



MINUTES

August 19, 2015

A meeting of the Board of Directors of the Ulster County Economic Development Alliance was held at 4:00 p.m., Wednesday, August 19, 2015, Legislative Chambers, 6th Floor, Ulster County Office Building, 244 Fair Street, Kingston, NY.

The following Board Members were present:

Thomas J. Briggs
Julie Cohen Lonstein
Kenneth Crannell
Burton Gulnick
Robert Sudlow – left at 4:30 p.m.
Ward Todd

The following Board Members were absent:

James Maloney

President:

Suzanne Holt Director, Ulster County Office of Economic Development

Board Counsel:

Clinton Johnson First Assistant County Attorney

Chief Financial Officer:

Christopher J. Rioux, CPA, Deputy Commissioner of Finance

Staff – Ulster County Office of Economic Development:

Robin Brophy
Linda Clark
Christopher Fury

Additional Attendees:

Joseph Deegan Sperry Van Ness
Raleigh Green Raleigh Green, Inc.
Kale Kaposhiin Evolving Media Network/Hudson Valley Tech Meetup
Geddy Sveikauskas Ulster Publishing

The meeting was called to order by Chair Julie Cohen-Lonstein at 4:00 p.m.

MINUTES

Motion: Thomas J. Briggs, seconded by Robert Sudlow, moved to approve the Minutes of the June 29, 2015 meeting. A copy of said Minutes is on file.

Vote: The motion was adopted. James Maloney absent.

FINANCIALS

Christopher Rioux presented the financials for the periods ending June 30, 2015 and July 31, 2015, to the members of the Board of Directors.

Motion: Ward Todd, seconded by Kenneth Crannell, moved to accept the financials for the periods ending June 30, 2015 and July 31, 2015. Copies of said financials are on file.

Vote: The motion was adopted. James Maloney absent.

ACKNOWLEDGEMENT OF FIDUCIARY DUTY

CERTIFICATION OF NO CONFLICT OF INTEREST

Chair Cohen-Lonstein requested that all members complete their respective Acknowledgement of Fiduciary Duty and Certification of No Conflict of Interest and return same to staff.

PUBLIC COMMENT

Chair Cohen-Lonstein opened the meeting for public comment.

Mr. Kale Kaposhilin, representing the Catskills Conf (www.catskillsconf.com), requested the privilege of the floor. Catskill Conf is an Ulster County style tech conference. Essentially individuals are being canvassed from the metro area, with additional individuals showing interest and signing up from Portland, Oregon, Ohio, Toronto, Canada, and Germany. Participants are top engineers and top entrepreneurs in the tech world that will be coming to the Ashokan Center in October to discuss some of the greatest work in the technology world, not only in business but in social change. Among others, speakers will include Mauyra Couvares, ScriptEd, Dennis Crowley, Foursquare and John Resig, JQuery; all inspirational projects. The conference will set the tone for the type of work that can be done in Ulster County and the Hudson Valley. Additionally, local brands, such as Keegan Ales and Fleisher's Meats will be used to provide the best in food and beverage. Essentially, the subtext of the entire event is that we do great work here; we celebrate not only tech business but tech diversity and the social issues that matter about tech because what we offer in Ulster County is not only good business but a great quality of life. A number of sponsorships have already been taken. A copy of the sponsorship prospectus is on file. He would love to see the UCEDA at a \$5,000 sponsorship. He extended an invitation to the members of the Board of Directors to attend the event; it is hoped that this is the first year of a recurring event.

Discussion included, but was not limited to the following:

- It is expected that 150-180 individuals will attend; this includes sponsors.
- 130 tickets will be sold. At this time 40 tickets are sold; sales will accelerate once the new website goes up.
- We are seeing dozens of individuals who want to know if they can do tech here; they want this quality of life.

There being no additional individuals seeking the privilege of the floor, Chair Cohen-Lonstein closed the Public Comment section of the Agenda.

TECH ENTREPRENEURS CAMPAIGN UPDATE

Mr. Raleigh Green, Raleigh Green, Inc., addressed the members of the Board of Directors. His comments included, but were not limited to the following:

- The campaign kickoff was the second week of July; it has been running for a little more than a month and has been quite successful
- An online campaign, print campaign, sponsorship outreach campaign have been conducted.
- Various exhibits were provided, i.e. postcard, Upstater article

- NYTechMeetUp, August 4, 2015, hosted the reception immediately following the event. Adirondack Creamery graciously provided ice cream for the event. Ulster County was well represented.
- Metrics were provided in the social media and online arena; i.e. Facebook, LinkedIn, etc.
- Campaign objectives are to increase brand visibility and to fill the bus on September 12, 2015.
- Red Carpet Tour Event, September 12, 2015, invitations are going out now; signups through NYTechMeetUp, online registration and lead generation. A copy of the itinerary was provided.
- Phase 1 and 2 are complete; the website is up, we are getting good traffic and the social media campaign is going well.
- A full report will be provided, including metrics, status and net results as he sees it and others have shared.

Chair Cohen-Lonstein requested that the report include the percentage of participation compared to the percentage of visibility to see how to bridge the gap the next time.

Mr. Green did not see that as a fair comparison because the goal was visibility and getting people on the bus. He wasn't sure how to correlate the two.

Chair Cohen-Lonstein responded that the metrics are very impressive, but if the goal is to get 40 people to attend...

Mr. Green remarked if we fill the bus, than we fill the bus.

Chair Cohen-Lonstein replied absolutely; she wasn't commenting that the goal was unreasonable. For all the work that went into this she was imaging that the next campaign would have a higher goal than 40 people.

Mr. Green responded based upon presumed brand equity that has been accrued from the campaign, yes, he expected that to be the case. We are starting from zero.

Continuing, Mr. Green reported that additional expenses that exceed the original budget have been incurred. A request for less than 10% increase to the campaign has been included; a copy of which is enclosed. Additionally, after this campaign is over, currently there is no follow-up. When you start a campaign like this and have built some brand equity with this segment of the population in New York City, it would be tragic to walk away from it. He is recommending a maintenance campaign which would include some print and online advertisements as well as social media; a simmer campaign to keep in the eyes/ears/minds of the current target audience. If you decide to follow-up with a future campaign we are not starting from scratch. If there is no repeat of message you would be starting from scratch again. A minimal maintenance campaign proposal has been submitted for consideration.

Mr. Ward Todd offered for the Ulster County Regional Chamber of Commerce to pick up the cost of the Teal and to assist in finding sponsors for the other \$1,200 and he proposed that the Board of Directors consider the Maintenance Campaign budget as presented.

Ms. Suzanne Holt acknowledged Mr. Todd's generous gesture, but expressed concern over the sponsorships. She thought that that was a whole other conversation.

Chair Cohen-Lonstein questioned the budget for the proposed maintenance campaign asking what the goal was.

Mr. Green responded brand visibility.

Chair Cohen-Lonstein asked what would be different if we have Ulster County Tourism do that compared to spending additional money if it isn't to promote an event, but to promote Ulster County.

Mr. Green replied that Tourism doesn't specifically target technology entrepreneurs as a general rule. We are focused on a vertical. His suspicion was that Tourism was more broad based.

Chair Cohen-Lonstein asked if this would be the ad that would be put in the magazine; something with this message.

Mr. Green responded because the visit to Ulster County would be over, we would be promoting Ulster County as the optimal place for those who want to set up a technology type business and here are the reasons why. Optimally, more contacts and/or leads would be generated for another event. By stopping, it will come to a halt; he thought that it would be a good continuance of brand visibility of what has been identified as a key segment of the County's economic health.

300 FLATBUSH AVENUE/LINDERMAN AVENUE EXTENSION UPDATE

Mr. Joseph Deegan, representing Sperry Van Ness, a nationally affiliated real estate company updated the members of the Board of Directors regarding the 300 Flatbush Avenue/Linderman Avenue Extension properties. His comments included, but were not limited to the following:

- Linderman Avenue Extension
 - Two potential buyers – Dr. Bacci's organization (Golden Hill) and Chris Franco, a resident, who owns the abutting property behind it. He wants to extend his background. There is a potential for him to buy it and subdivide it and sell Dr. Bacci the balance and/or flip.
- 300 Flatbush Avenue
 - Commend the County of Ulster for providing as built plans, survey, etc., which makes his life easier.
 - Survey/Appraisal – he is a big fan of the appraisal process. The appraiser came back with a number of \$1,235,000. The underlying zoning is R2, which presents a problem. The appraiser calculated that an acre and a half with a control light would be worth \$460,000. He agreed with that. A 23,000 square foot brick building on the remainder, this is a fifteen acre piece, of which only seven acres are useable, placed a number at \$775,000. He did not disagree with that either. What he did disagree with is that any entrepreneur or developer that he deals with will come in and view this property and say that the property is not subdivided, it is not re-zoned and he, the buyer will have to tackle those issues and problems. A new buyer will not be able to pay retail price. Expect a lower offer.
 - There have been six showings – from tire kickers to theoretically serious buyers; RUPCO is seriously interested.
 - Friends of Historic Kingston – request to place this property on the national/state historic register.
 - Any developer who is going to re-develop the property will need a serious tax credit situation.
 - Anticipate a 12-24 month period before it sells

ELLENVILLE MILLION

Ms. Holt reported that the membership of the Ulster County Legislature approved the execution of a contract between the County of Ulster and the Ulster County Economic Development Alliance to Implement the Recommendations of the Ellenville Million Committee.

Chair Cohen-Lonstein disclosed that she was Chairman of the Ellenville Million Committee out of Ellenville.

Ms. Holt reported that the committee is concluded.

Ms. Holt stated that the Board of Directors must consider and approve the Agreement for Professional Services between Ulster County and the Ulster County Economic Development Alliance; then a plan must be put in place. There are nine components and each will have to be tackled differently. The way it is set up for each of the nine components a plan would be received from the proposed recipient, the Board will review the plan and budget. Assistance will be provided to the recipients until it is acceptable. The Board will approve each plan and each budget; they then have to spend the money and the money will be reimbursed by the UCEDA. As we go along all the

approved plans are submitted to the Ulster County Planning Department and the Ulster County Legislature. We will be reporting quarterly to the Ulster County Legislature.

Chair Cohen-Lonstein commented that she understood that the recipient has to submit a plan, but some of the concepts don't include a specific recipient; it is the formation of certain commissions. She imagined that that would be something that we would have to oversee or draft ourselves.

Ms. Holt responded that we would draft some sort of plan that included a budget. There would be no payment for the establishment of the committee. When engineering or environmental plans need to be paid for that is when the money would be spent.

Mr. Kenneth Crannell stated that we want to make certain that this is a very transparent process; we want to make sure that we have good plans, good information. He was very excited about this especially the Soft Landing Fund. He sees this as an opportunity to perfect it on a small scale and then begin to talk about doing it larger across the county. It is a million dollars, to the extent that the different components have a target number that was put in for each project, if we do not exceed that amount we are not moving it to a different bucket. We are not going to move the dollars into another area without the approval of the Ulster County Legislature and the Board.

Legislator Thomas Briggs stated that there are several legislators who will be questioning; they want to see the plans as they come in.

Mr. Crannell stated that he didn't see any reason why we don't bring the Hunt Memorial people to speak to your committee.

Mr. Dennis Doyle, Director, Ulster County Planning, stated that the money will end up in the Planning Department's budget. The way the contract is written it says that the UCEDA needs to approve the plan to access the money. We have set it up that the money goes as a lump sum to the UCEDA so that we don't have to continually deal with invoices, etc. It may be apropos to think about how you go about approving a plan that transfers that money if you end up essentially having the Legislature and/or however your transparency process works, so that those comments and concerns are vetted before the UCEDA approves the plan rather than have us being asked to transfer the money and then have the Legislature having some concerns about why we are doing it on that basis.

Chair Cohen-Lonstein stated for clarification that the \$1,000,000 is going to be placed in the Planning Department's account and once these nine components are fleshed out

Mr. Doyle responded that it can be done individually.

Chair Cohen-Lonstein stated that it can be done one at a time and we approve it, we have to go back to the Legislature?

Mr. Doyle responded no. What he is suggesting that the contract is written that the UCEDA has to approve the plan. In doing so, given the concerns of the Legislature, it may be advantageous to have the comments and concerns be expressed before that plan approval comes forward before we are asked to transfer the money.

Chair Cohen-Lonstein so there is additional oversight, so it doesn't happen automatically. We approve the plan and ask for the money and it comes automatically. There is a step in between.

Ms. Holt responded there is not. She thought that it could happen at these meetings. We will notify all the members and they are welcomed to attend and comment at that time.

Mr. Crannell stated that we are embarking on something very new and forward thinking on behalf of the county government. We should really take our time. The Hunt Plan is ready; let's get the buy in of your committee.

Chair Cohen-Lonstein suggested that the contract be amended to prioritize those components that are going to be addressed first.

Ms. Holt said not for the contract, but for discussion.

Mr. Crannell stated that he would like to see the Hunt folks at the next meeting of the Board of Directors.

Mr. Doyle stated that from his perspective, when you go in front of the legislative committee you don't have an approved plan. This is for their comment and we will look to amend the plan based upon their comments.

Motion: Julie Cohen Lonstein, seconded by Kenneth Crannell, moved with full disclosure that she was Chairman of the Ellenville Million Committee, that the contract between Ulster County and the Ulster County Economic Development Alliance be approved.

Vote: The motion was adopted. James Maloney and Robert Sudlow absent.

25 SOUTH MANOR AVENUE

Motion: Thomas Briggs, seconded by Burton Gulnick, Jr., moved to accept the actions of the Ulster County Legislature with reference to 25 South Manor Avenue.

Vote: The motion was adopted. James Maloney and Robert Sudlow absent.

Motion: Thomas Briggs, seconded by Burton Gulnick, Jr., moved to amend the contract with Joseph Deegan, Sperry Van Ness to include the 25 South Manor Avenue property.

Legislator Briggs asked how much time was left on Joe Deegan's contract?

Mr. Crannell stated that the contract was just signed; he believed that there was eight months remaining.

Vote: The motion was adopted. James Maloney and Robert Sudlow absent.

OLD BUSINESS

Ms. Holt stated that at the beginning of the year the Board of Directors approved the hiring of Peter Fairweather to perform a target industry analysis for Ulster County. A report is expected from Mr. Fairweather in the next several months. At the same time Raleigh Green was hired for the Tech-Entrepreneur campaign. With reference to the marketing budget, if you subtract all the expenses out that have been committed to, there is only \$6,000 remaining. Upon consultation with CFO Rioux and Assistant County Attorney Johnson, there is \$20,000 in the legal line; \$10,000 could be easily moved into the marketing line. There are requests for additional expenditures, i.e. Raleigh Green's additional budget for the current campaign; the request for the maintenance campaign, Kale Kaposhilin's request for sponsorship for the Catskill Conf, Facebook.

Three proposals Facebook in the amount of \$50.00/month, Raleigh Green's additional \$2,681 for the current campaign and \$5,500 for the Maintenance Tech Entrepreneur Campaign and Kale Kaposhilin's request of \$5,000 for sponsorship of the Catskill Conf.

Facebook

Motion: Thomas Briggs, seconded by Julie Cohen-Lonstein, moved to approve the expenditure of \$50.00 per month for Facebook.

Vote: The motion was adopted. James Maloney and Robert Sudlow absent.

Additional Cost for Tech-Entrepreneur Campaign

Motion: Kenneth Crannell, seconded by Burton Gulnick, Jr., moved to approve the request of Raleigh Green in the amount of \$1,181 to cover the additional budget request for the 2015 Tech Entrepreneur Campaign.

Vote: The motion was adopted. James Maloney and Robert Sudlow absent.

Motion: Kenneth Crannell, seconded by Burton Gulnick, Jr., moved to accept the offer of the Ulster County Regional Chamber of Commerce to sponsor The Teal in the amount of \$1,500.00.

Vote: The motion was adopted. James Maloney and Robert Sudlow absent.

Maintenance Tech Entrepreneur Campaign

Chair Cohen-Lonstein stated that she was unclear about the ROI on this proposal. She felt that she needed additional information.

Mr. Crannell agreed with Chair Cohen-Lonstein. He suggested that the social media component be continued for the time being.

Motion: Kenneth Crannell, seconded by Thomas Briggs, moved to approve the proposed Maintenance Tech Entrepreneur Campaign submitted by Raleigh Green in the amount of \$3,000 - \$1,500 for social media buys and \$1,500 for account services (media buys, strategy, reports, design services) until the end of the year.

Vote: The motion was adopted. James Maloney and Robert Sudlow absent.

Catskill Conf

Motion: Kenneth Crannell, seconded by Thomas Briggs, moved to craft a Contract for Services in the amount of \$5,000.00 for sponsorship of the Catskill Conf.

Vote: The motion was adopted. James Maloney and Robert Sudlow absent.

Budget Transfer

Motion: Thomas Briggs, seconded by Burton Gulnick, Jr., moved to transfer \$10,000 from the legal budget account to the marketing budget account.

Vote: The motion was adopted. James Maloney and Robert Sudlow absent.

REVOLVING LOAN FUND COMMITTEE

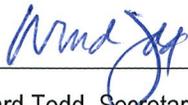
Ms. Holt stated that the Revolving Loan Fund Committee is a sub-committee of the Ulster County Development Alliance. The Chairman of the Ulster County Legislature has just appointed a new committee. Thomas Briggs will be the Chairman of the Committee. Currently there is an applicant and a meeting of the committee will need to be convened.

ADJOURNMENT

Motion: Julie Cohen-Lonstein, seconded by Thomas Briggs, moved to adjourn the meeting.

Vote: The motion was adopted. James Maloney and Robert Sudlow absent.

Meeting Adjourned at 5:25 p.m.

A handwritten signature in blue ink, appearing to read "Ward Todd", is written above a horizontal line.

Ward Todd, Secretary