



MINUTES

Meeting of the Board of Directors
November 1, 2016

A meeting of the Board of Directors of the Ulster County Economic Development Alliance was held immediately following a meeting of the Audit/Finance Committee of the Ulster County Economic Development Alliance, Tuesday, November 1, 2016, Legislative Chambers, sixth floor, Ulster County Office Building, 244 Fair Street, Kingston, NY.

The following Board Members were present:

Julie Cohen-Lonstein	Chair
Burton Gulnick, Jr.	Treasurer
James Maloney	Vice Chair
Kenneth Crannell	

The following Board Members were absent:

Hector Rodriguez	
Robert Sudlow	
Ward Todd	Secretary

President:

Suzanne Holt	Director, Ulster County Office of Economic Development
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Chief Financial Officer:

Christopher J. Rioux, CPA, Deputy Commissioner of Finance

Staff – Ulster County Office of Economic Development:

Linda Clark
Timothy Weidemann

Additional Attendees:

Raleigh Green	Raleigh Green Inc.
Jennifer Schwartz Berkey	Ulster County Legislator
Joseph Stoeckeler	Village of Ellenville
Geddy Sveikauskas	Ulster Publishing

The meeting was called to order by Chair Julie Cohen-Lonstein at 4:36 p.m.

MINUTES

Motion: Burton Gulnick, Jr., seconded by Kenneth Crannell, moved to approve the Minutes of the September 29, 2016 Minutes. A copy of said Minutes is on file.

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

Vote: The motion was adopted. Hector Rodriguez, Robert Sudlow and Ward Todd absent.

FINANCIALS

Motion: Kenneth Crannell, seconded by James Maloney, moved to approve the Financials for the period ending September 30, 2016. A copy of said Financials is on file.

Vote: The motion was adopted. Hector Rodriguez, Robert Sudlow and Ward Todd absent.

COMMITTEE REPORTS

Audit/Finance Committee

Burton Gulnick, Jr., Chairman of the Audit/Finance Committee, reported that the members of the Audit/Finance Committee unanimously agreed to recommend to the Board of Directors the appointment of Pattison, Koskie, Howe and Bucci, CPAs as 2016-2018 auditors for the Ulster County Economic Development Alliance.

Motion: Burton Gulnick, Jr., seconded by Kenneth Crannell, moved to appoint the firm of Pattison, Koskie, Howe and Bucci CPA as auditors of the Ulster County Economic Development Alliance for a term of three years.

Vote: The motion was adopted. Hector Rodriguez, Robert Sudlow and Ward Todd absent.

Ulster County Revolving Loan Fund Committee

Christopher Rioux, CFO, reported that Falcon Music and Art are refinancing their loan with Sawyer Savings Bank and have requested that the Alliance agree to continue their subordination in second position on the re-financed loan. The Alliance holds second position on collateral that is also held by Sawyer Savings.

Motion: James Maloney, seconded by Kenneth Crannell, moved to approve the Request for the Subordination Agreement with Sawyer Savings Bank for Falcon Music and Art contingent on the approval of Ulster County Economic Development Alliance Counsel, Clinton Johnson.

Vote: The motion was adopted. Hector Rodriguez, Robert Sudlow and Ward Todd absent.

James Maloney reported that the members of the Ulster County Revolving Loan Fund have agreed to merge all available loan funds, with the exception of USDA and Section 108, under one umbrella to loan out to businesses. Additionally, the loan application process will be streamlined to facilitate processing time.

RALEIGH GREEN – 2016 MARKETING UPDATE

Raleigh Green provided an update on the 2016 Marketing Campaign. A copy of said presentation is on file. Comments included, but were not limited to the following:

- The campaign promoted Ulster County and its quality of life to businesses and professionals
- The campaign was segmented into three main components:
 - ❖ Weekenders and Visitors
 - ❖ NYC Technology Entrepreneurs
 - ❖ Free Admission and Promotion of Local Events
- The campaigns relied on social media as well as videos

Mr. Green submitted a request for re-allocation of remaining funds. Due to some cost-savings from the campaign, some festivals waiving entry fees and remaining funds from expenses, to date there is an estimated \$3,000-\$4,000 remaining. The proposal is as follows:

- Updating the website for a more "general" purpose (e.g. update copy regarding festivals, etc.) – estimated less than \$1,000
- Continue social media (Facebook) targeting NYC techpreneurs to ensure the Ulster County brand remains visible through the remaining 2016 calendar year – estimate \$2,000-\$3,000.

Motion: James Maloney, seconded by Burton Gulnick, Jr., moved to amend the existing 2016 Marketing Contract with Raleigh Green Inc. to extend to the end of the year to achieve goals.

Vote: The motion was adopted. Hector Rodriguez, Robert Sudlow and Ward Todd absent.

ELLENVILLE MILLION

Ellenville Façade Program

Mr. Joseph Stoeckeler, Village Manager, Village of Ellenville, presented an overview of the Façade Program indicating the proposed plan(s) for the \$25,000 initial award and a request for additional funds to facilitate additional façade improvements. A copy of his presentation and supporting documentation is on file.

His comments, included, but were not limited to the following:

- Skolar – 168 Canal Street – completed – awaiting payment from Ulster County
- Cafaro (Tony & Nicks) – 162 Canal Street
 - Restaurant across from Shadowland Theatre
 - Wishes to create some outdoor dining or alternatively relocating the entrance to the facility based upon the findings of the Liquor Authority.
- Mavros – 119 Canal Street
 - Across from the Hunt Building, next to the old barbershop in Liberty Square.
 - Experienced problems with contractors which should be resolved shortly; anticipated that project will be complete before Thanksgiving.
- Gamex – Gaby's Restaurant – 139-149 Canal Street
 - This money was originally requested to provide outdoor seating for 75 guests in the rear of the building. This has been placed on hold with the expectation of doing it in 2017; requested that the funds be designated to 2017.
 - Cohen's Bakery has been acquired by Gaby's Restaurant an exception was allowed to the title with reference to the outstanding taxes; two apartments will be created with an ultimate plan for the commercial production of tortillas. Proposed work possibly in the spring.
- At this time, with the exception of Skolar, none of these projects are seeking reimbursement at this time.
- Additional requests for the next round of financial consideration include the Sook House a Korean Restaurant on Center Street which also has an additional building that shares the same address although they are two separate buildings and Cohens Bakery. An additional \$50,000 would accommodate the additional requests.

A request for photographs was solicited.

Approval of Invoice – Ellenville Façade Program – Skolar

Motion: James Maloney, seconded by Kenneth Crannell, moved to approve the Invoice in the amount of \$6,250 from the Village of Ellenville for the Skolar Project subject to receiving photographs from the Village Manager. A copy of the supporting documentation is on file.

Vote: The motion was adopted. Hector Rodriguez, Robert Sudlow and Ward Todd absent

Ellenville/Wawarsing Parks and Recreation Plan Update

Tim Weidemann provided an update on the Ellenville/Wawarsing Parks and Recreation Plan for 2016-2019. The draft plan represents the Commission's first planning document and is intended to guide both the immediate allocation of resources from the Ellenville Million and to inform further efforts of the Commission and Village and Town over the next two to three years. A copy of the draft plan is on file. The next step in the process is to get feedback and input from the Parks and Recreation Commission and make final revisions and seek their adoption of the working plan for the next two-three years.

Chair Cohen-Lonstein stated that since the \$53,000 request from the Village for paving came prior to the drafting of the Comprehensive Plan and the Ellenville Million specific recommendation was for a pavilion, she would expect that when this goes back to them that they reevaluate whether the pavilion comes before the paving/parking.

The members of the Board of Directors elected to TABLE this document until after the Parks and Recreation Commission acts upon the document.

Hunt Memorial Library – Approval of Final Invoice

Motion: Kenneth Crannell, seconded by James Maloney, moved to approve the final payment to the Hunt Memorial Library in the amount of \$23,849.00.

Vote: The motion was adopted. Hector Rodriguez, Robert Sudlow and Ward Todd absent.

BBG&G – Approval of Invoices

Motion: Burton Gulnick, Jr., seconded by Kenneth Crannell, moved to approve Invoice Numbers 4047, 4054, 4079 for a total amount of \$17,634.50 for BBG&G Advertising.

Vote: The motion was adopted. Hector Rodriguez, Robert Sudlow and Ward Todd absent.

It was requested that BBG&G Advertising be invited to the next meeting of the Board of Directors.

EDUCATION AND TRAINING

Suzanne Holt reported that a three-part webinar series for restaurateurs was being offered. One has been completed with two additional scheduled in the near future. The webinars are done live, but also are located on the website. Additionally, the October Building Ulster Together Breakfast featured the Dean of SUNY New Paltz School of Business as the guest speaker.

PUBLIC COMMENT

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

OLD BUSINESS

Ms. Holt will update the members of the Board of Directors on the Economic Development Guide at the next meeting of the Board of Directors.

NEW BUSINESS

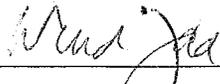
Ms. Holt requested that members give consideration to establishing a regular monthly meeting schedule for the Board of Director's Meeting. The next meeting of the Board of Directors will be on December 6, 2016.

ADJOURNMENT

Motion: Kenneth Crannell, seconded by James Maloney, moved to adjourn the meeting.

Vote: The motion was adopted. Hector Rodriguez, Robert Sudlow and Ward Todd absent.

Meeting Adjourned at 5:48 p.m.



Ward Todd, Secretary