

Ulster County Economic Development Alliance  
P.O. Box 1800, 244 Fair Street  
Kingston, NY 12402-1800  
Tel: 845.340.3556



## MINUTES

Meeting of the Board of Directors  
May 1, 2018

A meeting of the Board of Directors of the Ulster County Economic Development Alliance was held at 4:30 P.M. on Tuesday, May 1, 2018, Legislative Chambers, 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
Kenneth Crannell	
Hector Rodriguez	

The following Board Members were absent with notice:

Burton Gulnick, Jr.	Treasurer
Robert Sudlow	

Ulster County Office of Economic Development Staff:

Suzanne Holt, President & CEO  
Timothy Weidemann  
Bernadette Andreassen

Additional Attendees:

Kathy Nolan	Legislator, District No. 22
Brian Woltman	Legislator, District No. 7

The meeting was called to order by Chair Julie Cohen Lonstein at 4:35 P.M.

### **MINUTES**

**Motion:** Hector Rodriguez, seconded by James Maloney, moved to approve the Minutes of the April 3, 2018 meeting. A copy of said minutes is on file.

**Vote:** The motion was adopted.

### **FINANCIALS**

**Motion:** Hector Rodriguez, seconded by James Maloney, moved to postpone approval of the financials for the period ending March 31, 2018.

**Vote:** The motion was adopted

### **PRESENTATIONS**

#### **Cubic, Inc. (via teleconference)**

Amber and Victoria of Cubic reviewed the Q1 2018 Results with the members. The report included but was not limited to the following:

- Website Analytics: Acquisition Overview, Top 5 Pages Visited
- Social Media Insights: Facebook Insights, Facebook and Instagram
- Paid Social Results Facebook Advertising (Audience Targeting, Winter Page Promotion, Facebook and Instagram Advertising)

It was noted that the charts for the metric build in the Acquisition Overview are reversed and do not coincide with the year in the heading which will be corrected. (A copy of said Report is on file.)

### **UPDATES**

- Suzanne Holt reported that a Food and Beverage event was held at the Falcon, which included approximately 100 food and beverage manufacturers. A major concern of the group was distribution; therefore arrangements were made to have a well-known distribution expert from Massachusetts address the group that evening. As a result, Jason Geib, from ImmuneSchein will now be leading a task force with other people to work together toward a solution.
- Three community economic development events have been completed, which included the Towns of Saugerties, Esopus and New Paltz with good turnouts. Another one is scheduled on June 19<sup>th</sup> for Shandaken, Hardenburgh and Denning. Similar events are slated for the future for the Town of Ulster and the Town of Woodstock.

- A Broadband event is tentatively scheduled for May 15<sup>th</sup>.
- The film event for May 5<sup>th</sup> at the Maritime Museum is sold out and registration has been closed. Due to the extreme interest, it was decided to have an unofficial after party at Ole Savannah's. The goal for this event is networking and collaboration to produce films in Ulster County.
- A Green Business Challenge is being planned; however, the Environmental Department is taking the lead. Manna Jo Green and her committee are creating a challenge whereby businesses can have a green infrastructure investment. The event will kick off at a breakfast meeting in June.
- On behalf of UCEDA, Luminary has negotiated a Woodstock Film Festival Sponsorship for \$10,000.00. During the review of the sponsorship proposal with the members, Ms. Holt discovered that the copy which was included in the meeting packet had since been revised and no longer includes 4 passes. It was modified to provide for 2 passes to all networking parties at the festival (instead of 4 passes) and the addition of an information table with a UCEDA member present in Hospitality Lounge. The revised agreement will be forwarded to the members after the meeting. (Copies of the agreements are on file.)
- Ms. Holt stated that the Jump Start Program campaign has resulted in one application so far and many phone calls. Flyers are being hung in Ellenville.
- Two of the façade programs have been paid.
- The PCT training was a huge success. Current discussions are being held regarding a possible pulmonary training in the fall.

Suzanne Holt added that she and her staff have been working with Grand Central Tech to start a summer program here. As part of this program, there will also be an internship available for SUNY New Paltz and SUNY Ulster County Community College. Ms. Holt stated that there is a Sponsorship Agreement in the packet for the Board's approval today concerning the same.

A brief discussion ensued.

**Motion:** Kenneth Crannell, seconded by James Maloney, moved to approve the Agreement for Sponsorship between **ULSTER COUNTY ECONOMIC DEVELOPMENT ALLIANCE, INC.**, with **GRAND CENTRAL TECHNOLOGY ACCELERATOR, LLC.** A copy of said Agreement for Sponsorship is on file.)

**Vote:** The motion was adopted.



## **COMMITTEE REPORTS**

### **RUPCO Closing**

Suzanne Holt reported that the sale of 300 Flatbush Avenue to RUPCO has been completed. The closing was held last week.

### **Revolving Loan Fund Committee**

Ms. Holt stated that the next Revolving Loan Fund Committee meeting is scheduled for May 8<sup>th</sup>.

## **OLD BUSINESS**

### **Contract with Debra Bresnan**

Suzanne Holt reported that there are still some unresolved insurance issues, and she is hopeful to have those issue resolved within the next month.

## **NEW BUSINESS**

### **Cubic Invoice Number 13521 (EM-Tourism Marketing)**

Suzanne Holt informed the Board that CFO, Christopher J. Rioux, has brought to her attention that Cubic is charging UCEDA for a commission on Social Media that he believes is not part of the existing contract. Therefore, Ms. Holt made a recommendation to the Board to hold approval of the invoice until this issue is addressed.

**Motion:** Hector Rodriguez, seconded by Jim Maloney, moved to postpone approval of Invoice Number 13521 for payment. (A copy of said Invoice is on file.)

**Vote:** The motion was adopted.

### **Luminary Publishing, Inc. Invoice Number 75352**

**Motion:** Kenneth Crannell, seconded by Ward Todd, moved to approve payment of Luminary Publishing, Inc. **Invoice Number 75352** dated April 16, 2018 in the amount of **FIVE HUNDRED DOLLARS (\$500.00)**. A copy of said invoice is on file.

**Vote:** The motion was adopted.

### **Amendment No. 3 To Agreement with Pattern for Progress**

Suzanne Holt explained that the amendment before the Board for their consideration does not involve a change in the amount of money. The initial contract did not allow enough money for Broadband; therefore an adjustment was made to the other categories to allow for this oversight. James Maloney pointed out that since Broadband has already been paid, the decision before the Board involves an accounting issue.

**Motion:** Kenneth Crannell, seconded by James Maloney, moved to approve the adjustment to the allocation of the funds and to approve Amendment No. 3 to the original Agreement with Pattern for Progress. A copy of said Amendment is on file.

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

### **OTHER BUSINESS and ANNOUNCEMENTS**

Suzanne Holt stated that Timothy Weidemann has been promoted. He will be starting his new position on June 1<sup>st</sup>.

### **PUBLIC COMMENT**

Legislator Brian Woltman, District No. 7, City of Kingston, was asked by several of his constituents to express to the Board their disappointment with the scheduling of the closing of the sale of the Alms House prior to the Public Comment period ending in the City of Kingston.

James Maloney asked to be certain that the Committee is invited to the Hudson Valley Tech social meetings.

### **ADJOURNMENT**

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

**Vote:** The motion was adopted.

The Meeting was adjourned at 5:37 PM.

  
\_\_\_\_\_  
Ward Todd, Secretary