

Ulster County Economic Development Alliance
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MINUTES

Meeting of the Board of Directors
September 5, 2017

A meeting of the Board of Directors of the Ulster County Economic Development Alliance was held on Tuesday, September, 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
Kenneth Crannell	
Hector Rodriguez	

The following Board Members were absent with notice:

Ward Todd	Secretary
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
Karl G. Schlegel	Financial Analyst, Ulster County Department of Finance
Dennis Doyle	Director, Ulster County Planning Department

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

The meeting was called to order by Chair Julie Cohen-Lonstein at 4:34 PM.

INTRODUCTION

Chair, Julie Cohen-Lonstein, introduced and welcomed Jennifer Clark, Assistant County Attorney, who will be the new counsel for the Ulster County Economic Development Alliance.

MINUTES

Motion: Hector Rodriguez, seconded by Kenneth Crannell, moved to approve the Minutes of the August 1, 2017 meeting. A copy of said minutes is on file.

Vote: The motion was adopted.

FINANCIALS

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

Hector Rodriguez questioned the Administration fee of \$1,500.00 listed on the financial report. Tim Weidemann explained the amount of \$1,500.00 as shown on the report represents a one-time closing fee of 1% relative to The Farm Bridge closing.

Hector Rodriguez questioned the amount listed as "UCIDA Marketing Support" in the report under "Revenues". Suzanne Holt explained that the \$5,000.00 listed represents the amount that was going to be used to help pay for the Mary Stuart Masterson video which is not going forward as planned. Luminary is now moving forward with that project and the cost will be part of their budget. Ms. Holt also stated that the funds were never actually given; therefore Mr. Rodriguez proposed that reference to the same be removed from the ledger.

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

Vote: The motion was adopted.

COMMITTEE REPORTS

Ulster County Revolving Loan Fund Committee

Suzanne Holt reported that there was no new business in the past month; however she and her staff are currently working with one or two potential applicants. Tim Weidemann added that since the last meeting,

Organic Nectars, the second of the two loans which were approved by the RLF committee and then by this Board, had closed.

MARKETING

Luminary Media Update

Bartek Starodaj and Samm Liotta, from Luminary, presented a summary of all activities and a recap of the campaign. A copy of the written presentation is on file.

- Mr. Starodaj stated that Luminary is utilizing Facebook, Adwords, social media, print advertisements placed in Chronogram, Upstate House, Upstater, as well as photography. Luminary is also developing content for the website in an attempt to establish a coherent visual identity and brand presence for the Office of Economic Development. Suzanne Holt shared copies of recent issues of the Chronogram which contained some of the ads for the Board's appreciation.
- Luminary is also working on video productions for both the film and manufacturing campaigns. Mr. Starodaj noted that the first video involves the future of filmmaking in Ulster County, and it will be going out soon. The second video will focus on manufacturing and will show a range of manufacturers in Ulster County. Mr. Starodaj also noted that manufacturing is a topic area which has not been given a lot of video presence.
- Bartek Starodaj continued his report by giving the results for Facebook and Adwords in the month of August. He pointed out that more money was spent which resulted in an increase in the number of reaches for both Facebook and Adwords. He also noted that the film campaign continues to receive the most clicks and interest.
- Chair Julie Cohen-Lonstein asked for an explanation of the "Brand" campaign. Mr. Starodaj clarified that it involves services offered by the Office of Economic Development. He also stated that the campaign originally focused on the New York City area; however it proved expensive and a decision was made to try targeting the Mid-Hudson region instead.
- Mr. Starodaj announced the launching of retargeting ads in September. They are intended to prompt an individual who visited the site previously but did not continue at that time to revisit and click on the ad again to submit a form or to call.
- Bartek Starodaj then presented new landing pages for the Board's review designed to entice the viewers to submit or make contact for further information.
- He also stated that a radio ad with WDST is will be new for September.
- Mr. Starodaj announced the start of another new approach in September by Luminary in which they will be initializing a direct outreach and prospecting approach.

- Ulsterforbusiness.com will be launching soon. Suzanne Holt stated that as soon as the website is launched, a press event will follow with the new Economic Development Guide. Ms. Holt said she will be reaching out to coordinate schedules.
- Sann Liotta concluded by stating that she was the Project Manager for the Economic Guide. Due to the addition of the outreach approach, she will now be involved in promoting contact and improving communications with internal and external vendors in order to “get the word out there”.

Hector Rodriguez wished to follow up on last month’s meeting regarding how the information received by Luminary is being transferred to Tim and Suzanne. He understood that it was too early last month to make an evaluation and asked for an update at this meeting. Bartek Starodaj stated that Luminary was not seeing the results they had anticipated, thus the addition of the radio ads, new landing pages and the outreach approach which will hopefully result in more leads by next month. Putting this in context, Suzanne Holt explained that ninety percent of what the office does is helping existing businesses. Ms. Holt further stated that although this is an important part, it does not represent the bulk of time and resources spent by the office. She believes Luminary is doing a creative job with getting the presence of the Office of Economic Development known on a small budget.

Dennis Doyle posed an alternative way to target people who come to Ulster County to visit to also become interested in starting a business here. With that premise in mind, he suggested having that message or ad appear on websites which people may visit for tourism or Airb&b’s. Bartek Starodaj believes that this may be a very promising road to go down and will look into the possibility of doing something with the retargeting ads in that regard.

ELLENVILLE MILLION CONTRACT AMENDMENTS FOR APPROVAL

Amendment No. 1 By and Between the Economic Development Alliance, Inc. and the Town of Wawarsing
Parks and Recreation Improvements

-And-

Amendment No. 1 By and Between the Economic Development Alliance, Inc. and the Village of Ellenville
Parks and Recreation Improvements

Motion: James Maloney, seconded by Hector Rodriguez, moved to approve Amendment No. 1 to the Economic Development Agreement with the Town of Wawarsing Parks and Recreation Improvements **and** Amendment No. 1 to the Economic Development Agreement with the Village of Ellenville Parks and Recreation Improvements. Copies of said Amendments are on file.

Vote: The motion was adopted.

ELLENVILLE MILLION CONTRACT AMENDMENTS FOR APPROVAL (continued)

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

Suzanne Holt recommended to table the approval of Amendment No. 2 to the Agreement with the Village of Ellenville Façade Program because she was recently advised of some concerns with the current draft. Chair Julie Cohen-Lonstein stated that while she does not have a problem with the proposed amendment, she is concerned with the underlying contract in that she believes it is not specific enough as to the Village's obligations to keep the Board informed. Ms. Cohen-Lonstein will work with Suzanne Holt and counsel so that an amendment to the original contract can be drafted which will cover those concerns. It was unanimously agreed to table the approval until the forgoing revision is made to the amendment.

**Amendment No. 2 to Agreement By and Between the Ulster County Economic Development Alliance, Inc.
and Mid-Hudson Pattern For Progress, Inc.**

Hector Rodriguez expressed his dissatisfaction with the lack of specifics as to what is actually being delivered by Pattern for Progress. Chair Julie Cohen-Lonstein was in agreement and suggested a monthly written status report be requested to address this concern.

Motion: Hector Rodriguez, seconded by James Maloney, moved to approve Amendment No. 2 to the Agreement by and between the Ulster County Economic Development Alliance, Inc. and Mid-Hudson Pattern for Progress, Inc. conditioned upon the addition of a provision in the Amendment to provide a monthly written status report.

Vote: The motion was adopted

OLD BUSINESS

RUPCO Contract - 300 Flatbush Avenue

Chair Julie Cohen-Lonstein reviewed paragraph 7.2 of the existing contract with RUPCO concerning the 300 Flatbush Avenue property. Under the said provision, in the event land use approvals were not obtained, an extension fee of \$23,750.00 would be incurred in order to extend the closing date by 6 months upon 60 days' notice prior to October 31, 2017. Ms. Cohen-Lonstein reported that a letter to the Ulster County Office of Economic Alliance dated August 31, 2017 and a check in the amount of \$23,750.000, was received thereby extending the closing date in the contract to April 30, 2018.

NEW BUSINESS

Upcoming Events

Suzanne Holt advised the Board of several upcoming events which include the following:

- Tomorrow morning the County and the Hudson Valley Film Commission will be hosting a workshop for municipal leaders and/or their staff members. Approximately 25 people are expected at this point.
- A dealer school orientation and interest information session will be held tomorrow night at the Ellenville High School. Ken Crannell stated that the orientation will be open to anyone in the public who has an interest in employment at the casino and in joining the training program.
- Two more events in October and November for business people in Ulster County who want to get more business from the film industry will be scheduled in the near future.
- A networking event with Mary Stuart Masterson is expected to be scheduled in November before Thanksgiving.
- Once the website is up, a kick off will be scheduled featuring the Economic Development Guide.

Colony Farm Agritourism Feasibility Study **Application for Ellenville Million Grant Study**

Suzanne Holt explained that UCEDA received the first application from the Ellenville Million Grant Matching Program from the Town of Wawarsing. A copy of said application is on file.

Since there was no indication of a deadline on this application, Ms. Holt suggested waiting for the submission of additional applications so that a review and assessment of all applications can be made to determine how best to spend the money.

Motion: Hector Rodriguez, seconded by Kenneth Crannell, moved to postpone the application from Colony Farm Agritourism Feasibility Study for the Ellenville Million Grant Study.

Vote: The motion was adopted

Luminary Publishing Inc. Invoice

Motion: James Maloney, seconded by Kenneth Crannell, moved to approve Luminary Publishing, Inc. Invoice #75251 dated 8/7/2017 in the amount of \$6,556.39. (A copy of said invoice is on file.)

Discussion: Hector Rodriguez expressed his frustration with the amount of viable leads compared to the amount of the statement submitted. Suzanne Holt confirmed that to date much time and effort has been spent creating a new website which she believes will prove to be a very professional one which will last a long time. The discussion resulted in no changes to the original motion.

Vote: The motion was adopted.

Economic Indicator Reporting

Karl Schlegel presented a visual proposed report to be updated on a bi-monthly basis in compliance with the terms of Resolution No. 146, dated July 18, 2017, establishing a baseline for reporting and future funding for Economic Development in Ulster County. His presentation included but not limited to the following: Unemployment rates, tax revenues, sales tax, occupancy tax, housing data, income, census data and I LOVE NY Numbers.

Mr. Schlegel will be reviewing the material to be certain that everything is sourced correctly and re-checking all the numbers before putting the report on the website. He expects that to be completed by the end of the week.

PUBLIC COMMENT

There was no public comment.

ADJOURNMENT

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

Vote: The motion was adopted.

The Meeting was adjourned at 5:29 PM.

Ward Todd, Secretary