

Ulster County Economic Development Alliance
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MINUTES

Meeting of the Board of Directors
October 3, 2017

A meeting of the Board of Directors of the Ulster County Economic Development Alliance was held immediately following the Audit/Finance Committee Meeting on Tuesday, October 3, 2017, Legislative Chambers, 6th Floor, Ulster County Office Building, 244 Fair Street, Kingston, NY.

The following Board Members were present:

Julie Cohen-Lonstein	Chair
Ward Todd	Secretary
Kenneth Crannell	
Hector Rodriguez	

The following Board Members were absent with notice:

James Maloney	Vice-Chair
Burton Gulnick, Jr.	Treasurer
Robert Sudlow	

Board Counsel:

Jennifer Clark	Assistant County Attorney
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Ulster County Office of Economic Development Staff:

Suzanne Holt, President & CEO
Timothy Weidemann
Bernadette Andreassen

Additional Attendees:

Bartek Starodaj	Luminary Publishing
Samm Liotta	Luminary Publishing
Julian Lessor	Luminary Publishing
John Adams	Town of Wawarsing resident
Lisa Berger	Director, Ulster County Office of Employment and Training

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

The meeting was called to order by Chair Julie Cohen-Lonstein at 4:54 PM.

MINUTES

Motion: Hector Rodriguez, seconded by Kenneth Crannell, moved to approve the Minutes of the September 5, 2017 meeting. A copy of said minutes is on file.

Vote: The motion was adopted.

2018-2021 BUDGET

Motion: Hector Rodriguez, seconded by Kenneth Crannell, moved to approve the 2018-2021 Budget as recommended by the Audit/Finance Committee. A copy of said Budget is on file.

Vote: The motion was adopted.

FINANCIALS

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

Motion: Hector Rodriguez, seconded by Kenneth Crannell, moved to approve the Financials for the period ending August 31, 2017.

Vote: The motion was adopted.

COMMITTEE REPORTS

Ulster County Revolving Loan Fund Committee

Suzanne Holt reported that her office is working with a number of interested businesses; however, no new applications have been made within the past month.

MARKETING

Luminary Media Update

Bartek Starodaj, from Luminary, presented a summary of all activities and a recap of the campaign. He stated that at this meeting, he will be focusing on numbers from the additional campaigns. His presentation included, but was not limited to the following points:

- The new website was launched in September (ulsterforbusiness.com)

- Four new landing pages were also launched which provide better messaging and visuals:
 1. Film making landing page
 2. Food and Beverage landing page
 3. Tech and Manufacturing landing page
 4. General landing page
- Thus far, 13 inquiries were made and 65 calls were attributed to the campaigns. Mr. Starodaj explained that with the implementation of call rail about two months ago, each landing page has a unique phone number that is tracked on Luminary's end.
- Conversions (applications) are reviewed and confirmed with Suzanne and Tim on a weekly basis.
- Total costs have gone down and the numbers of leads have gone up thereby signifying that more qualified leads are being received and also indicating an improvement with regard to reaching a target audience.
- Although fewer clicks are being received, the clicks which are received have proven to be more qualified.
- Top key words and Lifetime have been predominantly related to film.
- Rack cards are being redesigned which will target hospitality businesses.

ELLENVILLE MILLION

Suzanne Holt lent the following update:

- Tourism and Marketing Campaign: An RFP was made with 6 proposers. The Committee interviewed three and chose Cubic who will be doing Ulster County's Tourism Campaign. Contracts will be forthcoming.
- Parks and Recreation: Parks and Recreation is almost complete. As a point of information, Suzanne explained that several invoices have been received from the Village of Ellenville with more than 80% of the work has been done. She explained that under the terms of the contract, the last 20% is not paid until the all work is complete and proof is submitted. The office is currently awaiting the remainder of invoices before concluding.
- Shadowland: Shadowland is completely done. Bradley is working with CJ on the final invoice. (Suzanne reminded everyone that the ribbon cutting ceremony is scheduled for October 12th.)
- Hunt Memorial: Hunt Memorial is done.

- Façade Main Street Program: Tim met with Joe Stoeckler and his assistant, Michele, to resolve some of the invoice and billing issues that have occurred in the past. \$2,500.00 has not yet been committed and some new inquires have been sent to the office.
- Pattern for Progress: Pattern for Progress needs some time off; therefore the issues of Water Sewer, Jump Start and Project Management will take a hiatus.
- Broadband: Tim will be meeting with Dan Stone in the near future with the hope of presenting a draft proposal at the November meeting.
- Vocational Training and Workforce: Lisa Berger, from the Office of Employment and Training, will be presenting a vocational training proposal which is on the agenda for today (see New Business).
- Grant Match: John Adams, a Town of Wawarsing resident, is also present and will speak to the Board regarding the Colony Farm Agritourism Feasibility Study application (see New Business).

OLD BUSINESS

Revised Amendment No. 2 to Agreement By and Between the Ulster County Economic Development Alliance, Inc. and the Village of Ellenville Façade Program

Chair Julie Cohen-Lonstein explained that a proposed amendment was presented to the Board at last month's meeting; however, at that time, a revision was requested before approval was given. In the revised amendment before the Board, Section 6.3 has been modified and now provides for more accountability from the Village. A copy of said revised Amendment is on file.

Motion: Hector Rodriguez, seconded by Kenneth Crannell, moved to approve the revised Amendment No. 2 to Agreement By and Between the Ulster County Economic Development Alliance, Inc. and the Village of Ellenville Façade Program.

Vote: The motion was adopted.

Colony Farm Agritourism Feasibility Study Application for Ellenville Million Grant Study

Chair Cohen-Lonstein stated that the proposed application was before the Board last month.

At the request of Hector Rodriguez, Suzanne Holt confirmed the amount allocated for matching grants was \$105,000.00 and the application before the Board for their consideration qualifies under the same.

John Adams was available for questions from the Board, which included, but was not limited to, the following:

- Chair Julie Cohen-Lonstein stated that due to the fact that feasibility studies were not originally part of the program, she would like to understand what the potential would be for this project with regard to economic drive:

Mr. Adams stated that Minnewaska State Park annually receives approximately a quarter of a million visitors. Those visitors turn around and go back because they don't know the Rondout Valley exists. The area is described as a "sleeping giant" with much potential for development of recreation, etc.

- Ms. Cohen-Lonstein asked Mr. Adams what the next step would be if the application was granted, what time frame would be and to give his definition of success:

Mr. Adams stated that the town already approved hiring Fairweather to do the study. Fairweather has estimated a completion of the study within a ten-month period.

Mr. Adams defined success as having the 500 acres developed for agritourism so that production of Greek yogurt, ice cream, artisan cheeses, for instance, can be made available to entice visitors.

- Ms. Cohen-Lonstein asked if there was a Memorandum of Agreement from DOC allowing use of the farm for business purposes:

Mr. Adams stated that for on September 11th, 2017 the Town received a letter from the Department of Corrections wherein they indicated their consent to the disposition and the Town's acquisition of the property upon their receipt and review of a feasibility study.

Suzanne Holt added that New York State Economic Development is aware of this project and has already provided some funding. They would not have done so until the DOC had approved doing the study.

Mr. Adams further pointed out that the 500 acres connects the Minnewaska State Park to the State Forest and the Catskill Park and beyond creating a linkage across the Valley thereby providing a geographical advantage. He mentioned the advantages of the rail trail's anticipated completion in the next two years, the proposed hang gliding practice field at Colony Farm which has been approved by DOC, and kayaking on the Rondout Creek as well as existing hiking, biking, and mountain biking trails.

- Hector Rodriguez questioned how it was possible that the Town passed a resolution to hire Fairweather when they didn't have the money for it:

Mr. Adams stated that Fairweather had given a proposal which the Town was pleased with.

- Hector Rodriguez asked what the procedure was for the RFP regarding the study.

Mr. Adams was not aware of the particulars regarding the same.

A copy of said application is on file.

Motion: Julie Cohen-Lonstein, seconded by Hector Rodriguez, moved to postpone consideration of the application until the next meeting.

Vote: The motion was adopted.

NEW BUSINESS

Job Readiness Boot Camp for Ellenville

Lisa Berger presented a written proposal to hold a job readiness, skills-building boot camp for a minimum of thirty people with the intent of helping them prepare for a job fair which will have representatives from Resorts World as well as other hospitality employers. The goal of this program is to have the participants obtain jobs. Ms. Berger added that given the closing of Pine Grove, this program could potentially help those who lost their jobs. A copy of said proposal is on file.

Motion: Ward Todd, seconded by Kenneth Crannell, moved to approve the Job Readiness Boot Camp for Ellenville.

Vote: The motion was adopted.

Luminary Publishing Inc. Invoices

Motion: Ward Todd, seconded by Kenneth Crannell, moved to approve Luminary Publishing, Inc. Invoice #75284 dated September 10, 2017 in the amount of \$20,477.40 and Invoice #75293 dated October 2, 2017 in the amount of \$14,277.76. Copies of said invoices are on file.

Discussion: Hector Rodriguez expressed his disappointment with the lack of robust results.

Kenneth Crannell asked about the status of the video production. Suzanne Holt stated that the first draft with feedback has been done. After the second feedback and upon finalization, it will be shared with the Board. She also stated that the Manufacturing video is being subcontracted and at the current time, three local manufacturers have been interviewed.

Lastly, Mr. Rodriguez wanted a recap on how much is remaining for Luminary. It was estimated that approximately \$30,000.00 is left. The discussion resulted in no change to the original motion. Ms. Holt added that the work performed was being evaluated.

Vote: The motion was adopted.

Hudson Valley Technology Conferences, LLC

Motion: Kenneth Crannell, seconded by Ward Todd, moved to approve **Hudson Valley Technology Conferences, LLC**, Invoice #07 in the amount of \$5,000.00 (Sponsorship package for Catskills Conf) dated September 29, 2017; **and Hudson Valley Tech Meetup, LLC**, Invoice #30 in the amount of \$2,400.00 (2017 Annual Sponsorship Package of 6 Hudson Valley Tech Meetup events in Ulster County), dated September 29, 2017. Copies of said invoices are on file.

Vote: The motion was adopted.

Update of UCEDA Audit

Suzanne Holt reported that the Programmatic Audit requested by the Comptroller has been submitted. Ms. Holt explained that after the Comptroller's office has reviewed the same, a meeting will be held and their findings will be given. There will be a time for UCEDA to comment on the Comptroller's findings before closure.

PUBLIC COMMENT

There was no public comment.

ADJOURNMENT

Motion: Kenneth Crannell, seconded by Ward Todd, moved to adjourn the meeting.

Vote: The motion was adopted.

The Meeting was adjourned at 5:43 PM.

Ward Todd, Secretary