

Ulster County Economic Development Alliance
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MINUTES

JUNE 30, 2014

A meeting of the Board of Directors of the Ulster County Economic Development Alliance was held at 4:10 p.m., Monday, June 30, 2014, Karen Binder Library, 6th Floor, Ulster County Office Building, 244 Fair Street, Kingston, NY.

The following Board Members were present:

Thomas Briggs
Anthony Campagiorni
Kenneth Crannell
Burton Gulnick, Jr.
James Maloney
Robert Sudlow
Ward Todd

The following Board Members were absent:

None.

Additional Attendees:

Linda Clark
Dennis Doyle
Suzanne Holt
Clinton Johnson
Christopher Rioux
Karl Schlegel
Geddy Sveikauskas
Rachael VanCleeef

The meeting was called to order at 4:10 p.m.

MINUTES

Motion: Ward Todd, seconded by Burton Gulnick, Jr., moved to approve the Minutes of the May 13, 2014 and May 29, 2014 Special Meeting. Copies of said Minutes are on file.

Vote: The motion was adopted.

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FINANCIALS

Motion: James Maloney, seconded by Robert Sudlow, moved to approve the Financials as presented. A copy of said Financials is on file.

Vote: The motion was adopted

A copy of the Ulster County Revolving Loan Status Report is on file.

MOTION TO DISPENSE WITH 20-DAY NOTICE OF BYLAW CHANGE

Motion: Ward Todd, seconded by Robert Sudlow, moved to dispense with the 20-Day Notice of Bylaw Change.

Vote: The motion was adopted

ADOPTION OF BYLAWS

Mr. Clinton Johnson, Assistant County Attorney, advised the members of the Board of Directors that the proposed Bylaws included the change of name from Ulster County Development Corporation to the Ulster County Economic Development Alliance and the change in the residency requirement for the Chairman.

Mr. Ward Todd additionally proposed that the language in Section 2(g) be modified as follows:

FROM: The Chair and Vice Chair shall be residents of the County of Ulster or conducts business in the County of Ulster, personally or professionally commencing with the Chair and Vice Chair first elected on or after September 1, 2013.

TO: The Chair and Vice Chair shall reside in or conduct business in Ulster County commencing with the Chair and Vice Chair first elected on or after September 1, 2013.

Motion: Ward Todd, seconded by Robert Sudlow, moved to adopt the Bylaws of the Ulster County Economic Development Alliance as amended.

Vote: The motion was adopted.

CONFLICT OF INTEREST POLICY

Chair Campagiorni requested that all members of the Board of Directors review the Conflict of Interest Policy and sign/submit the Certificate of No Conflict of Interest before they left the meeting today.

ORGANIZATIONAL MEETING

ELECTION OF OFFICERS

Chair Campagiorni requested nominations for a Slate of Officers.

Robert Sudlow nominated the following Slate of Officers:

Anthony Campagiorni, Chair
James Maloney, Vice Chair
Ward Todd, Secretary
Burton Gulnick, Jr., Treasurer

There were no other nominations.

Motion: Kenneth Crannell, seconded by Thomas Briggs, moved to adopt the Slate of Officers as presented.

Vote: The motion was adopted.

RE-APPOINTMENT OF OFFICERS

Motion: Ward Todd, seconded by Burton Gulnick, Jr., moved to re-appoint Suzanne Holt, President of the Ulster County Economic Development Alliance and Christopher J. Rioux, CFO of the Ulster County Economic Development Alliance.

Vote: The motion was adopted.

REPORT FROM THE OFFICE OF ECONOMIC DEVELOPMENT

Ms. Holt introduced Karl Schlegel the newest member of the Ulster County Office of Economic Development.

Focus Media

Education

Ms. Holt presented a copy of a Deliverables Update from Focus Media, a copy of which is on file. The update is primarily on education and marketing. Discussion included, but was not limited to the following:

- Education
 - Components included a forum twice a year, a group that meets regularly and webinars.
 - Initial discussion suggested that the forums be manufacturing only. Opinions varied with suggestions that it would be better to broaden so that all of Ulster County's businesses can find value.
 - Several names/topics were proposed for these forums. Seeking further direction from Board.
 - SCORE, SUNY Ulster and BOCES also provide forums on these topics. Perhaps it would be best to include areas that aren't being represented rather than conflict with something that is already in place.
 - Ms. Holt to reach out to the above referenced organizations.
 - Real Estate Council, which would include real estate brokers, builders, developers, businesses like Kingston Block and Excelsior Wood Products and other local businesses that sell their products worldwide and would like meeting Ulster County businesses.
 - What is the goal of the Real Estate Council?

- An opportunity for them to network.
- Given to understand that this model works very well.
- Real Estate Council may be a misnomer if the council was going to be broader than real estate.
- Should this be opened to contiguous counties?
- Webinars would be a continuing/recurring thing.
- Marketing
 - Focus Media working on collateral and website content.
 - Conversations about putting together an Ad-Hoc Marketing Committee
 - Great interest in the business community to assist Ulster County. There is a need and a desire from the business community to participate in a meaningful way.
 - To augment the county's dollars it is essential to engage the business community for this initiative to work long term.
 - Invitation extended to members of the Board to become a part of the committee
- Festivals
 - As part of the marketing effort it was proposed to help local festivals market themselves individually.
 - Seeking authorization from the Board to move forward with a Marketing Plan for festivals.
 - Focus Media has pointed out that festivals are a unique asset to the county
 - What is the proposed dollar amount for marketing festivals? At this time it is unknown. Seeking direction from the Board.
 - Are we speaking about internal or external marketing – a big difference in price? Festivals would make that decision.
 - Will this be competitive; vying for dollars based upon their plans? How will this be done?
 - Not competitive – geographically spread out and then the Board would pick. If this was a continuing program, then different festivals could be picked; no winners or losers.
 - Currently, don't know how many festivals and we don't know how much money; perhaps 8-10.
 - Festivals would be approached by us
 - It was noted that festivals have a positive economic impact on the micro-economy of the communities ... i.e. Festival of the Voice
 - Ms. Holt will return to the Board with a plan
- E-Newsletter
 - First e-newsletter going out in July via Salesforce
 - Will this be used for attraction purposes in the future?
 - At this time, it was intended to be for current businesses.
- Metrics

- Focus Media has an individual solely focused on metrics; they will continue to monitor and provide reports to the Board.
- Jobs
 - The Chair stressed the need for some job measurement metrics at some point. That is our obligation and duty.
- Facebook Ad
 - Recommended and it is low in cost
 - Ulster County Office of Economic Development has a page. This is where we want businesses calling.
 - It was thought that it would be confusing if the Economic Development Alliance had one as well. The Alliance is more educational marketing and outreach.
 - Looking for the results that the \$1,500 investment has given us
 - The administrators of the page are Suzanne Holt, Karl Schlegel and Whitney at Focus Media
- Website
 - Meeting scheduled July 8 or 9, 2014 with Focus Media and Netstep.
 - Can't start marketing the county externally until we have a first rate website
 - Anticipated timeframe – the beginning of September

Auditor's Recommendations

Mr. Christopher Rioux presented the 2013 Auditor Observations and Recommendations; a copy of which is on file. Comments included, but were not limited to, the following:

- Accounting for HUD Section 108 Loan
 - The county took out a sizeable loan from the Department of Housing and Urban Development so we could loan out money. UCDC did not take out this loan it just drew down the money from the county.
 - UCDC is just responsible for the money that was drawn down from the county, not the entire amount.
 - The former accountants actually recorded the entire amount as a loan that UCDC was responsible for. The change has been made and the liability has been lowered.
- Monitoring Loans Receivable
 - Due to the departure of a staff member, several documents were not available to the auditors.
 - A policy has been implemented to ensure that each loan is monitored for compliance with the terms of the loan agreement including the gathering of job related data and financial information.
 - Historically a 4% loan loss reserve has been maintained. The trend was continued going forward.
 - The auditors wanted to do a loan by loan basis and evaluated it that way. Their number was very close to his so they left that number alone.
 - Calculations will now be done in a different way

- Financial Reporting to the Board of Directors
 - The auditors recommendation as part of the monthly financials include a budget versus actual.
- Record Retention Policies and Procedures
 - A lot of paper floating around – work will continue to re-organize after the move.

Non-Profit Revitalization Act

Mr. Johnson gave an overview of the 2013 Non-Profit Revitalization Act. Comments included, but were not limited to, the following:

- First major overhaul of NY Not-for-Profit law in about forty years.
- Does not affect this board too much. The Board is a public authority and falls under the auspices of the ABO and is also governed by the Public Authorities Accountability Act.
- The Non-Profit Revitalization Act takes effect July 1, 2014.
- Changes that need to be made
 - Conflict of Interest Policy - defines what constitutes a Conflict of Interest. Each member of the Board must sign the Certification
 - Whistleblower Policy – applied to Not-for Profits with 20 or more employees. Best practices suggest that all not for profits have one. Procedures/steps on how to report violations.
 - President not being Chairperson of the Board
 - Board meetings being done by electronic mail
 - The other changes do not affect a LDC
- It may be a good idea to “tweak” the Bylaws at some future date

Motion: Robert Sudlow, seconded by Ward Todd, moved to adopt the Conflict of Interest Policy and the Whistleblower Policy as presented. A copy of each policy is on file.

Vote: The motion was adopted.

READY2GO UPDATE

Mr. Dennis Doyle, Director of Planning, provided an update on the Ready2Go Program. Comments included but were not limited to the following:

- Program essentially conceived to have municipalities and landowners move properties that had approvals to build a “spec building” on them to respond to a manufacturer or others in a very quick way.
- Operated under a unique planning process this is thought to have merit not only to shovel ready in terms of funding, but also with respect to practice at the local level. It created a shovel ready committee at the local level working with the other entities including the County Planning Board, the Legislature and the UCIDA and others. It said that that we would operating by consensus rather than confrontation. A single attorney was shared and a single set of consultants. The Town Planning Board Chair, the elected officials at the town level and than all the other usual players in the planning process. It was very successful.

- The difficulty has been getting landowners and communities that want to participate.
- The Saugerties project was very successful in moving a project from essentially a raw piece of land to a site plan approval of a 98,000 sq. ft. building in less than three months time with an investment of little less than \$50,000. The approval will remain for a minimum of two years.
- It requires that upon sale, or the exercising of that option, that it pays back the investment of the partners so that it became self funding.
- The difficulty is not the concept; we have a difficulty with landowners who are willing to participate.
- Despite numerous discussions on how Ready2Go should work, there has not been a dearth of projects that have shown interest. This could be due to the economic climate; as it stands now, those moving forward are moving forward on their own.
- Wine Village Project may be a potential project. They are going through their final environmental impact statement on something that is a concept plan. Moving that concept to site plan would probably be something that they may be interest in once they get their final approval on zoning changes.
- There are several other potential projects primarily through discussions with supervisors, but none of the landowners have been willing to participate. There is a cost to the landowners of 50% of the project costs from the landowners themselves.
- To date, Saugerties has not had a great number of hits with respect to its availability as a Ready2Go site.
- We could go out again and beat the bushes to see if there is a willing property owner; but at this point in time we have been unable to "scare up" someone that wants to participate.
- Some massaging of the program may help the process. Perhaps take site plans that are actually going through the process. You would not be looking at Ready2Go on a spec basis, but actually on a help the business through the land-use process with a willing community that essentially wants to try this process. If the land use process is contentious or confrontational at the local level, there may be some reservations about entering into that. If it is consensus based, we could play a better role in moving forward.
- Central Hudson put a large amount of money into the program. Massaging the program and finding new ways to do things may be warranted. A new committee should be formed to discuss possible changes to the program. We need to find new ways to get greater participation.
- There is no controlling legislation relative to the shovel ready work.
- Planning Board has initiated Gateway meetings whereby individuals are invited in and it has been a real success.
- Suggest that the committee meet before the next meeting of the Board of Directors to discuss changes to the program and remarket it.

OLD BUSINESS

None.

NEW BUSINESS

Ms. Holt reported that the Ulster County Legislature voted to transfer the 300 Flatbush Avenue property and Golden Hill property to the UCEDA.

RESOLUTION OF THE APPOINTED DIRECTORS OF THE ULSTER COUNTY ECONOMIC DEVELOPMENT, INC. ADOPTING A RESOLUTION AUTHORIZING A REQUEST FOR QUALIFICATIONS FOR A CONSULTANT TO ASSIST IN THE DISPOSITION OF THE 300 FLATBUSH AVENUE AND THE GOLDEN HILL VACANT LOT PROPERTIES

Ms. Holt stated that this would authorize Clinton Johnson, Christopher Rioux and herself to put together an RFQ to transfer the property to a third person. A copy of said resolution is on file.

Motion: No motion was offered.

Vote: Yeas: Briggs, Campagiorni, Crannell, Gulnick, Maloney, Sudlow and Todd.

Nay: None.

AJOURNMENT

Motion: Ward Todd, seconded by Robert Sudlow, moved to adjourn the meeting.

Vote: The motion was adopted.

Meeting Adjourned at 5:20 p.m.

Respectfully submitted,

Ward Todd, Secretary