

Ulster County Economic Development Alliance  
P.O. Box 1800, 244 Fair Street  
Kingston, NY 12402-1800  
Tel: 845.340.3556



## MINUTES

February 18, 2016

A meeting of the Board of Directors of the Ulster County Economic Development Alliance was held at 4:00 p.m., Thursday, February 18, 2016, Karen Binder Library, 6<sup>th</sup> Floor, Ulster County Office Building, 244 Fair Street, Kingston, NY.

The following Board Members were present:

Julie Cohen-Lonstein  
Kenneth Crannell – late 4:20 p.m.  
Burton Gulnick, Jr.  
Hector Rodriguez  
Robert Sudlow – left at 4:30 p.m.  
Ward Todd

The following Board Members were excused (absent with notice):

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:

Linda Clark  
Timothy Weidemann

Additional Attendees:

Joseph Deegan	Sperry Van Ness
James DeLaune	Ulster County Legislator
Dennis Doyle	Director, Ulster County Planning
Raleigh Green	Raleigh Green Inc.
Kale Kaposhilin	Evolving Media/Catskill Conference
Rick Remsnyder	Ulster County Tourism
Jennifer Schwartz Berky	Ulster County Legislator
Geddy Sveikauskas	Ulster Publishing

The meeting was called to order by Chair Julie Cohen-Lonstein at 4:05 p.m.

### MINUTES

**Motion:** Robert Sudlow, seconded by Burton Gulnick, moved to approve the Minutes of the December 2, 2015 meeting of the Board of Directors. A copy of said Minutes is on file.

**Vote:** The motion was adopted. Kenneth Crannell and James Maloney absent from the vote.

### FINANCIALS

**Motion:** Robert Sudlow, seconded by Ward Todd, moved to accept the unaudited financials for the period ending December 31, 2015. A copy of said financials is on file.

**Vote:** The motion was adopted. Kenneth Crannell and James Maloney absent from the vote.

### PUBLIC COMMENT

No individuals requested the Privilege of the Floor. The Public Comment section of the Agenda was closed.

### RALEIGH GREEN INC.

Mr. Raleigh Green, Raleigh Green, Inc. presented his 2016 proposed Marketing Plans for Promoting Ulster County Economic Development. A copy of said presentation is on file.

Mr. Green's comments included, but were not limited to, the following:

- Weekenders & Visitors – encouraging those who already love Ulster to consider moving their businesses to the county.
  - Demonstrate viability.
  - Connect them to local business resources.
  - Promote Ulster County's business benefits.
  - Proposed Total Cost: \$35,595 with a timeline of March 1 – September 1, 2016.
- Technology Entrepreneurs – building upon momentum of the 2015 campaign.
  - Grow visibility of Ulster County and its benefits to New York City techpreneurs.
  - Encourage visitation to Ulster County by promoting top county events coupled with offers to meet with OED 'brand ambassadors' to complement their visit and encourage interest in relocating to Ulster County.
  - Promote and encourage new and existing tech industry-related programs that align with UCEDA goals for the county.
  - Proposed Total Cost: \$58,275 with a timeline of March 1, 2016 – October 1, 2016.
    - Includes sponsorship for CatskillConf and Hudson Valley Tech-Meet-up.

Discussion included, but was not limited to, the following:

- How will success be tracked; will there be tracking technology contained within the website; how will the success of the campaign be measured.
  - Goggle Analytics will assist.
  - Feedback from partners in the field.
  - A lot will be antidotal; some will be quantifiable.
- Strategic campaigns to attend festivals throughout the county.
- Facilitation of brand ambassadors; inviting guests to Chamber Mixers
- The total amount for both campaigns is \$93,460.
- It was noted that \$100,000 had been allocated for marketing in the budget; at this time the Agri-business piece will be tabled until next month

- A suggestion was made to keep members of the Ulster County Economic Development Committee "looped-in" on deliverables.

#### **AUTHORIZATION FOR PAYMENT OF INVOICE**

**Motion:** Ward Todd, seconded by Kenneth Crannell, moved to approve payment for services rendered by Raleigh Green, Inc. for preparation of 2016 marketing concept planning, budgeting and concept development in the amount of \$2,000.

**Vote:** The motion was adopted. James Maloney and Robert Sudlow absent from the vote.

#### **AUTHORIZATION TO APPROVE PROPOSED BUDGET FOR PROMOTING ECONOMIC DEVELOPMENT**

**Motion:** Ward Todd, seconded by Kenneth Crannell, moved to approve the proposed budget for promoting Ulster County economic development in 2016 in the total amount of \$93,460 out of the \$100,000 allocated for marketing.

**Vote:** The motion was adopted. James Maloney and Robert Sudlow absent from the vote.

#### **KALE KAPOSHILIN – EVOLVING MEDIA**

Mr. Kaposhilin reported that Hudson Valley Tech Meet-Up is extremely successful; over 200 individuals attended the last meet-up in Kingston. It continues to accelerate and receive support. An invitation was extended to the members of the Board of Directors to attend the next scheduled event at 5:30 p.m., March 30, 2016 at the Senate Garage.

**Motion:** Hector Rodriguez, seconded by Burton Gulnick, moved to approve \$2,500 for the Hudson Valley Tech Meet-Up and \$5,000 for the Catskill Conference.

**Vote:** The motion was adopted. James Maloney and Robert Sudlow absent from the vote.

#### **ELLENVILLE MILLION**

Mr. Rick Remsnyder, Ulster County Tourism, reported on the marketing piece of the Ellenville Million initiative. His comments included, but were not limited to the following:

- Marketing component is \$100,000 to stimulate visitation to the area.
- November, 2015 an RFP was issued; seven firms responded to the proposal.
- After review, the firms under consideration were reduced to three. The finalists were BBG&G from Orange County; Luminary Media from Ulster County and Focus Media from Orange County.
- The consensus of the committee was that BBG&G made the best presentation; seemed to be equipped to do the job, did their research, etc.
- The Ellenville Million Committee wanted this to fall under Tourism and for Tourism to take the lead.

RESOLUTION OF THE ULSTER COUNTY ECONOMIC DEVELOPMENT ALLIANCE INC. AUTHORIZING THE CHAIRMAN OF THE BOARD OF DIRECTORS OF THE CORPORATION TO ENTER INTO VARIOUS CONTRACTS

**Motion:** Ward Todd, seconded by Hector Rodriguez, moved to approve said resolution.

**Vote:** The motion was adopted. James Maloney and Robert Sudlow absent from the vote.

#### **NEW BUSINESS**

##### **300 Flatbush Avenue Historic Designation**

Mr. Dennis Doyle, Director, Ulster County Planning, addressed the members of the Board with reference to the historic designation of the 300 Flatbush Avenue, Kingston property. A copy of the summary of the Basis for Decision to Seek Historic Designation and the Statement of Owner Support is on file.

Mr. Doyle's comments included, but were not limited to the following:

- 300 Flatbush Avenue has been "surplussed" to the UCEDA for sale; an ongoing discussion has occurred with respect to the historic designation of the property.
- It is believed that the building is eligible for designation on the National Register and may also be eligible for designation as a local landmark.
- It is believed that the structure will meet at least three of the four components for National Register Listing; a National Register Listing requires permission of the owner. The UCEDA, as owner, would have to give permission for the listing to move forward. Private owners are not restricted with respect to National Register designation from altering a property or even tearing it down. It would be restrictive in the use of certain kinds of funding if you intended to that.
- The National Register listing does have some impact on the environment review under the SEQRA Act.
- Advantages of placing on the National Register – in the form of tax credits. The building would be eligible for federal tax credits and currently the building is in what is called a designated census tract. Being in a designated census tract it is also eligible for 20% tax credits under NYS law. When sold on the private market, typically a designation of this nature could cover from 30-35% of the rehabilitation costs of the building as it relates to tax credits.
- At the city level, the City's Landmarks Commission passed a resolution in September, 2015 and that resolution will move to the Common Council. The designation of a local landmark does not require the owner to agree. They can designate without that. Designation of a local landmark is a bit more onerous than designation in the National Register with respect to the private sector owner including the fact that they can prohibit demolition of the structure if it is so designated.
- In September, 2015 the Legislature did pass a resolution requesting the UCEDA as owners sign an Owner Permission Form to submit designation for the historic structure.
- The Alms House is a well-known facility; given where it is located in relation to the Local Landmark designation, it would be unlikely that the City would allow demolition of the structure if so proposed.
- Other complications with respect to the development of the property include that the property is not zoned for most of the uses that are contemplated; it will be necessary to initiate a rezoning process. Rezoning processes are highly public process. A zoning process that contemplates demolition would probably be difficult given the stature of the building within the city.

It was unanimously agreed by all those present that the historic designation be TABLED until the next meeting of the Board of Directors.

#### Joseph Deegan

Mr. Joseph Deegan, Sperry Van Ness, provided an update on the 300 Flatbush Avenue, 25 South Manor Avenue and Lindermann Avenue Extension property.

Mr. Deegan's comments included, but were not limited to the following:

- 300 Flatbush has had the most activity – 12-15 showings in nine months – no offers have been forthcoming
- At a high level, a federal tax credit would be very beneficial
- 25 South Manor Avenue – only one showing
- Lindermann Avenue Extension – have been in communication with Dr. Bacci at Golden Hill.
- 300 Flatbush may be under consideration by the City for C-2 zone designation

**2016 Agreement for Professional Services UCEDA/Ulster County**

**Motion:** Kenneth Crannell, seconded by Burton Gulnick, moved to approve the 2016 Agreement for Professional Services between the Ulster County Economic Development Alliance and Ulster County

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

**Hudson Valley Economic Development Council**

**Motion:** Kenneth Crannell, seconded by Ward Todd, moved to authorize payment in the amount of \$10,000 for 2016 annual dues membership to the Hudson Valley Economic Development Council.

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

**ADJOURNMENT**

**Motion:** Ward Todd, seconded by Kenneth Crannell, moved to adjourn the meeting.

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

Meeting Adjourned at 5:38 p.m.

  
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Ward Todd, Secretary