake Champlain and will also run from Albany to Buffalo. The trail is designed for hiking and biking as well as snowshoeing and cross-country skiing.
MAP KEY
Wallkill Valley Rail Trail
River to Ridge Trail
Giants Ledges Trail
Empire State Trail
Mohonk Preserve
WVLT's Joppenbergh Mt.
Parking
Business District
University
1 to 21 Mile Markers
0 0.5 1 2 3 4 Miles
EQUESTRIANS
• Ride at a moderate speed appropriate for multi-use trails.
• Announce your intention to pass others and pass only on the left.
• Helmets required, dismount and walk across bridges.
WVLT
WALLKILL VALLEY LAND TRUST
LEARN MORE ABOUT OUR WORK
WallkillValleyLT.org
Hudson River Greenway Trail
NEW YORK STATE OF OPPORTUNITY
Hudson River Valley Greenway
OVAL

Discussion

- Given macro-economics, where is the opportunity over the next 3-5 years?
- What MUST we do, what is the top priority?

Thank you.
See you October 8th!

1:1 Advisory LLC

- Kerry McCarthy
- Melissa Sandor
- Preeti Sodhi

Any questions or follow-up thoughts? Email us: info@1to1advisory.com