

Ulster County Economic Development Alliance  
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## **MINUTES**

Meeting of the Board of Directors  
December 6, 2016

A meeting of the Board of Directors of the Ulster County Economic Development Alliance was held at 4:30PM on Tuesday, December 6, 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
Ward Todd	Secretary
Kenneth Crannell	
Hector Rodriguez	

The following Board Members were absent:

Robert Sudlow

President:

Suzanne Holt                      Director, Ulster County Office of Economic Development

Chief Financial Officer:

Christopher J. Rioux, CPA, Deputy Commissioner of Finance

Board Counsel:

Clinton Johnson                      First Assistant County Attorney

Staff – Ulster County Office of Economic Development:

Timothy Weidemann

Additional Attendees:

Brendan Burke	Shadowland Theatre
Jim McIntyre	Shadowland Theatre
Deborah Garry	BBG&G
Hank Alicandri	Ellenville/Wawarsing Parks & Rec Commission
Geddy Sveikauskas	Ulster Publishing
Joseph Deegan	SVN/Deegan-Collins Commercial Realty

The meeting was called to order by Chair Julie Cohen-Lonstein at 4:34 p.m.

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

### MINUTES

**Motion:** Mr. Maloney, seconded by Mr. Crannell, moved to approve the Minutes of the November 1, 2016 meeting. A copy of said minutes is on file.

**Vote:** The motion was adopted. .

### FINANCIALS

**Motion:** Mr. Crannell, seconded by Mr. Maloney, moved to approve the Financials for the periods ending October 31, 2016 and November 30, 2016. Copies of said Financials are on file.

**Vote:** The motion was adopted. .

### COMMITTEE REPORTS

#### **Ulster County Revolving Loan Fund Committee**

Mr. Maloney, Chair of the Revolving Loan Fund Committee, reported that the Revolving Loan Fund Committee has received and unanimously approved, with certain conditions, a loan application from Ellenville Sand & Gravel, based in Ellenville, NY. The Revolving Loan Fund Committee's approval of a loan in the amount of \$150,000 for purchase of capital equipment was conditioned on an interest rate increase from 2.5% to 3% after the third year of repayment, and on approval by the NYSDEC of all required permits for the business to begin new operations in rock crushing. A copy of the Loan Committee Report is on file. The loan will be presented to USDA for approval, and, if approved, will be funded in part by a \$105,000 draw-down from Ulster County's USDA Intermediary Relending Program funds.

**Motion:** Mr. Maloney, seconded by Mr. Crannell, moved to approve the loan application of Ellenville Sand & Gravel, contingent on the conditions established by the Ulster County Revolving Loan Fund Committee.

**Discussion:** The Chair entertained a discussion about the role of the UCEDA Board of Directors in final approval of loan applications previously approved by the Ulster County Revolving Loan Fund Committee. The discussion resulted in no changes to the original motion.

**Vote:** Ms. Cohen-Lonstein, Mr. Gulnick, Mr. Maloney, Mr. Todd and Mr. Crannell in favor. Mr. Rodriguez opposed. The motion carried.

### ELLENVILLE MILLION

#### **Historic Preservation at the Shadowland Theatre**

Mr. Burke and Mr. McIntyre provided a brief explanation of the Shadowland Theatre's building renovation project, which has received an allocation of funds through the Ellenville Million. The discussion resulted in no new motions from the Board.

#### **Water/Sewer Improvement Projects**

Mr. Drapkin was unable to attend the meeting. Ms. Holt reported on his behalf that, due to unanticipated issues with the contractors, the project is behind schedule. The Board requested an update at its next meeting. The discussion resulted in no new motions from the Board.

#### **Tourism & Marketing Campaign**

Ms. Garry from BBG&G provided an update on the Ellenville Million tourism and marketing campaign. A copy of said presentation is on file. Questions from the Board were entertained and discussed. Ms. Cohen-Lonstein requested more information on the number of individuals who took advantage of the campaign's itineraries and packages. Ms. Holt asked Ms. Garry to clarify the remaining budget and plan for continuation of the campaign in 2017, to which Ms. Garry responded that the campaign will continue through August 2017 and will involve social media, digital

advertising, and limited event support. Ms. Cohen-Lonstein requested that event support and promotion be provided for the 100<sup>th</sup> anniversary of the Hunt Memorial Building.

**Motion:** Mr. Maloney, seconded by Mr. Rodriguez, moved to approve invoice number 4058 from BBG&G, in the amount of \$8,271.55.

**Discussion:** Mr. Rioux noted that the contract between BBG&G and UCEDA specifies that the last 20% of the budget for the Tourism & Marketing Campaign may not be paid until the completion of all tasks and activities in the contracted scope of work. The discussion resulted in no changes to the original motion.

**Vote:** The motion was adopted. .

### **Ellenville/Wawarsing Parks and Recreation Commission**

Mr. Alicandri, Chair of the Ellenville/Wawarsing Parks and Recreation Commission, provided a brief overview of the Ellenville/Wawarsing Parks and Recreation Plan, 2016-2019, a copy of which is on file. Mr. Alicandri explained that the Plan includes a "Phase 1" implementation plan, which calls for the completion of trail improvements on the DOCCS section of the O&W Rail Trail and the development of a new trailhead kiosk and parking lot improvements at Berme Road Park, in the vicinity of the terminus of the Smiley Carriage Road. These projects are the subject of funding requests from the Village and the Town, which amount to a total combined request of \$114,568, to be drawn from the original Ellenville Million allocation of \$150,000 for outdoor recreation opportunities.

Additional "Phase 1" projects, funded through various state and federal grants to the Town and the Village, include a connection between the current Village terminus of the O&W Rail Trail at Sewer Plant Road and Berme Road Park, and design and construction of the O&W Rail Trail between the DOCCS facility and the Rochester Town Line.

**Motion:** Mr. Maloney, seconded by Mr. Crannell, moved to authorize the President to draft contracts with the Village of Ellenville and the Town of Wawarsing for the purpose of advancing the "Phase 1" projects above, with a budget for the Village's proposal of \$59,568 and a budget of \$55,000 for the Town's proposal.

**Discussion:** Ms. Cohen-Lonstein inquired as to whether the Commission would be seeking ongoing budget allocations directly from the Village and the Town, to which Mr. Alicandri replied, "yes."

**Vote:** The motion was adopted. .

### **Economic Development Fund**

Ms. Holt presented to the Board an application from Optimum Windows of Ellenville, NY to the Ellenville Million Economic Development fund, a copy of which is on file. The business intends to expand its operations by 10 full-time equivalent positions, and to invest approximately \$500,000 in new equipment. As per the guidelines for the fund, the business would be eligible for up to \$4,000 per job added since the positions are in the manufacturing industry. The guidelines establish a maximum award of \$50,000 or no more than 20% of the business' capital investment. Based on these conditions, the applicant is eligible for an award of \$40,000 (10 FTEs times \$4,000 per FTE).

**Motion:** Mr. Todd, seconded by Mr. Rodriguez, moved to approve an award not to exceed \$40,000 to Optimum Windows from the fund, pending counsel's decision on the appropriate mechanism to effect the award.

**Discussion:** Ms. Cohen-Lonstein pointed out that a principal of the business was appointed to the Ellenville Million committee. She noted, however, that he did not participate in that committee, and that the committee has since been dissolved and has no authority over decisions made by the UCEDA Board of Directors. The discussion resulted in no changes to the original motion.

**Vote:** The motion was adopted.

### **Reallocation of Ellenville Million Funds**

Ms. Holt noted that any adjustment to the allocation of funds between the existing categories, or the addition of a new category, would require approval by the Legislature. She then presented a summary of the initial budgets, amounts expended to date, payments in process, and remaining budget for each element of the Ellenville Million. Ms. Cohen-Lonstein noted that any requests to the Legislature to reallocate funds should be accompanied by a detailed description of the amount to be reallocated and the purpose of the reallocation. Mr. Rodriguez inquired as to the initial intent of the funds allocated for broadband (Improved Access to High Speed Internet). Ms. Holt indicated that she would request input from the Economic Development & Tourism Committee of the Legislature at its upcoming meeting. The discussion resulted in no new motions.

### **EXECUTIVE SESSION**

The Chair requested and the Board consented to an adjustment in the agenda. The Chair then requested a motion to enter executive session, as authorized by Open Meetings Law section 105, for the purpose of discussing matters related to the sale of real property.

**Motion:** Mr. Crannell, seconded by Mr. Maloney, moved to enter Executive Session for the purpose of discussing real estate matters.

**Vote:** The motion was adopted.

The Board of Directors moved into Executive Session at 5:35PM.

**Motion:** Ms. Cohen-Lonstein, seconded by Mr. Crannell, moved to exit Executive Session.

**Vote:** The motion was adopted.

The Board of Directors moved out of Executive Session at 5:48PM.

**Motion:** Mr. Maloney, seconded by Mr. Todd, moved to instruct Mr. Deegan to issue a counter-offer in response to an original offer for purchase of property held by UCEDA.

**Vote:** The motion was adopted.

Citing a prior commitment, Mr. Todd, Secretary, excused himself from the meeting at 5:50PM. Following Mr. Todd's departure, there being seven members total and five members present, a quorum was confirmed.

### **MARKETING**

**Motion:** Mr. Crannell, seconded by Mr. Gulnick, moved to approve payment of the invoices from Raleigh Green, Inc. dated November 14, 2016 and November 28, 2016, in the amounts of \$13,348.17 and \$4,500.00 respectively. Copies of said invoices are on file.

**Discussion:** Mr. Rodriguez inquired as to the remaining marketing budget. Ms. Holt explained that the two invoices presented to the Board covered the period through the end of October, and that the remaining budget of \$4,500 would cover social media buys through the end of the calendar year. The discussion resulted in no changes to the original motion.

**Vote:** The motion was adopted. Mr. Sudlow and Mr. Todd absent.

Citing a prior commitment, Mr. Maloney excused himself from the meeting at 5:52PM. Following Mr. Maloney's departure, there being seven members total and four members present, a quorum was confirmed.

### **LUMINARY MEDIA – ECONOMIC DEVELOPMENT GUIDE**

Ms. Holt presented a draft Agreement for Professional Services to engage Luminary Media to develop original content for the Ulster County Economic Development Guide, a copy of which is on file. The contract will provide

UCEDA with original written content, photos and images, and profiles of local businesses and business leaders, which UCEDA will own following its creation.

**Motion:** Mr. Crannell, seconded by Mr. Gulnick, moved to approve the Agreement for Professional Services, as presented. A copy of said agreement is on file.

**Discussion:** Mr. Rodriguez inquired whether it was necessary to pay an outside firm to develop these materials, or whether it could be done in-house. Ms. Holt clarified that the content currently available to staff is not suitable for this publication and that a media and design firm is better able to produce the content that is needed. She clarified also that drafts will be presented to the Board.

**Vote:** The motion was adopted. Mr. Maloney, Mr. Sudlow and Mr. Todd absent.

### **EDUCATION & TRAINING**

Ms. Holt provided a summary of recent activities, including a Building Ulster County Together Breakfast in October and a webinar series for restaurant owners spanning September through December. The discussion resulted in no new motions.

### **PUBLIC COMMENT**

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

### **OLD BUSINESS**

No Old Business was identified or discussed.

### **NEW BUSINESS**

#### **Update on Marketing RFP**

Ms. Cohen-Lonstein provided an update on the Request for Proposals that is underway to select a vendor for marketing services in 2017. Seven proposals have been received, and four have been selected for interviews. Interviews are scheduled for December 20<sup>th</sup>.

#### **Approval of Payment – Town of Saugerties Gas Line Project**

A Claimant Certification and payment request has been submitted by the Town of Saugerties for payment of costs related to the extension of gas service along Kings Highway, in the amount of \$93,000. The project having been previously approved by the Board, the Chair called for a motion to approve payment to the Town of Saugerties.

**Motion:** Mr. Rodriguez, seconded by Mr. Crannell, moved to approve the payment request.

**Vote:** The motion was adopted. .

#### **300 Flatbush Avenue Update**

Counsel to the Board, Mr. Johnson reported that a title report on the property was received by his office and is under review. UCEDA is also in receipt of letters from the Office of Planning of the City of Kingston regarding pending approval of the site plan/special permit and recommendation regarding rezoning for the proposed use by RUPCO.

#### **UCEDA Planning for 2017**

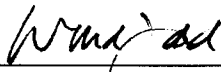
Ms. Holt reported that she is developing a set of metrics to assist the Legislature and others in evaluating the effectiveness and impact of UCEDA's efforts. She requested input from the Board. The Board agreed to further discussion on the topic at its next meeting.

### **ADJOURNMENT**

**Motion:** Mr. Gulnick, seconded by Ms. Cohen-Lonstein, moved to adjourn the meeting.

**Vote:**           The motion was adopted.

Meeting was adjourned at 6:10PM. The next meeting of the UCEDA Board of Directors is scheduled for Tuesday, January 3, 2017 at 4:30PM in the Legislative Chambers of the County Office Building, 244 Fair Street, Kingston.

  
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Ward Todd, Secretary