

**ULSTER COUNTY LEGISLATURE
COMMITTEE MEETING MINUTES**

NAME OF COMMITTEE: Economic Development & Tourism Committee

DATE: February 1, 2010

TIME: 4:50 P.M.

PLACE: UCOB, 6th Legislative Chambers

LEGISLATORS PRESENT: Chairman Maloney, Legislators Rodriguez, Hayes, Petit, Sweeney, Terrizzi, Donaldson, Loughran

LEGISLATOR EXCUSED: Legislators Walter Frey, Laura Petit

OTHERS ATTENDING: Legislator Mike Madsen, Jack Schoonmaker Consultant for Cross Roads Ventures, Ralph Mitchell HVCFI Ulster Coordinator, Les Neumann Mgr. Dir. Hudson Valley Center for Innovation, Jeremy Ellen Bogen President & CEO 21 Media Center, LWV Rep., Arthur Smith Budget Dir., Rick Remsnyder Dir. Tourism, Dennis Doyle Dir. Planning, March Gallagher County Exec. Office, Bob DiBella, Kim Millian Public Transportation, Lance Matteson President UCDC, Deputy Comptroller Laura Walls, Hugh Reynolds Reporter, Nettie Tomshaw Legislative Employee

The meeting was called to order by Chairman Maloney at 4:50 PM.

- Attendance
- Introductions

Cross Roads Ventures Jack Schoonmaker Consultant: Updated the committee on the status of the Modified Belleayre Resort at Catskill Park project.

- Project is very exciting
- Close to submitting supplemental draft environmental impact statement to DEC
- State DEC Dept telling us they too will soon submit their UNP environmental impact statement
- Soon opening the public hearing process
- Would like to bring Mr. Gitter and Mr. Gales for a Legislative presentation
- 2 major architects modified bldg. - also hired forefront environmental Italian designer
- Expects land transfer to be finalized and signed within the next 2 months

Dennis Doyle invited Mr. Gitter to meet with the County Planning Board to make a presentation. Legislator Rodriguez stated we all look forward to the land transfer. Legislator Donaldson wishes them the best. Chairman Maloney will schedule a date for Cross Roads to present current update to the entire Legislative body.

Hudson Valley Center For Innovation (HVCFI) Ralph Mitchell & Les Neumann: Requests funding to promote joint activities with HVCFI, UCCC and Seven 21 Media Center.

- Not for profit company - 501C3
- Bring new high tech companies to Ulster County
- Monthly entrepreneur Educational Breakfast web cast worldwide
- Locations currently in Orange & Sullivan Community Colleges, offices in Rockland & Dutchess
- Asking for \$50K from the county and also asking for private match to advance vision of the Seven 21 Media Center for marketing outreach, extend services to colleges
- Will reach out to the community for matching funds as well

Seven 21 Media Center Jeremy Ellen Bogen President & CEO 21 Media Center:

- Located in old RNN building on Broadway Kingston - purchased in 2006
- 30K Sq. Ft. Bldg - 20K Sq. Ft. currently used as a shared resource area
- \$1.5 Million Dollars applied toward purchase & renovations - self funded
- Digital Media Center - TV, Video, Audio, Web Development, Entertainment, Gaming Industry
- 18 different entrepreneurial media companies in building - shared services facility - incubator environment
- Want to build membership - competes worldwide
- For Profit Company
- Invites committee to visit facility

Legislator Sweeney has visited building and was very impressed with the transformation from the old WTZA facility. Also asked HVCFI for back ground - success stories in writing, accomplishments to be shared with the committee.

Legislator Donaldson asked if they work with the Woodstock community - yes closely

Legislator Terrizzi asked if Seven 21 Media Center is a for profit agency.

Legislator Rodriguez asked if they have a physical location in Ulster County.

Department Head Overview:

Tourism - Rich Remsnyder:

- Supplied each committee member with tourism packet
- Very excited about 2010
- Gave brief overview of where tourism is headed in 2010
- Shared advertising strategy
- New ulstercountyalive.com web-site - marketing works firm
- 3 Month campaign Oct, Nov & Dec 2009 Grand Central Shuttle to Time Square - very encouraging
- Martin Scorsese is filming a commercial with our ad as a back drop airing in June, July or August
- Web site hits are high from NYC
- Considering Long Island Railroad, Metro North advertising
- Continuing Newspaper, TV, Radio Advertising
- UCAT bus bumper stickers for advertising county website, window decals

- Future plans for celebrities to plug living and visiting Ulster County on website

Discussion: Legislator Terrizzi asked how advertising success is measured? R: Hits on the website, bed tax down 6-8%, neighboring counties down more - bulk of hits on website are from NYC - increase of 300 visitors in January. Legislator Hayes asked what subway advertising tracking system used? R: Google Analytics breaks down origin. Legislator Rodriguez asked have we received feed back from lodges or are we partnering with hotels to give discounts based on mentioning the advertisement? R: B&B's are through the roof, possibly due to Walk Way Over The Hudson, overall the entire year things were down. This year we have a targeted campaign towards the NY Metro Area - dividends take time. Partnership between our advertising and hotel discounts - referrals etc., will be part of Phase II. Legislator Sweeney asked have we done any Face Book ads? R: We do have UC Face Book, growing - 20 responses a day - Legislator Sweeney to discuss Face Book further with Rick Remsnyder. Legislator Loughran stated we should consider advertising further North on the Thruway - shouldn't overlook this area. R: Albany Airport has our brochures along with past advertising with The Albany Times Union, Herald Current and one other magazine in Albany - didn't really pan out. Legislator Hayes asked do we partner with the Chamber? R: Yes partner very closely with multiple Chambers. Chairman Maloney asked are we linked to Trout Unlimited website and does our website allow one to print a PDF of the travel brochure? R: Will check Trout Unlimited and yes brochure can be printed - less expense than mailing - this is the trend now. Legislator Donaldson stated most people come to our area from NYC. R: Yes 85% of visitors are from NYC and this is our targeted focus right now.

Planning - Dennis Doyle:

- Comprehensive Overview of County Planning Board
- Charter split the County Planning Board into a Planning Dept. and Planning Board, county staff supports both.
- Visit county planning board web page - very informative, studies, agendas, minutes etc.
- Provide services such as Housing, Transportation, Open space quality of life issues, Economic Development and Support the Board.
- Housing = UC Housing Plan, Support UC Housing Consortium continue of care - HUD process grants, Completing Housing Awareness Campaign, Housing Needs Study 3 county region, Community Development Block Grant Program.
- Open Space = Support Cornell Co-op. - Ag Districts, Preservation Program, Flood Plane Issues.
- Transportation = Serve as host agency for Metropolitan Planning Organization (MPO) - UC Transportation Council, Safety Analysis.
- Economic Development = Work with a multiple agencies, Main Street Program.
- Support County Planning Board = Review planning activities within the county, Act as a gateway agency.
- Upcoming Census - used for funding, growth decisions, tax benefits, location decisions, Census Kits will be distributed to all Legislators for February Session.

Discussion:

Legislator Terrizzi asked if the non-motorized transportation plan is in place? R: Council was in the process of forming a committee to address the plan. The Legislator formed a Trails committee which

overlapped the Council function - decision was made to defer to the Legislature to make a recommendation, however with the understanding the council controls federal funds.

Legislator Rodriguez asked where are we in relation to the overall dollars that are put into the letting area that we can actually be doing projects? R: Ulster County in Region 8 is allocated \$5-7 Million Dollars of local projects that it can fund - we allocate the monies on an annual basis. Long range plan needs to be updated by mid Sept. working on as we speak. Also in regards to CBDG what is being proposed on the table now by previous recipients who may have certain projects they may be advocating for? R: Public facilities eligibility, also replacement of manufactured homes built before 1976 that didn't meet code.

Legislator Loughran asked who will distribute - mail census, radio ads etc. R: The Census will advertise. The mailing is done by the Federal Government.

March Gallagher Deputy County Exec. :

March's role - three main areas;

- Making Ulster County Business friendly
Urge departments to buy local, departments contact businesses, active role with banks - loans.
- Coordinating
Ulster County funds agencies: UCDC, Solar Energy Consortium, Kingston-Ulster Empire Zone, Towns and Villages
- Problem Solving

Bob DiBella Dir. Area Transportation :

- 2010 Central Auto Vehicle Replacement Plan - attachment
- Revamp routes to be more user friendly, route map supplied and 2010 Central Auto Vehicle Replacement Plan provided
- Fair information easier to understand
- Fixed Para transit routes are now on timed stops - everyone gets to destination on time.
- Arra Grant (stimulus) allowed for 8 cutaway buses to allow door to door service.
- 5 New hybrid buses coming in July and September
- All buses will be inspected by the Dept of Transportation - much better / safer fleet
- Advertising services some
- Growth 20% 2008 & 2009
- New routes: Mall Rotator route, New Paltz Loop and Ulster / Poughkeepsie Link both doing very well - 70% usage is area students
- 3 Fleets to become one.
- Reorganizing Central Auto
- New number system for fleet
- Instituting county wide fleet software program and county wide AVL system
- ID surplus cars that will now be turned in at 120K miles

Legislator Loughran asked what the dollar amount is to transport DSS recipients. Also status of the bus shelter? R: Bob DiBella to advise cost. Also county has 6 left - towns aren't receptive to maintaining shelter as agreed.

Legislator Donaldson asked if Kingston city bus system and UCAT are working together - being user friendly with patron's request. R: UCAT service was reduced on Broadway to avoid overlap and moved to the mall area. UCAT now runs service on Broadway before city bus starts and 3 runs after city bus closes at night. Also for 50 cents we will transfer rider to and from. Bob DiBella will discuss further with the Mayor of Kingston. Chairman Maloney asked rider ship - yearly 420K. Legislator Hayes asked if fleet is self insured and maintenance in house. R: Yes to both and 80% federal 10% state reimbursable.

Lance Matthson UCDC:

- 2010 Goals - attachment
- Overview of current Resolutions (2) on table - editing resolution # 0239 removing Section 1.
- Would like to come back and discuss what we do at UCDC.

Resolutions:

1.) Resolution Draft No. 0207, February 10, 2010: Reappointing Member and Appointing Alternate Member to the Ulster County Planning Board – Town Of Marlborough

Motion offered to move Resolution forward by Legislator Donaldson, Seconded by Legislator Hayes, Unanimously in Favor, Carried.

2.) Resolution Draft No. 0215, February 10, 2010: Pledging Matching Funds “I Love New York” Promotion – Department Of Tourism

Motion offered to move Resolution forward by Legislator Donaldson, Seconded by Legislator Loughran, Unanimously in Favor, Carried

3.) Resolution Draft No. 0216, February 10, 2010: Designating the Ulster County Tourism Office as the Official Tourist Promotion Agency of Ulster County

Motion offered to move Resolution forward by Legislator Donaldson, Seconded by Legislator Loughran, Unanimously in Favor, Carried

4.) Resolution Draft No. 0217, February 10, 2010: Appointing Member to the Ulster County Planning Board – City Of Kingston

Motion offered to move Resolution forward by Legislator Donaldson, Seconded by Legislator Loughran, Unanimously in Favor, Carried

5.) Resolution Draft No. 0218, February 10, 2010: Appointing Alternate Member To The Ulster County Planning Board – Town Of Shawangunk

Motion offered to move Resolution forward by Legislator Donaldson, Seconded by Legislator Loughran, Unanimously in Favor, Carried

- 6.) **Resolution Draft No. 0219, February 10, 2010:** Authorizing the Chairman Of The Ulster County Legislature To Call Public Hearings To Satisfy The Public Participation Requirement For Ulster County's 2010 Community Development Block Grant Program (CDBG) And As Needed To Seek Comments On Past CDBG Program Performance – Department Of Planning

Motion offered to move Resolution forward by Legislator Rodriguez, Seconded by Legislator Loughran, Unanimously in Favor, Carried

- 7.) **Resolution Draft No. 0225, February 10, 2010:** Appointing Member and Alternate Member to the Ulster County Planning Board – Town Of Saugerties

Motion offered to move Resolution forward by Legislator Donaldson, Seconded by Legislator Loughran, Unanimously in Favor, Carried

- 8.) **Resolution Draft No. 0226, February 10, 2010:** Reappointing Member To The Ulster County Planning Board – Town Of Lloyd

Motion offered to *postpone* Resolution forward by Legislator Rodriguez, Seconded by Legislator Loughran, Unanimously in Favor, Carried

- 9.) **Resolution Draft No. 0227, February 10, 2010:** Reappointing Member And Alternate Member To The Ulster County Planning Board – Town Of Esopus

Motion offered to move Resolution forward by Legislator Donaldson, Seconded by Legislator Loughran, Unanimously in Favor, Carried

- 10.) **Resolution Draft No. 0234, February 10, 2010:** Reappointing Member and Appointing Alternate Member to the Ulster County Planning Board – Town Of Woodstock

Motion offered to move Resolution forward by Legislator Donaldson, Seconded by Legislator Loughran, Unanimously in Favor, Carried

- 11.) **Resolution Draft No. 0235, February 10, 2010:** Appointing Member and Alternate Member to the Ulster County Planning Board – Town Of Rochester

Motion offered to move Resolution forward by Legislator Sweeney, Seconded by Legislator Rodriguez, Unanimously in Favor, Carried

- 12.) **Resolution Draft, February 10, 2010:** A Resolution (1) Designating A Recovery Zone Pursuant To The American Recovery And Reinvestment Tax Act Of 2009 For The Purpose Of Issuing Recovery Zone Economic Development Bonds And (2) Assigning Recovery Zone Facility Bond Volume Cap To The Ulster County Industrial Development

**Agency Pursuant To The American Recovery And Reinvestment Tax Act Of 2009 For
The Purpose Of Issuing Recovery Zone Facility Bonds**

Motion offered to approve the Resolution amended as follows; removal of Section 1.

**Forwarded by Legislator Donaldson, Seconded by Legislator Loughran, Unanimously in Favor,
Carried**

**13.) Resolution Draft, February 10, 2010: Resolution Approving the Proposed Certificate of
Incorporation and Consenting To the Formation of a Local Development Corporation**

**Motion offered to move Resolution forward by Legislator Donaldson, Seconded by Legislator
Rodriguez, Unanimously in Favor, Carried**

Arthur Smith, Budget Director:

- Discussion Only - Draft Resolution Establishing Capital Project No.328 For The Purchase Of Vehicles For Various County Departments For The Year 2010 – Amending The 2010 Ulster County Capital Project Fund Budget
- Project requires a serial bond authorization resolution

Adjournment:

The meeting was respectfully adjourned at 7:08 PM with a motion offered by Legislator Donaldson and seconded by Legislator Hayes, with all in favor, carried.

Respectfully Submitted,

**James Maloney, Chairman
Economic Development & Tourism Committee**