

Ulster County Economic Development Alliance  
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## MINUTES

Meeting of the Board of Directors  
January 9, 2018

A meeting of the Board of Directors of the Ulster County Economic Development Alliance was held at 4:30 P.M. on Tuesday, January 9, 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
Ward Todd	Secretary
Robert Sudlow	
Hector Rodriguez	

The following Board Members were absent with notice:

Burton Gulnick, Jr.	Treasurer
James Maloney	Vice-Chair
Kenneth Crannell	

Ulster County Office of Economic Development Staff:

Suzanne Holt, President & CEO  
Timothy Weidemann  
Bernadette Andreassen

Additional Attendees:

Brian Mahoney	Luminary Publishing
Samm Liotta	Luminary Publishing
Melanie Forstrom	Cornell Cooperative Extension

The meeting was called to order by Chair Julie Cohen-Lonstein at 4:31 P.M.

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

### MINUTES

**Motion:** Hector Rodriguez, seconded by Ward Todd, moved to approve the Minutes of the December 5, 2017 meeting. A copy of said minutes is on file.

**Vote:** The motion was adopted.

### FINANCIALS

Financials for the period ending December 31, 2017, were presented to the Board. A copy of said financials is on file.

**Motion:** Hector Rodriguez, seconded by Robert Sudlow, moved to approve the Financials for the period ending December 31, 2017.

**Discussion:** Chair Julie Cohen-Lonstein confirmed with Chief Financial Officer, Christopher J. Rioux that the amount of \$48,000.00 listed as net income will remain in the operating fund and it is rolled over.

Hector Rodriguez requested a clarification of the amount listed under the 2017 budget for the Ellenville Million. Mr. Rioux explained that a little over \$100,000.00 was spent in 2016 and the financial documents include the amount remaining.

The discussion resulted in no change to the original motion.

**Vote:** The motion was adopted.

### MARKETING

#### Luminary Media Update

Samm Liotta gave a verbal and visual presentation which included an overview of services in 2017 and a proposal for services in 2018. A copy of said proposal is on file.

The presentation included, but was not limited to the following:

- **2017 Wins To Date** (collateral, campaign reaches and leads)
- **Looking Ahead to 2018** (new tools and resources to build a curated audience and customized audience)

- **Objectives** (analyze 2017 marketing results, representation at events, maintain and promote already existing marketing collateral)
- **Campaign 1 – Filmmaking** (10-month campaign allocating \$43,600 to promote filmmaking in Ulster County)
- **Campaign 2 – Niche Manufacturing** (10-month campaign allocating \$16,100 to promote food and beverage industry Ulster County)
- **Campaign 3 – Technology** (10-month campaign allocating \$16,100 to promote tech and manufacturing in Ulster County)
- **Campaign 4 – UCOED Service Offerings** (10-month campaign allocating \$14,200 to promote awareness and services of the Office of Economic Development)
- **Digital Marketing Strategy & Tactics** (new digital technology to be implemented for the Filmmaking, Niche Manufacturing and Technology campaigns.)
- **Events Marketing Strategy & Tactics** (services to include research recommendations, contract event sponsorship, coordination and procurement of event booth materials and assistance in attendee engagement for the Filmmaking, Niche Manufacturing and Technology campaigns.)
- **Traditional Marketing Strategy & Tactics** (traditional services for the UCOED campaign including WDST Radio Woodstock and 3 new print ads in Chronogram)

Brian Mahoney concluded by saying that a foundation was created in 2017 upon which in 2018 he anticipates taking the lead generation funnel and the brand awareness to the next level with digital marketing.

### EXECUTIVE SESSION

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

**Motion:** Julie Cohen-Lonstein, seconded by Robert Sudlow, 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 5:21 P.M.

**Motion:** Julie Cohen-Lonstein, seconded by Robert Sudlow, moved to come out of Executive Session.



**Vote:** The motion was adopted.

The meeting was adjourned out of Executive Session at 5:25 P.M.

No official business was transacted during Executive Session

### **COMMITTEE REPORTS**

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

Timothy Weidemann reported that all accounts are up-to-date. Mr. Weidemann additionally advised the Board members of some recent conversations with potential applicants, but nothing has reached the Revolving Loan Fund Committee yet.

Suzanne Holt stated that the Committee may be meeting in the near future regarding a refinance request made by Bread Alone in light of the upcoming balloon payment, which was a part of the original loan, due in November of 2018.

### **EDUCATION and TRAINING**

Suzanne Holt reported that there is approximately \$46,500.00 remaining in Vocational Training and Workforce Transportation, being one of the newer components of the Ellenville Million. She then introduced Melanie Forstrom, 4-H Youth Development Program Leader, Cornell Cooperative Extension, Ulster County, who submitted a written request to UCEDA for funds involving a program known as Tech Wizards Mentoring, which helps youths develop both hard and soft skills required for future job training. A copy of said letter is on file.

Ms. Forstrom's presentation included, but was not limited to the following:

- The program started three years ago in Ellenville with middle school students.
- Since the collapse of Big Brothers-Big Sisters in Ulster County, this program is believed to be the only formal mentoring program.
- The mentoring program was previously funded through a grant from the Office of Juvenile Justice and Delinquency Prevention to National 4-H Council. There was a massive cut in Federal Funds which eliminated the renewed funding that was expected to be received on November 1<sup>st</sup>, 2017.
- Original letters written by the kids containing their comments about the program and expressing the program's impact on them were distributed among Board members for their review.

- Options to seek additional funds are currently being sought through funding campaigns, relationship building, etc.
- The amount sought from UCEDA is a one-time-request of \$10,000.00, which will enable the program to continue through June for thirty mentees in Ellenville.

A discussion among the Board members ensued during which a question was raised as to whether this program would fit into the Vocational Training and Workforce Transportation or the Grant Matching funds to ensure compliance with the intent for which the funds will be used.

Ms. Forstrom stated that the program has independently raised funds in the amount of \$1,400.00 to date.

**Motion:** Hector Rodríguez, seconded by Robert Sudlow, moved to approve an initial amount of \$1,400.00 from the Grant-Matching funds; and thereafter, to match any subsequent funds raised on a one-to-one basis up to the maximum amount of \$10,000.00.

**Vote:** The motion was adopted

### **ELLENVILLE MILLION**

Tim Weidemann reported that he had personally met with Jonathan Drapkin and the Village last week to specifically talk about water and sewer. A written update from Mr. Drapkin (Pattern for Progress) was distributed. A copy of said update is on file.

The update gave a summary of the following items:

**Parks:** The Parks component for which Jonathan was responsible has now been completed. The close out report from the Village can be found in the materials included in the meeting packet today. The town is proceeding with the construction of the rail trail and will submit invoices and a final report upon completion.

**Infrastructure:** At a recent meeting with the Village and Town, Mark Blauer, Grant Writer for the Town, explained that they are making good progress with grants for the Napanoch Sewage Treatment Plant, which will make it unnecessary to consider a large investment for the inter-connection of that plant to the Village. There is, therefore, no immediate need for the sewer funding. Regarding water: There is an inter-connect between the two water districts; therefore, there is no need for consolidation of districts. Mr. Weidemann reported that there is \$15,000 left in the water and sewer fund, and there appears to be no immediate need for these funds at this time regarding water and sewer.

**Business Plan Competition:** Mr. Drapkin is in the process of writing a proposal for the competition. It is his intention to give the matter some additional thought and possibly bring a written proposal to the Board next month for their consideration.

After some discussion, it was the consensus of the Board to reach out to Mr. Drapkin and ask him to expedite a proposal by next month.



Suzanne Holt reported that she and Tim had a very productive meeting with Dan Stone and Kale Kaposhilin relative to Broadband. She added that the contract is now fully signed and work will be commenced.

### **OLD BUSINESS**

There was no old business.

### **NEW BUSINESS**

#### Luminary Invoices

**Motion:** Ward Todd, seconded by Robert Sudlow, moved to approve payment of Invoice #75316, dated November 28, 2017 in the amount of \$9,581.30 and payment of Invoice #75321, dated December 31, 2017, in the amount of \$9,636.36. (Copies of said invoices are on file.)

**Discussion:** Hector Rodriguez questioned the way in which the work itemized on the invoices related to the time spent on each component. Ms. Holt explained that those figures do not reflect time; but instead, they represent deliverables. The numbers on the invoices coincide with the contract and allocations for each component. Ms. Holt further confirmed that Luminary provides documentation with each invoice; however, because of the volume, it is not prudent to print out and include with the meeting packets. Copies are available upon request or can also be viewed online.

Mr. Rodriguez would like to see more qualified leads produced from Luminary's campaign. Ms. Holt stated that lead generations take a greater time to perfect and that Luminary has created the basis for that to eventually happen.

The discussion resulted in no change to the original motion.

**Vote:** The motion was adopted.

### **HUDSON VALLEY ECONOMIC DEVELOPMENT CORPORATION INVOICE**

Suzanne Holt explained that the invoice before the members represents the yearly membership dues in the amount of \$10,000.00 and that the Ulster County Industrial Development Corporation (IDA) will reimburse the EDA for \$5,000.00 of the total amount. A copy of said invoice is on file.

**Motion:** Ward Todd, seconded by Robert Sudlow, moved to approve the payment of the 2018 Hudson Valley Economic Development Corporation dues as stated on Invoice #1629, dated January 1, 2018 in the amount of \$10,000.00.

**Discussion:** Hector Rodriguez questioned if there was any evidence as to what is being furnished by HVEDC to warrant the cost of the membership. After further discussion, a suggestion was made to invite a representative to attend the next regular Board meeting and present a report to the members with respect to this issue. Subsequently, a proposal was made to postpone the vote until such time.

**Motion:** Hector Rodriguez, seconded by Robert Sudlow, moved to postpone the vote to approve payment of the 2018 Invoice from Hudson Valley Economic Development Corporation until a verbal report may be presented to the Board at a future meeting of the Ulster County Economic Development Alliance.

**Vote:** The motion was adopted.

#### **VILLAGE OF ELLENVILLE – PARKS PROJECT (Closeout and Invoice)**

Tim Weidemann reviewed documentation which included a final report and invoice provided by the Village of Ellenville - Parks Project for approval by the Board. Copies of said closeout and invoice are on file.

**Motion:** Hector Rodriguez, seconded by Robert Sudlow, moved to approve the invoice from the Village of Ellenville (EM Parks- Berme Road Trailhead).

**Vote:** The motion was adopted.

Thereafter, Robert Sudlow left the meeting at 5:46 P.M. As a point of order, Chair Julie Cohen-Lonstein recognized that Mr. Sudlow's departure resulted in a loss of a quorum. It was unanimously agreed by the members present to table all other matters on the Agenda until the next regular Board meeting of the Ulster County Economic Development Alliance.

PUBLIC COMMENT

There was no public comment.

ADJOURNMENT

It was unanimously agreed by the Board members present to adjourn the meeting.

The Meeting was adjourned at 5:48 PM.

  
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Ward Todd, Secretary