

Ulster County Economic Development Alliance
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MINUTES

Meeting of the Board of Directors
December 4, 2018

A meeting of the Board of Directors of the Ulster County Economic Development Alliance was held at 4:30 P.M. on Tuesday, December 4, 2018, in the Legislative Chamber, 6th Floor, Ulster County Office Building, 244 Fair St., Kingston, NY 12402.

The following Board Members were present:

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

The following Board Members were absent with notice:

Lisa Berger

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:

Brian Mahoney Luminary Media

The meeting was called to order by Chair Lonstein at 4:38 P.M.

MINUTES

Motion: Jim Maloney, seconded by Ken Crannell, moved to approve the minutes of the November 6, 2018 meeting. A copy of said minutes are on file.

Vote: The motion was adopted.

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

FINANCIALS

CFO, Christopher J. Rioux reviewed the highlights of the financial report with the members. In the month of October, the EDA had a cash balance of \$575,000. \$31,000 was received from the County and \$15,000 was spent on the Ellenville Million. \$13,000 was spent on marketing. Copies of said financials are on file.

Motion: Jim Maloney, seconded by Burt Gulnick, moved to approve the financials for the periods ending October 31, 2018. Copies of said financials are on file.

Vote: The motion was adopted.

PRESENTATIONS

Luminary Media 2019 Marketing Proposal for Services

Chair Lonstein invited Brian Mahoney to present to the board. Mr. Mahoney gave a brief overview of the work that was accomplished in prior years. He stated that based on the feedback from this year's events we learned that people want purposeful networking systems. Moving into 2019 he proposes events that will target a market of small to medium businesses in the age range of 35-58. Mr. Rodriguez clarified that we are now looking at the target markets eligibility to relocate to Ulster County and suggested that we look into the payroll size and number of employee's a business has.

Let the record reflect that an order to recess the Ulster County Economic Development Alliance was called at 5:07 P.M.

Following adjournment of the Governance meeting, a motion to re-adopt the By-laws, the Audit and Finance committee charters, the Governance committee charter and the Policies for approval by the Ulster County Economic Development Alliance was made.

Motion: Hector Rodriguez, seconded by Ken Crannell moved to re-adopt the By-laws, the Audit and Finance committee charters, the Governance committee charter and the Policies for approval by the full membership of the Board of Directors.

Vote: The motion was adopted.

EXECUTIVE SESSION

Motion: Jim Maloney, seconded by Ken Crannell, moved to go into Executive Session based on provision 105.1 sub F.

Vote: The motion was adopted.

The meeting was adjourned into Executive Session at 5:10 P.M.

Motion: Burt Gulnick, seconded by James Maloney, moved to come out of Executive Session.

Vote: The motion was adopted.

The meeting was adjourned out of Executive Session at 5:49 P.M.

Motion: Hector Rodriguez, seconded by James Maloney made a motion to seek half of the amount from the lender on the discussed loan. If the lender is not willing to pay half of the outstanding fees the board gives Jen Clark, Assistant County Attorney full authority.

Vote: The motion was adopted.

Motion: Ken Crannell, seconded by James Maloney made a motion to empower Suzanne Holt to negotiate a contract with Luminary Media for 2019 based on the allocated amount and with the agreement of the board that an RFP will go out in the early summer.

Discussion: Hector Rodriguez asked the board to include accountability, the new target criteria and a more detailed reporting system into the Luminary Media contract.

Vote: The motion was adopted.

OLD BUSINESS

Debra Bresnan Agreement for Consultant Services

Motion: Ward Todd, seconded by Kenneth Crannell, moved to approve the Agreement for Consultant Services by and between the Ulster County Economic Development Alliance and Debra Bresnan. (A copy of said Agreement is on file.)

Vote: The motion was adopted.

GM Matching- Amendment No.1 to Town of Wawarsing Berme Road Park

Motion: Ward Todd, seconded by Jim Maloney, moved to approve the amendment to extend the current agreement by and between the Ulster County Economic Development Alliance, Inc. and the Town of Wawarsing (A copy of said Agreement is on file.)

Vote: The motion was adopted.

EM Broadband- Amendment No. 1 to Evolving Media Network LLC Agreement for Professional Services

Motion: Hector Rodriguez, seconded by Ward Todd, moved to approve the Amendment to extend the current agreement by and between the Ulster County Economic Development Alliance and Evolving Media Network. (A copy of said Agreement is on file.)

Vote: The motion was adopted.

NEW BUSINESS

Revolving Loan Fund

Vice Chair James Maloney reported that an application from Costas & Tate was presented. Costas & Tate are previous applicants. They held a working capital loan with the UCRLF for \$20,000 and recently paid the loan off in full and on time. They came before the board again to ask for a short term working capital loan. The building they are currently in was sold and as a result they need to relocate to a new space. Following discussion, a motion to approve the loan application was made. They are asking for a \$15,000 loan at 4% for a 5-year term. The UCRLF committee unanimously accepted the request for loan approval.

Motion: James Maloney, seconded by Burt Gulnick moved to approve the loan application in the amount of \$15,000 for five years at the rate of 4%.

Vote: The motion was adopted.

Tech up for Women- Expenses Incurred

Motion: Jim Maloney, seconded by Burt Gulnick, moved to approve payment of the Tech Up for Women expenses incurred by OED staff, dated November 15, 2018 in the amount of **THREE HUNDRED AND EIGHTY-FIVE DOLLARS AND SIXTY-THREE CENTS (\$385.63)**. A copy of said invoice is on file.

Vote: The motion was adopted.

Debra Bresnan Invoice #0617

Motion: Jim Maloney, seconded by Burt Gulnick, moved to approve payment of invoice #0617, dated November 27, 2018 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 #75407

Motion: Ward Todd, seconded by Jim Maloney, moved to approve payment of Luminary Publishing, Inc. Invoice Number 75407, dated November 16, 2018 in the amount of **TWO THOUSAND THREE HUNDRED THIRTY- FIVE DOLLARS AND TWENTY-FOUR CENTS (\$2,335.24)**. A copy of said invoice is on file.

Vote: The motion was adopted.

Discussion: James Maloney requested that when we have print ads we share them with the board.

Cubic Invoice #13834, #13902, #13980

Motion: James Maloney, seconded by Hector Rodriguez, moved to approve payment of Cubic Invoice Numbers 13834, 13902 and 13980, dated August 31, September 30, and October 31, 2018 in the amounts of **FIVE THOUSAND FIVE HUNDRED FIFTY-FIVE DOLLARS and EIGHTY-THREE CENTS (\$5,555.83), FIVE THOUSAND SIX HUNDRED FIFTY-TWO DOLLARS and FORTY-FIVE CENTS (\$5,652.45). FIVE THOUSAND SEVEN HUNDRED THIRTY-TWO DOLLARS and SIXTY CENTS (\$5,732.60).** Copies of said invoices and supporting documents are on file.

Vote: The motion was adopted.

PUBLIC COMMENT

No one asked for the privilege of the floor.

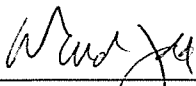
The Public Comment section of the agenda was closed.

ADJOURNMENT

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

Vote: The motion was adopted.

The meeting was adjourned at 5:43 PM.



Ward Todd, Secretary