

Ulster County Economic Development Alliance
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MINUTES

June 29, 2015

A meeting of the Board of Directors of the Ulster County Economic Development Alliance was held at 4:00 p.m., Monday, June 29, 2015, Karen Binder Library, 6th Floor, Ulster County Office Building, 244 Fair Street, Kingston, NY.

The following Board Members were present:

Thomas J. Briggs
Julie Cohen Lonstein
Kenneth Crannell
Burton Gulnick
James Maloney
Robert Sudlow
Ward Todd

Additional Attendees:

Anthony Campagiorni	Central Hudson
Robin Brophy	Ulster County Office of Economic Development
Andrea Chafouleas	Ellenbogen Creative Media
Linda Clark	Ulster County Office of Economic Development
Jeremy Ellenbogen	Ellenbogen Creative Media
Christopher Fury	Ulster County Office of Economic Development
Raleigh Green	Raleigh Green, Inc.
Suzanne Holt	Ulster County Office of Economic Development
Clinton Johnson	Ulster County Attorney's Office
Kale Kaposhilin	Evolve Media Network/Hudson Valley Tech Meetup
Alex Pearson	Ellenbogen Creative Media
Geddy Sveikauskas	Ulster Publishing

The meeting was called to order by Vice Chair Maloney at 4:07 p.m.

ELECTION OF OFFICERS

Chairman

Motion: Kenneth Crannell, seconded by Thomas J. Briggs, moved to appoint Julie Cohen-Lonstein, Chairman of the Board of Directors of the Ulster County Economic Development Alliance.

Vote: The motion was adopted unanimously.

Vice Chairman

Motion: Kenneth Crannell, seconded by Thomas J. Briggs, moved to appoint James Maloney, Vice-Chairman of the Board of Directors of the Ulster County Economic Development Alliance.

Vote: The motion was adopted unanimously.

Secretary

Motion: Kenneth Crannell, seconded by Robert Sudlow, moved to appoint Ward Todd, Secretary of the Board of Directors of the Ulster County Economic Development Alliance.

Vote: The motion was adopted unanimously.

Treasurer

Motion: Kenneth Crannell, seconded by Robert Sudlow, moved to appoint Burton Gulnick, Jr., Treasurer of the Board of Directors of the Ulster County Economic Development Alliance.

Vote: The motion was adopted unanimously.

MINUTES

Motion: Thomas J. Briggs, seconded by Kenneth Crannell, moved to approve the Minutes of the March 19, 2015 meeting. A copy of said Minutes is on file.

Vote: The motion was adopted.

FINANCIALS

Burton Gulnick presented the financials for the periods ending April 30, 2015 and May 31, 2015, to the members of the Board of Directors.

Motion: Thomas J. Briggs, seconded by Kenneth Crannell, moved to accept the financials for the periods ending April 30, 2015 and May 31, 2015. Copies of said financials are on file.

Vote: The motion was adopted.

PUBLIC COMMENT

Vice Chair Maloney opened the meeting for public comment. There were no individuals who requested the Privilege of the Floor. The Public Comment section of the Agenda was closed.

PRESENTATIONS

Mr. Raleigh Green, Raleigh Green Inc., addressed the members of the Board of Directors with reference to the Get the Tech' Campaign. Mr. Green's comments included, but were not limited to the following:

- Campaign Goals – to encourage tech-related small business owners and entrepreneurs to move, expand or start up businesses in Ulster County
- Campaign Strategy – Promote Ulster County's quality of life benefits and to appeal to the independent streak of entrepreneurs.
- When possible incorporate the additional message of the lower cost of doing business and close proximity to New York City.
- Target Audience – Small business owners and start-ups
- Business Segments targeted: Internet/web, advertising/media/publishing, software development, content development (writer/designers/videographers, photographers, etc.), and secondarily specialized hardware (e.g. 3D printing).
- Concept Message – Do Business Differently in Ulster County.
- Tech-preneurs aren't constrained by the traditional office/work space environment.
- Elements of the Campaign include webpages, online ads, social media marketing (Facebook, LinkedIn and YouTube), brochure, direct mail, major sponsorship at NY Tech Meetup and Street Marketing/Brand Ambassadors
- Webpage – Registered a new domain name ... www.ulsterforbusiness.com. That will re-direct you to a nested series of pages within the pre-existing county website.
- Webpage will contain different key facts about Ulster as well as a "call-out" to the Red Carpet Tech-preneur Tour.
- Advertisements placed in Upstater Magazine, being distributed in Manhattan.
- Fairly aggressive campaign in social media; New Facebook page and focus on Linked-In
- Direct Mail Piece – Letter from County Executive, including the brochure and invitation to register for the Tech-preneur Red Carpet Tour.
- Red Carpet Tour is an all expense tour of Ulster County.
- NY Tech-Meetup – Monthly meet up at the Scribal Theatre. To network, recruit new employees and obtain financial backing. Following presentation(s) is a mixer; Ulster County will have a table with brand ambassadors to promote the tour and the county.
- Red Carpet Tour
 - 8:00 a.m. Pick-up near Madison Square greeted by a brand ambassador
 - Under seats, Visitor's Guide to Ulster County, etc.
 - Tour via bus through SUNY New Paltz – specific brand ambassadors will speak at different segments to speak about the college.
 - One hour to explore Mohonk Mountain House and have lunch
 - Tour via bus through High Falls/Stone Ridge
 - Dropped at the corner of Main and Fair in Kingston – 45 minutes to explore the Farmer's Market
 - Meet at Dragon Search, 1 North Front Street, visit/tour and question/answer session.
 - Visit/tour of 721 Media and studios
 - Rondout Waterfront and Teal cruise – full open bar w/hors oeuvres; representatives from the county executive's office; real estate, financial institution, etc.
 - Swag bag filled with Ulster County materials, provided on return trip to New York by 10:00 p.m.
 - Questions regarding real estate could be addressed by real estate brand ambassadors

Mr. Jerry Ellenbogen, with assistance from Kale Kaposhilin, Evolving Media, presented the four minute video. The video included shots/footage that was done previously for Ulster County Tourism; the interview subjects in the video are individuals that cover a broad range of gender and tech diversity across the tech community. They are meant to be individuals that the target audience will identify with and will exemplify some of the exciting reasons why business and the live/work experience in Ulster County are great.

The Campaign kicks-off on July 7, 2015. That is when the webpages will be launched and the social media will begin.

It was suggested that the video production be shown to the Ulster County Economic Development, Tourism, Housing, Planning and Transit Committee at their next scheduled meeting.

RESOLUTION

RESOLUTION OF THE ULSTER COUNTY ECONOMIC DEVELOPMENT ALLIANCE, INC. AUTHORIZING THE UNDERTAKING AND THE DISPOSITION OF 25 SOUTH MANOR AVENUE, KINGSTON, NEW YORK

Ms. Suzanne Holt stated that this is the county property that currently houses the Information Services (I/S) department of the county. There has been interest expressed in acquiring this building. By placing the property into the Alliance's hands, the county is able to obtain the best price and return the property to the tax rolls.

Assistant County Attorney Clinton Johnson stated that the Ulster County Legislature will be holding a public hearing regarding same in the next several weeks. At the next meeting of the Alliance the members of the Board of Directors will need accept the action(s) of the Ulster County Legislature.

Motion: Thomas J. Briggs, seconded by James Maloney, moved to approve said resolution.

Vote: The motion was adopted unanimously.

OLD BUSINESS

None.

NEW BUSINESS

Introduction of New Staff

Ms. Holt introduced Robin Brophy and Chris Fury, two new Business Services Administrators, in her department.

PayPal Account

Ms. Holt explained that she would like the approval of the Board of Directors to establish a PayPal Account for the purpose of the Building Ulster Together Breakfast. It will provide ease in registration as well providing additional avenues for online payments.

Motion: Kenneth Crannell, seconded by Thomas J. Briggs, moved to approve the establishment of a PayPal Account for the use of the Building Ulster Together Breakfasts.

Vote: The motion was adopted unanimously.

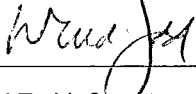
A moment of silence was observed for Past President Chester J. Straub, who passed away earlier in the week.

ADJOURNMENT

Motion: Burton J. Gulnick, Jr., seconded by James Maloney, moved to adjourn the meeting.

Vote: The motion was adopted.

Meeting Adjourned at 4:45 p.m.



Ward Todd, Secretary