

The PUTNAM COUNTY NEWS and RECORDER

Cathryn's Tuscan Grill

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WPEDC's "Explore the Secrets" Campaign Gains Traction with its Inaugural Event



Cold Spring Mayor Anthony Phillips and Teri Barr of Hudson Valley Outfitters join forces to pick the winning ticket of the WPEDC's raffle

Spring arrived and tents blossomed along Main Street as Cold Spring welcomed Fashion and Home Design Week. The weeklong celebration marked the opening of the season for the "Explore The Secrets of the Hudson

Highlands" campaign by the Western Putnam Economic Development Council (WPEDC). The festivities delighted visitors and invigorated local businesses.

"The event was a huge success," said Marilyn Heberling, event organizer and owner of Art to Wear on Main Street. "Nearly fifty businesses took part, including eight regional home design professionals. The creativity displayed really offered people a chance to see for themselves the amazing variety of Hudson Valley artisans. Daily restaurant fashion shows showed

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diners the originality of Cold Spring's clothing shops and designers. And we were lucky enough to get Kacey Morabito of WHUD to bring her charming commentary to the signature fashion show on Saturday afternoon."

The WPEDC, a volunteer community organization, works to foster the local economy, while simultaneously helping the region sustain its heritage and protect its natural resources. The organization also seeks as much participation as possible from the community.

"The WPEDC emphasizes its' inclusive nature," said co-chair Marshall Mermell. "The most important work of the committee is to build a consensus and to take small steps to a larger vision. In our fifteen months together, we have reached out to, and met with, many important groups including Haldane School, the not-for-profit organizations, landlords, realtors and businesses."

Most recently the WPEDC held a dinner, which brought together elected officials from Putnam County, the townships of Philipstown and Putnam Valley, as well as Cold Spring and Nelsonville. The informative gathering gave a chance to discuss the important role of tourism to the local economy, raise the concerns of increasing traffic, present some new ideas about solving the village parking issues.

"Dialogue and conversation are the first phase of building for the future, said Sabin, "The WPEDC is about building consensus.

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We're searching for answers, but our real work is asking the right questions."

Created as a not-for-profit organization, the Western Putnam Economic Development Council (WPEDC) was established in 2006 to preserve and develop western Putnam County. Bringing together businesses, not-for-profit organizations, parks, and residents, the WPEDC is leading the revitalization of the community for the 21st century. Its mission is to improve infrastructure, expand the economy and protect the community, support historical institutions, and bring visitors to the area.

The WPEDC meets in the offices of MKTworks, Inc., 292 Main Street in Nelsonville, tel. 265- 7000, and on the web at www.ExploreTheSecrets.org.

Providing local news, information and opinions from

Philipstown and Putnam Valley, NY
*Encompassing the Villages of Cold Spring and Nelsonville,
and the hamlet of Garrison, Putnam County, NY.*

This site is a publication of [The Putnam County News and Recorder](#), the source for news and information of the Philipstown and Putnam Valley area. The *PCN&R* is 139 years old, published in hard copy every Wednesday, and circulated throughout Putnam County, NY.

The *PCN&R* prints [LEGAL NOTICES](#) for: Putnam County, The Town of Philipstown, The Town of Putnam Valley, Village of Cold Spring, Village of Nelsonville, the Haldane Union Free School District and the Garrison Union Free School District. Deadline for printed press releases, advertisements and classifieds is Monday at noon for Wednesday publication. This site is updated on an as-needed basis with a minimum update weekly on Thursdays. For further information or to request a [subscription](#) to the paper, please contact us with your name and mailing address at: