

Ulster County Economic Development Alliance
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MINUTES

Meeting of the Board of Directors
December 5, 2017

A meeting of the Board of Directors of the Ulster County Economic Development Alliance was held immediately following the Governance Committee Meeting on Tuesday, December 5, 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 (arrived at 4:53 PM)
Kenneth Crannell	
Hector Rodriguez	

The following Board Members were absent with notice:

Ward Todd	Secretary
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:

Brian Mahoney	Luminary Publishing
Samm Liotta	Luminary Publishing

The meeting was called to order by Chair Julie Cohen-Lonstein at 4:45 PM.

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

MINUTES

Motion: Hector Rodriguez, seconded by Kenneth Crannell, moved to approve the Minutes of the November 14, 2017 meeting. A copy of said minutes is on file.

Vote: The motion was adopted.

FINANCIALS

Financials for the period ending November 30, 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 November 30, 2017.

Vote: The motion was adopted.

MARKETING

Luminary Media Update

Brian Mahoney introduced himself as one of principals of Luminary and stated that because this is the last meeting of the year, he would like to provide the Board with a summary of the year's activities. His update included a timeline of services.

Ms. Liotta presented a brief "Strategic Overview" for the Board Members and explained the lead "funnel" process.

Mr. Mahoney reviewed the following campaigns which Luminary focused on throughout the past year: Technology & Manufacturing, Craft Food and Beverage and Filmmaking (including a film industry video which was just completed).

Mr. Mahoney continued with a scope of services which included, but was not limited to, the following:

- 16 photoshoots that Luminary generated, which created approximately 300 photos. The photos are now the property of Ulster County OED
- Rack card
- Tri-fold brochure
- Videos
- Radio ad
- Contents for the website

Mr. Mahoney stated Luminary's campaign reached the following measures to date:

Social media:	600,000
PPC impressions:	3,000,000
Radio reach:	160,000
Print reach:	2,000,000

Mr. Mahoney further reported that there were 31 leads to date since October. Ms. Liotta stated as a result of the feedback from the Board, Luminary has been giving more attention to getting more leads and nurturing those leads. This procedure has been implemented in the 4th quarter.

Mr. Mahoney concluded by stating Luminary will be presenting a detailed report of all the activities throughout the year.

Chair Julie Cohen-Lonstein adjourned the meeting at 5:05 P.M.

Chair Julie Cohen-Lonstein reconvened the meeting at 5:08 P.M.

COMMITTEE REPORTS

Governance Committee

Julie Cohen-Lonstein reported that the yearly meeting was held immediately before this meeting.

Motion: Burton Gulnick, Jr. seconded by Hector Rodriguez, moved to adopt the By-Laws as amended and all the policies that presented by the Governance Committee. Copies of said policies and amendment to the By-Laws are on file.

Vote: The motion was adopted.

Ulster County Revolving Loan Fund Committee

Suzanne Holt stated there was nothing to report.

EDUCATION and TRAINING

Suzanne Holt reported that a workshop was held to educate the public and provide an overview on Economic Development in Ulster County and the response was very favorable. Ms. Holt said she would like to continue offering the workshop throughout the County in 2018.

Two events were also held for Ulster County vendors who wish to do business with the film industry. Ms. Holt stated that both these events were a huge success.

ELLENVILLE MILLION

Suzanne Holt gave the following update:

- **Pattern for Progress:** Both she and Tim Weidemann will be meeting with Jonathan Drapkin on Tuesday to move forward with the Jump Start Competition as well as finishing up with water and sewer.
- **Parks and Recreation:** Hank Alicandri submitted a monthly report. (A copy of said report is on file.) They are also closing up their initial projects and anticipate commencing work on the grant match award in 2018.
- **Jump Start Fund:** Partnering with SBDC to offer help to the businesses to present a business plan that will be worth reviewing.
- **Other Updates:** Re: The award to Shadowland, which was half the amount requested. The contract is being postponed until spring when they can provide estimates for the roof. Re: Colony Farm: A proposed contract is anticipated for the next meeting.

OLD BUSINESS

Grant Matching Fund Contracts (4): Addressed in the update above.

NEW BUSINESS

Luminary Invoice

Hector Rodriguez wished to address the particulars of the 31 leads which were included in the summary report by Luminary earlier on the agenda. Suzanne Holt added that the lead generation through the website is not working as well as expected; and therefore plans for a new process are being explored which will include reaching out to businesses that are in incubators in New York City that will be aging out of their space will be looking to grow.

Chair Cohen-Lonstein made a suggestion to ask Luminary to take pictures of empty store spaces to feature them since they will already have the audience.

Motion: James Maloney, seconded by Kenneth Crannell, moved to approve payment of Invoice #75311 dated 11/6/17 in the amount of \$17,556.51. (A copy of said invoice is on file.)

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

Tourism Marketing Contract (Cubic)

Motion: James Maloney, seconded by Burton Gulnick, Jr., moved to approve the Agreement for Professional Services by and between Ulster County Economic Development and Cubic, Inc. in a not-to-exceed amount of \$50,000.00. A copy of said Agreement is on file.

Vote: The motion was adopted.

Broadband Contract (Evolving Media Network, LLC)

Motion: Kenneth Crannell, seconded by James Maloney, moved to approve the Agreement for Professional Services by and between Ulster County Economic Development and Evolving Media Network, LLC, in a fixed fee of \$36,000.00. A copy of said Agreement is on file.

Discussion: Hector Rodriguez wished a clarification of what is included in the fee of \$36,000.00. Mr. Weidemann stated that it is a proof of concept, which will involve preliminary discussions and mapping with one likely outcome being a public Wi-Fi somewhere in Ellenville's downtown business district which would be connected to the internet by a wireless Broadband connection. The discussion resulted in no change to the original motion.

Vote: The motion was adopted.

RESOLUTION AUTHORIZING TREASURER TO ALLOCATE READY-2-GO FUNDS

Chair Julie Cohen-Lonstein explained that there is an overage of \$1,097.52 which needs to be returned to the developer (Leading Edge Developer) relative to the Ready2Go Program.

Mr. Weidemann stated that there is an additional remaining balance of \$1,338.33 to be considered. Chief Financial Officer, Christopher J. Rioux, explained that this amount represents the bank interest which has accumulated over the past 8 years. After some discussion among the Board members who were present, it was unanimously agreed to allocate the interest accumulated to the CDBJ 98 Fund.

RESOLUTION OF THE ULSTER COUNTY DEVELOPMENT ALLIANCE, INC. AUTHORIZING THE TREASURER TO DISBURSE READY2GO PROGRAM FUNDS.

Motion: James Maloney, seconded by Hector Rodriguez, moved to approve the Resolution of the Ulster County Development Alliance, Inc. Authorizing the Treasurer to Disburse Rady2Go Program Funds. A copy of said Agreement is on file.

Vote: The motion was adopted.

MEETING SCHEDULE FOR 2018

It was the general consensus by the Board members present to move the January 2, 2018 meeting to January 9, 2018.

PUBLIC COMMENT

There was no public comment.

ADJOURNMENT

Motion: Hector Rodriguez, seconded by Burton Gulnick, Jr., moved to adjourn the meeting.

Vote: The motion was adopted.

The Meeting was adjourned at 5:34 PM.

Ward Todd, Secretary