

Ulster County Economic Development Alliance
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MINUTES

October 1, 2015

A meeting of the Board of Directors of the Ulster County Economic Development Alliance was held immediately following the meeting of the Finance Committee, Thursday, October 1, 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
James Maloney
Ward Todd

The following Board Members were absent:

Kenneth Crannell
Burton Gulnick, Jr.
Robert Sudlow

President:

Suzanne Holt Director, Ulster County Office of Economic Development

Board Counsel:

Clinton Johnson First Assistant County Attorney

Chief Financial Officer:

Christopher J. Rioux, CPA, Deputy Commissioner of Finance

Staff – Ulster County Office of Economic Development:

Robin Brophy
Linda Clark
Christopher Fury

Additional Attendees:

Carl Belfiglio Ulster County Legislator, District 8
Kathy Butler Member Hunt Memorial Preservation Committee
Ray Butler Member Hunt Memorial Preservation Committee
Jane Eck Member Hunt Memorial Preservation Committee
Raleigh Green Raleigh Green Inc.
Jeannette Provenzano Ulster County Legislator, District 7
Joseph Stoeckeler Village Manager, Village of Ellenville
Geddy Sveikauskas Ulster Publishing

The meeting was called to order by Chair Julie Cohen-Lonstein at 4:08 p.m.

MINUTES

Motion: Thomas Briggs, seconded by Ward Todd, moved to approve the Minutes of the August 19, 2015 meeting of the Board of Directors. A copy of said Minutes is on file.

Vote: The motion was adopted. Kenneth Crannell, Burton Gulnick, Jr., and Robert Sudlow absent.

FINANCIALS

Christopher Rioux presented the financials for the period ending August 31, 2015, to the members of the Board of Directors.

Motion: James Maloney, seconded by Thomas Briggs, moved to accept the financials for the period ending August 31, 2015. A copy of said financials is on file.

Vote: The motion was adopted. Kenneth Crannell, Burton Gulnick, Jr. and Robert Sudlow absent.

APPROVAL OF 2016-2019 BUDGET

Motion: Thomas Briggs, seconded by Ward Todd, moved to approve the 2016-2019 Budget as presented.

Vote: The motion was adopted. Kenneth Crannell, Burton Gulnick, Jr. and Robert Sudlow absent.

PUBLIC COMMENT

Chair Cohen-Lonstein 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.

TECH-ENTREPRENEUR CAMPAIGN UPDATE

Mr. Raleigh Green, Raleigh Green, Inc., provided a Campaign Summary to the members of the Board of Directors. A copy of his Report is on file.

Mr. Green's comments included, but were not limited to, the following:

- First - Introduced Ulster County to 35,080 people; 3,813 visited the website; and 30 individuals registered for the Tech-Entrepreneur event.
- Second – NY Tech Meet-up – strongest component of the campaign; exposed/introduced to the NY Tech community. 25,000 received a newsletter; 700 attendees; sponsored after party for 500 attendees; over 70 individual expressed interest in participating in the Red Carpet Tour in September.
- Third - Red Carpet Tour – 42 actual participants. Very successful in communicating to the tech community the possibilities, opportunities and life style of Ulster County within a close proximity to New York City.
- Limitations of the Campaign
 - Duration - Only two months for the campaign.
 - Small budget to work with; especially with respect to media buys.
 - Trailblazing some things.
 - Numerous agencies that had never worked together before.
- Opportunities
 - Overall model was successful on its face; overall brand awareness; the NYC tech community was penetrated and Ulster County brought to their attention.
 - Engagement – actually talked to individuals via NY Tech Meet-up, online or telephone.

- Brand Experience – brought up a bus load of individuals and left an impression with all of them; cost per individual \$500.
- Consideration should be given to repeating the campaign with modifications and refinements.
 - Far more efficiencies gained because the model has been established; revisions to the model would be called for.
 - Test to see if Ulster County is of interest to this community.
 - How would they respond if they were offered a trip to see for themselves.
 - See if there is a match between the interests of New York City tech-entrepreneurs and what Ulster County has to offer.
- Campaign learned a lot, generated good will, and will serve as a model. Campaign generated 500 strong leads that can be leveraged.
- Recommends that something be done to build on this initiative; doing it once is not enough.

ELLENVILLE MILLION

Ms. Suzanne Holt reported that the Ellenville Million has nine components.

1. Water Sewer Infrastructure Improvement – improve the water and sewer capacity for the town and village to increase future economic development. A meeting was convened and a plan will be put together.
2. Soft Landing Fund – An economic development fund for new businesses or existing businesses that are creating new jobs if they are doing infrastructure investment. There is a possibility that this will be treated as a pilot and could possibly be rolled out to the entire county.
3. Tourism and Marketing Campaign – The town and the village will meet with Rick Remsnyder, Director, Ulster County Tourism, to put together a RFP from marketing agencies to move forward with a tourism and marketing campaign for Ellenville.
4. Parks Improvement and Outdoor Recreational Activities – Ellenville has five parks; they are a basis for tourism in the area. They all have enhancement projects that could be done to enhance their visibility to the public. Proposed a joint town/village Parks Commission.
5. Historic Preservation for the Shadowland Theatre – Shadowland has submitted a Consolidate Funding Application (CFA) to New York State. It is hoped that they receive the funding as the Ellenville Million funds will be used as a match. It will be known when the Governor announces. If they do not receive the funding the Ellenville Million money will be used as a match for other capital improvement funding requests.
6. Hunt Memorial Preservation – Presentation will be done today.
7. Main Street Improvement Project – Presentation will be done today.
8. Project Management, Grant Writing and Similar Services – It is hoped that Pattern for Progress will assist. A request was sent to grant companies seeking suggestions that would take the million dollars and grow it. Several proposals have been received.
9. High Speed Internet – Ulster County is going to be issuing a RFP. The Governor has announced Broadband for All; Dennis Doyle, Director, Ulster County Planning, is leading a team to work on a RFP to determine what we need throughout the county. Every municipalities needs are different. The goal is when Broadband for All is announced, Ulster County will be ready and have a plan in place when the funding is announced.

Hunt Memorial Preservation

Ms. Kathy Butler, President, Hunt Memorial Preservation Committee, addressed the members of the Board of Directors with reference to the Hunt Memorial Building component of the Ellenville Million Initiative. A copy of the Hunt Memorial Preservation Committee's proposal is on file.

Ms. Butler's remarks included, but were not limited to, the following:

- The Hunt Memorial is a 100 year old building located in Liberty Square in Ellenville.
- It was originally built to be a public library and to house the Women's Christian Temperance Union; the library resided at this location until the mid-1970s.
- The building fell into disrepair; the owners did not appreciate the historic value of the building and did nothing to maintain it.
- A major leaking roof destroyed most of the interior.
- A lot of work has been done; about \$450,000 has been spent on the renovation/preservation. A new roof has been installed.
- At the turn of the century, the Hunt Memorial Preservation Committee was established to restore the building. The building is now designated as a national/local historic landmark.
- There was a matching grant from the state to do the outside work. Almost all of the exterior work has been completed. All the old windows have been restored.
- \$100,000 will get them very close to their goal; however, they will continue to fundraise. Because it is a historic landmark, restoration must be done in a certain way.
- They are proposing to begin the restoration of the interior of the building and to complete the restoration of the portico. The portico over the last hundred years is sinking and the front wall is starting to bow-out. If something isn't done very soon, one day the wall will come down. \$35,000 of this money, in addition to their own money, will be used to restore the portico and wall next spring. The rest of the funding will be used to complete the interior of the building. Approximately 1/3 of the interior of the building has been completed. There is no electricity in 2/3 of the building and one small working bathroom that is original to the building. Proposing to make the building handicapped accessible with handicapped ramp, door widened, handicapped bathroom facility created, replacing all the ceilings, etc.
- Hoping to have the building up and running by next spring.
- Skylight stained glass window has been removed and restored by Donskoj and Company and it is currently waiting to be reinstalled once the renovations have been complete.

Motion: Thomas Briggs, seconded by James Maloney, moved to approve the Hunt Memorial Preservation proposal.

Vote: The motion was adopted. Kenneth Crannell, Burton Gulnick, Jr., and Robert Sudlow absent.

Legislator James Maloney suggested that a meeting of the Board of Directors be scheduled in Ellenville so that members may actually see the proposed site.

It was unanimously agreed by all those present to schedule the next meeting of the Board of Directors of the Ulster County Economic Development Alliance on Monday, October 19, 2015 at 1:00 p.m. at the Hunt Memorial Building.

Main Street Improvement Project

Mr. Joseph Stoeckeler, Village Manager, Village of Ellenville, addressed the members of the Board of Directors with reference to the Main Street Improvement designation within the Ellenville Million Initiative. A copy of Mr. Stoeckeler request is on file.

Chair Cohen-Lonstein stated that Mr. Stoeckeler, on behalf of the Village of Ellenville, is requesting the \$25,000 designated for Downtown Façade Improvements to be issued to the Village of Ellenville in order for the Village to create a Façade Renovation Program in the business district where all business owners would be eligible. A 50% match would be required and all work must be completed within the next twelve months.

Mr. Stoeckeler comments included, but were not limited to, the following:

- The good news is that there are two individuals that are interested. One is a building owner across the street from the Hunt Building. The second individual is on Center Street. At the end of the day, if there is any money left from another component of the Ellenville Million, \$25,000 is not going to go far.

Chair Cohen-Lonstein stated that there is only \$25,000. Do you have a limit for each property owner so that the other couple of business owners do not lose out; is there a deadline for consideration; is there a timeframe for applications to come in.

Mr. Stoeckeler responded that he didn't know if the invoice was going to come to the committee and then the people get reimbursed. If you want to forward the money to the Village that is fine; if you don't that is fine also. It doesn't matter. The Village Board supports doing the façade upgrade. The one individual has already gone to the building inspector with the approved materials for it. It is consistent with the motif of the area.

Legislator Thomas Briggs stated that the individuals would submit a plan and it would come through the Board of Directors and if it was approved than it would be a go. Once everyone was paid, the County would free up the money, instead of just giving the money to the Village.

Mr. Clinton Johnson, Assistant County Attorney, stated that is exactly how the contract between the County and the UCEDA is worded.

Motion: Thomas Briggs, seconded by James Maloney, moved to approve the proposed allocation.

Legislator Briggs stated, for purpose of discussion, we have \$25,000 in the pot, the rest of the story is not told yet.

Ms. Holt responded that the Board has \$25,000 in the pot to perform façade work and the applications can come here. But with the Board of Directors approving it at this meeting, now we know what the \$25,000 is going to go for. We can now write the rules and the application and move forward.

Legislator Briggs replied that it should go through the Village first and once it receives their stamp it come to the Board of Directors.

Vote: The motion was adopted. Kenneth Crannell, Burton Gulnick, Jr., and Robert Sudlow absent.

OLD BUSINESS

None.

EXECUTIVE SESSION

Motion: James Maloney, seconded by Ward Todd, moved to adjourn into Executive Session to discuss marketing strategy as per Section 105(H) of the Public Officer's Law Article 7.

Vote: The motion was adopted. Kenneth Crannell, Burton Gulnick, Jr. and Robert Sudlow absent.

The Board of Directors adjourned into Executive Session at 4:50 p.m.

Motion: James Maloney, seconded by Thomas Briggs, moved to adjourn out of Executive Session.

Vote: The motion was adopted. Kenneth Crannell, Burton Gulnick, Jr. and Robert Sudlow absent.
The Board of Directors adjourned out of Executive Session at 5:07 p.m.
No votes and/or official business transpired in Executive Session.

NEW BUSINESS

None.

ADJOURNMENT

Motion: Thomas Briggs, seconded by James Maloney, moved to adjourn the meeting.

Vote: The motion was adopted. Kenneth Crannell, Burton Gulnick, Jr. and Robert Sudlow absent.

Meeting Adjourned at 5:08 p.m.



Ward Todd, Secretary