



ULSTER COUNTY DEVELOPMENT CORPORATION

BOARD OF DIRECTORS

MINUTES

May 29, 2014

A Special Meeting of the Board of Directors of the Ulster County Development Corporation was held at 9:00 a.m., Thursday, May 29, 2014, College Lounge, Vanderlyn Hall, SUNY Ulster, Stone Ridge, NY.

Sole Member Michael Hein was in attendance.

The following Board of Directors were present:

Thomas J. Briggs	
Anthony Campagiorni	Chair
Kenneth Crannell	
Burton Gulnick, Jr.	Treasurer
James Maloney	
Ward Todd	Secretary

The following member(s) were absent:

Robert Sudlow

Additional Attendees:

Linda Clark	Office of Business Services
Suzanne Holt	Office of Business Services
Christopher Rioux	Ulster County Finance

The meeting of the Board of Directors was called to order by Board Chair Anthony Campagiorni at 9:00 a.m.

County Executive Michael Hein extended a welcome to all who attended the event and spoke of the future pivotal role that UCDC will have in reshaping the economic future of Ulster County.

FOCUS MEDIA

Mr. Josh Sommers, representing Focus Media, presented the SWOT Review and Strategic Recommendations for Ulster County Development Corporation. The presentation included, but was not limited to Strategic Approach/Discovery, Key Clusters, Strengths, Weaknesses, Opportunities, Threats, and Strategic Recommendations. A copy of said Presentation is on file.

Recommendations included, but were not limited to:

- Change of name for the Ulster County Office of Business Services to Ulster County Office of Economic Development.
- Change of name for the Ulster County Development Corporation to clarify its role to Ulster County Economic Development Alliance, Inc.
- A new logo for the Ulster County Economic Development Alliance
- Marketing Priorities and Goals

Motion: James Maloney, seconded by Kenneth Crannell, moved to approve the name change of Ulster County Development Corporation to the Ulster County Economic Development Alliance, Inc.

Vote: The motion was adopted.

Motion: James Maloney, seconded by Thomas J. Briggs, moved to authorize Suzanne Holt to move forward with the Focus Media contract and include any necessary language in the scope of work, Marketing Plan and Budget as discussed by the Board.

Vote: The motion was adopted.

NEW BUSINESS

Motion: James Maloney, seconded by Kenneth Crannell, moved to approve the request from the Ulster County Regional Chamber of Commerce to allow the Ulster County Economic Development Alliance be the conduit/pass-thru for funding from M&T Bank to the Ulster County Regional Chamber of Commerce for the Chamber's Leadership Program.

Vote: The motion was adopted. Ward Todd abstaining from the vote.

ADJOURNMENT

Motion: Thomas J. Briggs, seconded by Burton Gulnick, moved to adjourn the meeting.

Vote: The motion was adopted.

The meeting was adjourned at 9:45 a.m.

Respectfully submitted,
Ward Todd, Secretary