

Ulster County Economic Development Alliance
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MINUTES

Special Meeting of the Board of Directors
June 13, 2017

A meeting of the Board of Directors of the Ulster County Economic Development Alliance was held on Tuesday, June 13, 2017, Legislative Chambers, 6th Floor, Ulster County Office Building, 244 Fair Street, Kingston, NY.

The following Board Members were present:

Julie Cohen-Lonstein	Chair
James Maloney	Vice-Chair
Burton Gulnick, Jr.	Treasurer
Hector Rodriguez	(arrived shortly after roll call)
Kenneth Crannell	
Robert Sudlow	(left at 5:40 PM)

The following Board Members were absent with notice:

Ward Todd	Secretary
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Ulster County Office of Economic Development Staff:

Suzanne Holt, President & CEO
Timothy Weidemann
Bernadette Andreassen

Additional Attendees:

Jonathan Drapkin	Pattern for Progress
Bartek Starodaj	Luminary Media
Julian Lessor	Luminary Media
Dan Stone	Evolving Media Network

The meeting was called to order by Chair Julie Cohen-Lonstein at 4:30 p.m.

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

MINUTES

Motion: James Maloney, seconded by Robert Sudlow, moved to approve the Minutes of the May 23, 2017 meeting. A copy of said minutes is on file.

Vote: The motion was adopted.

FINANCIALS

Christopher J. Rioux, CPA, Deputy Commissioner of Finance, presented the financials for the period ending May 31, 2017. A copy of said financials is on file.

James Maloney raised a question regarding the delinquent accounts as shown on the Loan Status Report as of May 31, 2017. Tim Weidemann stated that he was in contact with the representatives of Falcon, Bread Alone and Serra today; and they each indicated payments would be forthcoming.

Motion: Burton Gulnick, Jr., seconded by James Maloney, moved to approve the Financials for the period ending May 31, 2017.

Vote: The motion was adopted.

COMMITTEE REPORTS

Ulster County Revolving Loan Fund Committee

Suzanne Holt reported that the Committee has not met since the last UCEDA meeting. James Maloney added that an email was sent that afternoon requesting a meeting for June 20th or 21st, 2017.

MARKETING

Luminary Media Update

Bartek Starodaj, Luminary Media, presented an update of Luminary's campaign which included a review of recent ads, a preview of upcoming ads (with an invitation for feedback), discussion of a video on producing a film in Ulster County, creating a visual identity for the Office of Economic Development, and a summary of digital advertising in campaigns on Facebook and Google.

Chair Julie Cohen-Lonstein inquired about the use of hashtags. Luminary Media will provide a list of hashtags and deliverables at the next meeting along with activity numbers.

OLD BUSINESS

None

NEW BUSINESS

25 S. Manor Avenue

Suzanne Holt stated that it appears the County will not be prepared to vacate the premises within the next two years; therefore it is senseless to continue to market it.

Motion: Kenneth Crannell, seconded by Burton Gulnick, Jr., moved to suspend the listing for 25 S. Manor Avenue until further notice.

Vote: The motion was adopted.

Site Selection Update

Suzanne Holt explained to the Board that UCEDA currently pays an annual fee in the amount of \$2,600.00 to Catylist, a company which provides property listings and site selection information on the County's website. Ms. Holt informed the Board that there is another listing service, Loop Net, which now provides this service for free with a broader range and larger quantity of real estate listings. In light of the above, it was unanimously agreed to terminate the subscription with Catylist.

Invoice

An invoice for Marketing and Advertising from Luminary Publishing, Inc. (Invoice No. 75196) dated May 16, 2017 was presented to the Board for approval. A copy of said Invoice is on file.

Motion: Robert Sudlow, seconded by James Maloney, moved to approve payment of Invoice No. 75196 in the amount of \$5,840.00 to Luminary Publishing, Inc.

Vote: The motion was adopted.

ELLENVILLE MILLION

Approval of Façade Project #3 (LDR Restaurant Group – 1 Hermance Street)

The application of LDR Restaurant Group (Eric Cafaro) for Ellenville Million Façade Project #3 located at 1 Hermance Street, in the Town of Wawarsing, Village of Ellenville, NY, together with supporting documents was presented to the Board for approval of payment. After a review of the documents, it was noted that a copy of the Contract between the Village and the business owner was not provided as well as a copy of the cancelled check.

Motion: Hector Rodriguez, seconded by James Maloney, moved to approve payment of reimbursement to the Village of Ellenville upon receipt of a copy of the fully executed contract and a copy of the cancelled check.

Vote: The motion was adopted.

Pattern For Progress

Jonathan Drapkin, President and CEO of Pattern For Progress, presented the Board with an update of work performed to date and the need for additional time to complete the services described in the original Agreement.

Approval of Amendment of Agreement of Professional Services: A copy of said Amendment is on file.

Motion: James Maloney, seconded by Kenneth Crannell, moved to approve Amendment No. 1 to the Agreement for Professional Services between Ulster County Economic Development Alliance, Inc. and Mid-Hudson Pattern for Progress, Inc., wherein the date of the agreement is extended to June 30, 2018.

Vote: The motion was adopted.
Hector Rodriguez voting no.

Approval of Invoice dated June 8, 2017 : A copy of said Invoice is on file.

Motion: James Maloney, seconded by Kenneth Crannell, moved to approve payment of Invoice dated June 8, 2017 in the amount of \$8,900.00

Vote: The motion was adopted.
Hector Rodriguez voting no.

Shadowland

Suzanne Holt reviewed with the Board the documentation provided by Shadowland Stages including Project Expenses regarding 14 Market Street as of May 31, 2017 together with the Application and Certification for Payment and cancelled checks. A copy of said documentation is on file.

Motion: Hector Rodriguez, seconded by Robert Sudlow, moved to approve the Shadowland Project in the amount of \$75,000.00.

Vote: The motion was adopted.

ELLENVILLE MILLION REALLOCATION

Dan Stone, Evolving Media Network, provided the Board with a detailed synopsis of the prerequisites of Broadband services.

A report prepared by Suzanne Holt, President & CEO and Tim Weidemann, Ulster County Senior Economic Developer was given to UCEDA Chair, Julie Cohen-Lonstein and members for their consideration and comment regarding proposed recommendations for the Ellenville Million Reallocation. A copy of said report is on file.

After discussion among the Board members, changes to the existing components were recognized and the report was approved for submission to the Legislature with exception of the request for the ability to transfer funds between the components.

Motion: James Maloney, seconded by Hector Rodriguez, moved to approve the report with the removal of the request for the ability to transfer funds between components and with the following changes to the existing components:

Tourism Market Campaign	\$ 51,500.00
Parks and Recreation Improvements	\$ 60,032.00
Main Street Improvements	\$ 25,000.00
Water/Sewer Infrastructure	\$ 15,000.00
Economic Development Fund	\$125,000.00
Broadband Access	\$ 75,000.00
Project Manager	\$ 26,900.00

Vote: The motion was adopted

#300 Flatbush Avenue

A copy of a letter was presented to the Board from the City of Kingston Office of Planning to RUPCO (Joseph Eriole, VP Real Estate Dev.) dated May 23, 2017, advising RUPCO that at a meeting of the Kingston Planning Board held on May 8, 2017, the Board voted to adopt a Negative Declaration of Environmental Significance regarding #300 Flatbush Avenue. A copy of said letter is on file.

PUBLIC COMMENT

None

ADJOURNMENT

Motion: Kenneth Crannell, seconded by Hector Rodriguez, moved to adjourn the meeting.

Vote: The motion was adopted.

Meeting was adjourned at 6:16 PM.