

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



MINUTES

Meeting of the Board of Directors
March 29, 2016

A meeting of the Board of Directors of the Ulster County Economic Development Alliance was held at 4:25 p.m., Tuesday, March 29, 2016, Legislative Chambers, Ulster County Office Building, 244 Fair Street, Kingston, NY.

The following Board Members were present:

Julie Cohen-Lonstein
Kenneth Crannell
Burton Gulnick, Jr.
James Maloney
Hector Rodriguez
Robert Sudlow
Ward Todd

The following Board Members were excused (absent with notice):
none

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:

Deborah Garritty BBG&G
Dennis Doyle Director, Ulster County Planning
Rick Remsnyder Ulster County Tourism
Matthew Vanderbeck Pattison, Koskie, Howe & Bucci

The meeting was called to order by Chair Julie Cohen-Lonstein at 4:25 p.m.

This institution is an equal opportunity provider, employer, and lender.

MINUTES

Motion: Burton Gulnick, Jr., seconded by Kenneth Crannell, moved to approve the February 18, 2016 minutes of the Board of Directors. A copy of said Minutes is on file.

Vote: The motion was adopted.

FINANCIALS

Motion: Burton Gulnick, Jr., seconded by James Maloney, moved to approve the financials for the periods ending January 31, 2016 and February 29, 2016. Copies of said Financials are on file.

Vote: The motion was adopted.

COMMITTEE REPORTS

Audit Committee

Burton Gulnick, Jr., Chair of the Audit Committee, presented the recommendations of the Audit Committee to approve the following documents in compliance with the 2015 Audit and the required 2015 filings in the NYS Authorities Budget Office PARIS System.

- 2015 Annual Report/MD&A
- Required Communications Letter
- IRS Form 990 and NYS Form CHAR500
- 2015 Investment Report
- 2015 Real Property Report
- 2015 Internal Controls Assessment
- 2015 Mission and goals Measurement Report

Motion: Ward Todd, seconded by Robert Sudlow, moved to accept the recommendations of the Audit Committee and approve the above referenced documents.

Vote: The motion was adopted.

ELLENVILLE MILLION

Suzanne Holt updated the members of the Agency with reference to the nine components of the Ellenville Million.

Hunt Memorial	Indicated that construction costs have exceeded individual designations and, therefore, they will be requesting an amendment to their plan to reallocate some of their funding to allow for changes. Request will be forthcoming
Shadowland Theatre	Received Grant from the state via the Consolidated Funding Application process and they will be using their Ellenville Million funds towards that. They cannot use the county's funding until the state money becomes available
Soft Landing Fund	One application has been received that was not qualified. It is hopeful that this fund will be rolled out nationally.
Façade Improvement Fund	Four applicants have submitted applications to the Village of Ellenville. They are moving through the permitting process.
Project Management	Pattern for Progress is working to implement the water/sewer piece, broadband piece and the parks piece. The goal is to have a Parks Commission which would have the authority over funding.

Park Committee	Working on the allocation of the \$150,000. It is hopeful for recommendations shortly
Broadband	On hold; Time Warner is being taken over by New Charter; awaiting approvals on the state and federal levels.
Water/Sewer Infrastructure	Moving forward.
Tourism/Marketing	BBG&G

BBG&G Presentation

Ms. Deborah Garritty presented her plan for the Tourism/Marketing component of the Ellenville Million. Her comments included, but were not limited to the following:

- Interview businessmen and individuals to get a sense what people see as the strengths and weaknesses of the community and the hopes for the community, etc.
- Develop tactical recommendations as to what needs to be done and then to create an implementation to market and bring people to Ellenville.
 - How do we court visitors, make them love it and make them come back.
 - What are the strengths, where are the visitors coming from
 - Make residents/businesses more vested; build collaboration so that there is an investment
- It is a small community with good bones; how can we make the downtown more approachable and more welcoming; update trail heads with signage, etc.
- There is no information center in town; recommend free standing mobile kiosks
- Lodging is a challenge in Ellenville
- Website is very critical; in development stage. There will be economic development and quality of life components.
- Print ads and media advertisements will be addressed. It is hopeful to begin this prior to the peak tourism season.

Marketing

Ms. Holt updated the members of the Board of Directors with reference to the signed Raleigh Green contract; there are two tracks the tech-entrepreneur and the second home owners. They will try to sponsor the NY Tech Meet-up in September.

Education and Training

Building Ulster Together Breakfast

Ms. Holt reported that there is a Building Ulster Together Breakfast scheduled for April 27, 2016 with Bob Dandrew of the Local Economies Project as guest speaker.

Value Add Project Study

A RFP has been issued. It is hoped that proposals will be received soon.

Ulster County Revolving Loan Fund Committee

The committee is an Advisory Committee to the Board of Directors. They have not met in over a year. The goal is to bring the committee together to expand the scope of the use of the funds, not the underwriting criteria.

OLD BUSINESS

Historic Designation of 300 Flatbush Avenue

RESOLUTION OF THE ULSTER COUNTY ECONOMIC DEVELOPMENT ALLIANCE, INC. AUTHORIZING THE BOARD OF DIRECTORS OF THE CORPORATION TO SUPPORT THE INCLUSION OF 300 FLATBUSH AVENUE ON THE STATE AND NATIONAL REGISTERS OF HISTORIC PLACES

Motion: James Maloney, seconded by Kenneth Crannell, moved to approve said resolution.

Vote: The motion was adopted.

NEW BUSINESS

RESOLUTION OF THE ULSTER COUNTY ECONOMIC DEVELOPMENT ALLIANCE, INC. AUTHORIZING THE CHAIRMAN OF THE BOARD OF DIRECTORS OF THE CORPORATION TO ENTER INTO LEASES WITH THE COUNTY OF ULSTER

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

Vote: The motion was adopted.

It was noted that no formal offers have been received for any of the properties.

Westchester Magazine

James Maloney suggested that Ulster County develop a similar publication. He suggested that we review the idea and make it our own; perhaps a co-venture with the Ulster County Industrial Development Agency.

Ms. Holt reported that she would check with Luminary Media/Publishing and report back at the next meeting of the Board of Directors

ADJOURNMENT

Motion: Hector Rodriguez, seconded Robert Sudlow, moved to adjourn the meeting.

Vote: The motion was adopted.

Meeting Adjourned at 5:05 p.m.

Ward Todd, Secretary