

Ulster County Economic Development Alliance
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MINUTES

Meeting of the Board of Directors
October 2, 2018

A meeting of the Board of Directors of the Ulster County Economic Development Alliance was held at 4:30 P.M. on Tuesday, October 2, 2018, in the Surrogates Court, 3rd Floor, Ulster County Office Building, 244 Fair St., Kingston, NY 12402.

The following Board Members were present:

Julie Cohen Lonstein Chair
Hector Rodriguez
Lisa Berger
Kenneth Crannell
Burton Gulnick

The following Board Members were absent with notice:

Ward Todd
James Maloney

Board Counsel:

Jennifer Clark Assistant County Attorney

Chief Financial Officer:

Christopher J. Rioux, CPA, Deputy Commissioner of Finance

Ulster County Office of Economic Development Staff:

Suzanne Holt
Bernadette Andreassen
Kayleen Scali

Additional Attendees:

Reverend Julius Collins	Legislator, District No. 15
Lisa Wiles	Superintendent, Ellenville Central School
Roger Buchwalter	Town of Wawarsing Board
Brian Mahoney	Luminary Publishing
Samm Liotta	Luminary Publishing
Glenn Gidaly	Barton & Loguidice

The meeting was called to order by Chair Lonstein at 4:34 P.M.

MINUTES

Motion: Lisa Berger, seconded by Hector Rodriguez, moved to approve the minutes of the September 4th, 2018 meeting. A copy said minutes are on file.

Vote: The motion was adopted.

FINANCIALS

CFO, Christopher J. Rioux reviewed the highlights of the financial report with the members. In the month of August, the EDA had a cash balance of \$602,070.39. There was \$33,482.52 in expenses. Roughly half of that was for marketing. Copies of said financials are on file.

Motion: Ken Crannell, seconded by Lisa Berger, moved to approve the financials for the periods ending August 31, 2018. Copies of said financials are on file.

Vote: The motion was adopted.

2019-2022 BUDGET

Burt Gulnick presented the proposed budget for 2019-2022 as recommended by the Audit/Finance committee.

Motion: Lisa Berger, seconded by Ken Crannell, moved to approve the 2019-2022 Budget as recommended by the Audit/Finance Committee. Copies of said financials are on file.

Discussion: Hector Rodriguez has specific questions on the budget. Mr. Rodriguez would like to have a discussion concerning the \$13,700 in loan admin fees and has specific questions on the marketing budget. He was advised to direct all questions to Burt Gulnick, C.J. Rioux and Suzanne Holt.

Vote: The motion was adopted.
Hector Rodriguez voting no.

PRESENTATIONS

Mayor Jeff Kaplan- Request for Grant Matching Town of Ellenville Marketing Campaign

Following a meeting of elected officials and Ellenville stakeholders the need to market Ellenville in order for continued economic growth became apparent. Mayor Jeff Kaplan along with Reverend Julius Collins, Town of Ellenville Legislator, Lisa Wiles from the Ellenville Central School District and Roger Buchwalter Councilman Town of Wawarsing came together as a community to discuss how they can make Ellenville more competitive in the housing market, tourism, and overall in the public eye.

They are looking for a coordinated effort in matching funds to create a marketing campaign. They did an RFP, received 12 proposals and narrowed them down to 3. Moving forward with this idea they proposed that UCEDA and the village, town and school all come together to run one unison marketing campaign so as not to duplicate efforts.

Overall, the board would like to move forward with this idea. Suzanne Holt gave an update on the proposal and business plan of Find Ellenville's new concept. She recommends that the Mayor review and consider the current proposal.

Hector Rodriguez asked if there is a formal proposal to review. Mayor Jeff Kaplan explained that there are three RFP's and he will share those with the board. Based on the preliminary proposal Hector Rodriguez suggests they request funds from the board on a yearly basis.

Chair Lonstein asked at what point are they at with a SWOT assessment? She also asked what they will be focusing the marketing campaign on? Mayor Kaplan stated that they will be focusing on outdoor activities, the scenic by-way and several other scenic areas.

Reverend Collins explained that this is a positive situation for all. The town, village and schools are committed to working together to continue to build Ellenville. Roger Buchwalter shared that Ellenville is a gateway to Ulster County. If they do well then all of Ulster County will do well.

Suzanne Holt will follow up with Mayor Kaplan.

Motion: Lisa Berger, seconded by Hector Rodriguez, made a motion to further explore this marketing partnership with the Town of Ellenville.

Vote: The motion was adopted.

Discussion: Hector Rodriguez expressed his concerns with the 3 current proposals. He felt that the proposals were geared towards starting from scratch. Mr. Rodriguez reminded the board and the Town of Ellenville representatives that we are not starting from scratch. Over the course of the year UCEDA has spent \$150,000 on marketing efforts for Ellenville and he would like to see the proposals utilize what has already been built.

Luminary Media

Samm Liotta presented the 2018 Marketing and Advertising review. The goal for 2018 was to form relationships with people to attract businesses to the area. They wanted to do this by events, outreach and online marketing. The highlights were as follows:

- Google Adwords were paused in August because of performance numbers. They are expected to launch a new campaign in October on Facebook.
- Campaigns will be centered around videos to drive traffic to websites and will run through 2018.
- They are doing (2) event sponsorships on behalf of OED. A booth will be set up at the Woodstock Film Festival and Tech Up for Women as well as other marketing benefits.
- New promotional materials have been created.
- Luminary planned the GCT North kickoff event, created promotional materials and conducted interviews.

Chair Lonstein asked that for the November meeting Luminary have a proposed marketing plan for 2019 that shows the ROI for the new initiatives presented. Hector Rodriguez suggested we get additional RFP's. Mr. Rodriguez also asked for clarification on the leads we received and that a matrix be in place moving forward.

Suzanne Holt noted that one business from GCT stayed and has continued working here.

OLD BUSINESS

Update from Glen Gidaly on the plans for Berme Road Park

Glen Gidaly, reported that on September 12, 2018 they Village of Ellenville held a community input meeting. He was pleased with the number of people who attended and the amount of local youth who came not only to support the project but to add ideas.

Mr. Gidaly gave an update on the status of the project. Mr. Gidaly shared the meeting summary of September 12th and the Berme Road Park Revitalization plan project schedule with the board.

Hector Rodriguez asked what the overall projected cost of the project? Mr. Gidaly did not have a number yet but hopes to have the project cost by November or December.

NEW UCEDA Logo (Ditto!Design!)

Suzanne Holt revisited the idea of getting a new logo for UCEDA. The proposal before the board is from Ditto!Design for a new UCEDA logo for approximately \$2,000.00.

Motion: Ken Crannell, seconded by Lisa Berger, made a motion to move forward with Ditto Design in creating a new UCEDA logo.

Vote: The motion was adopted.
Hector Rodriguez voting no.

Discussion: Hector Rodriguez does not agree with spending \$2,500.00 on a new logo. Lisa Berger asked if we get full ownership of the logo. Suzanne Holt said we can add it to the contract.

NEW BUSINESS

Debra Bresnan Invoice #0611

Motion: Lisa Berger, seconded by Ken Crannell, moved to approve payment of invoice #0611, dated September 20, 2018 submitted by Debra Bresnan in the amount of **TWO THOUSAND EIGHT HUNDRED DOLLARS (\$2800.00)**. A copy of said invoice is on file.

Vote: The motion was adopted.

Luminary Publishing, Inc. Invoice #75399

Motion: Burt Gulnick, seconded by Ken Crannell, moved to approve payment of Luminary Publishing, Inc. **Invoice Number 75399**, dated September 19, 2018 in the amount of **TEN THOUSAND FIVE HUNDRED NINETEEN DOLLARS AND FORTY-FIVE CENTS (\$10,519.45)**. A copy of said invoice is on file.

Discussion: Hector Rodriguez asked for the number of leads. He expressed his concern about the time spent pivoting the campaigns.

Vote: The motion was adopted.
Hector Rodriguez voting no.

Pattern for Progress Invoice

Suzanne Holt mentioned that Jonathan from Pattern for Progress will come to the next board meeting to present a new idea.

Motion: Ken Crannell, seconded by Lisa Berger, moved to approve payment of Pattern for Progress, dated August 28, 2018 in the amount of **SEVEN THOUSAND FIVE HUNDRED (\$7500.00)**. Copies of said invoice is on file.

Vote: The motion was adopted.

2019 Find Ellenville Marketing

Suzanne Holt suggests we meet in the next week to discuss this proposal. Once a board is formed they can review the 4 applicants and the board can choose who will be handling the Find Ellenville Marketing campaign.

Ken Crannell stated that the long-term goal is for town/village to take ownership of Find Ellenville. Reverend Collins emphasized that the town, village and school coming together is the key to success. Hector Rodriguez felt that Aga Ratajska and Pawel Zolynski Business Plan was well put together.

Overall the board decided that they would not take a vote on the Find Ellenville proposed business plan. It will be postponed until further discussion with Mayor Jeff Kaplan.

Motion: Hector Rodriguez, seconded by Lisa Berger, moved to postpone the approval of the Find Ellenville proposal.

Vote: The motion was adopted.

EM Grant- Matching Contract with Shadowland

Motion: Ken Crannell, seconded by Lisa Berger, moved to approve the Contract **Ellenville Million Grant Matching Program Agreement between ULSTER COUNTY ECONOMIC DEVELOPMENT ALLIANCE and SHADOWLAND ARTISTS INC. d/b/a Shadowland Stages.**

Vote: The motion was adopted.

EM Jump Start Contract with Carmen's Sabor Latino

Motion: Hector Rodriguez, seconded by Ken Crannell, moved to approve the contract **Ellenville Million Jump Start Competition Agreement between ULSTER COUNTY ECONOMIC DEVELOPMENT ALLIANCE and CARMEN'S SABOR LATINO INC.**

Vote: The motion was adopted.

EM Jump Start Contract with Humble Gym

Motion: Lisa Berger, seconded by Ken Crannell, moved to approve the contract **Ellenville Million Jump Start Competition Agreement between ULSTER COUNTY ECONOMIC DEVELOPMENT ALLIANCE and HUMBLE GYM, INC.**

Vote: The motion was adopted.

Discuss next meeting date: November 6, 2018 (Election Day)

The board decided to cancel the November 6, 2018 scheduled meeting. They will reschedule for November.

CORRESPONDENCE

Catskill Resort Museum

Chair Lonstein stated that previously the president of the Catskill Resort Museum presented the idea to the board. It was decided that UCEDA would not spend money on a concept. It was the overall opinion that this is still a concept and therefore the board cannot entertain allocating funds to it.

PUBLIC COMMENT

No one asked for the privilege of the floor.

The Public Comment section of the agenda was closed.

ADJOURNMENT

Motion: Hector Rodriguez, seconded by Burt Gulnick, moved to adjourn the meeting.

Vote: The motion was adopted.

The meeting was adjourned at 5:50 PM.



Ward Todd, Secretary