

Ulster County Economic Development Alliance  
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## MINUTES

Special Meeting of the Board of Directors  
February 15, 2018

A meeting of the Board of Directors of the Ulster County Economic Development Alliance was held at 4:00 P.M. on Tuesday, January 15, 2018, Karen Binder Library, 6<sup>th</sup> Floor, Ulster County Office Building, 244 Fair Street, Kingston, NY.

The following Board Members were present:

Julie Cohen-Lonstein	Chair
James Maloney	Vice-Chair
Ward Todd	Secretary (arrived after roll call)
Burton Gulnick, Jr.	Treasurer
Kenneth Crannell	
Hector Rodriguez	

The following Board Members were absent with notice:

Robert Sudlow

Board Counsel:

Jennifer Clark                      Assistant County Attorney

Ulster County Office of Economic Development Staff:

Suzanne Holt, President & CEO  
Timothy Weidemann  
Bernadette Andreassen

Additional Attendees:

Legislator Joseph K. Maloney

The meeting was called to order by Chair Julie Cohen-Lonstein at 4:07 P.M.

### MINUTES

**Motion:** James Maloney, seconded by Hector Rodriguez, moved to approve the Minutes of the January 9, 2018 meeting. A copy of said minutes is on file.

**Vote:** The motion was adopted.

### FINANCIALS

Suzanne Holt advised the Board that Financials were not available for this month.

### MARKETING Luminary Media

Luminary Media's 2018 Proposal for Services was before the Board for their consideration. (A copy of said proposal is on file.)

### EXECUTIVE SESSION

Chair Cohen-Lonstein requested a motion to move into Executive Session for the purpose of discussing Luminary Publishing.

**Motion:** James Maloney, seconded by Kenneth Crannell, moved to enter Executive Session for the purpose of discussing matters concerning Luminary Publishing.

**Vote:** The motion was adopted.

The meeting was adjourned into Executive Session at 4:10 P.M.

**Motion:** Hector Rodriguez, 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 4:51 P.M.

No official business was transacted during Executive Session.

**Motion:** Hector Rodríguez, seconded by Kenneth Crannell, moved to approve retaining the services of Luminary Media, contingent upon UCEDA staff discussing the Board's concerns with them and upon Luminary's consent to deliver metrics to the Board on a monthly basis relative to leads; and such provision to be incorporated into the terms of a proposed contract to be presented to the Board for their consideration at the next meeting.

**Vote:** The motion was adopted.

#### **PUBLIC COMMENT**


There was no public comment.

#### **ADJOURNMENT**

**Motion:** Hector Rodriguez, seconded by James Maloney, moved to adjourn the meeting.

**Vote:** The motion was adopted.

The Meeting was adjourned at 5:52 PM.



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Ward Todd, Secretary