

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
February 6, 2018

A meeting of the Board of Directors of the Ulster County Economic Development Alliance was held at 4:30 P.M. on Tuesday, February, 2018, 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
Burton Gulnick, Jr.	Treasurer
Kenneth Crannell	
Hector Rodriguez	(arrived shortly after roll call)

The following Board Members were absent with notice:

Robert Sudlow	
James Maloney	Vice-Chair

Board Counsel:

Jennifer Clark	Assistant County Attorney
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Chief Financial Officer:

Christopher J. Rioux, CPA, Deputy Commissioner of Finance

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
Lynn Archer	Legislator, District No. 21
Kathy Nolan	Legislator, District No. 22

The meeting was called to order by Chair Julie Cohen-Lonstein at 4:32 P.M.

OLD BUSINESS

**Town of Wawarsing – Colony Farm Study
and**

Town of Wawarsing – Berme Road Park Revitalization Plan

Motion: Kenneth Crannell, seconded by Ward Todd, moved to approve the Economic Development Agreement by and between the Ulster County Economic Development Alliance and the Town of Wawarsing – Colony Farm Study for a **not-to-exceed** amount of **TEN THOUSAND EIGHT HUNDRED SEVENTY-FOUR DOLLARS (\$10,874.00)** – AND to approve the Economic Development Agreement by and between the Ulster County Economic Development Alliance and the Town of Wawarsing – Berme Road Park Revitalization Plan for a **not-to-exceed** amount of **TEN THOUSAND DOLLARS (\$10,000.00)**. Copies of said agreements are on file.

Vote: The motion was adopted.

NEW BUSINESS

Evolving Media Network Invoice

Motion: Ward Todd, seconded by Burton Gulnick, Jr., moved to approve payment of Moonfarmer (*a part of Evolving Media Network LLC*) Invoice #INV-4598, dated January 25, 2018 in the amount of **TWELVE THOUSAND DOLLARS (\$12,000.00)**. (A copy of said Invoice is on file.)

Vote: The motion was adopted.

**-Ellenville Million Grant Matching Contract-
Cornell Cooperative Extension – STEM Mentoring Programing**

Chair Julie Cohen-Lonstein explained that upon reviewing the proposed contract, it appears to contain language that describes the STEM programming specific to girls and youth of color who reside in Ellenville

and Wawarsing. Chair Lonstein understood from the presentation to the UCEDA members made by Melanie Forstrom, 4-H Youth Development Program Leader of Cornell Cooperative Extension at the last meeting, that the program was open to all STEM youths who reside in Ellenville and Wawarsing.

It was subsequently confirmed that the proposed contract correctly reflects a grant match on a one-to-one basis. (A copy of the draft contract is on file.)

Chair Lonstein then distributed copies of documentation submitted by Cornell Cooperative Extension of Ulster County dated February 6, 2018 listing contributions secured thus far in the amount of \$3,159.10. (A copy of said documentation is on file.)

Motion: Hector Rodriguez, seconded by Ward Todd, moved to approve the Contract subject to a revision to the elimination of any discriminatory language in the Contract and to approve the one-to-one grant match in the amount of **THREE THOUSAND ONE HUNDRED FIFTY NINE DOLLARS and TEN CENTS (\$3,159.10).**

Vote: The motion was adopted.

-Ellenville Million Economic Development Fund- Yoga Vida Application

Michael Patton, owner of Yoga Vida joined the meeting via phone conference to discuss the application of Yoga Vida LLC which was before the Board for their consideration. Mr. Patton explained that he under contract for the purchase real estate located at Lundy Road in the Town of Wawarsing and a March closing is anticipated.

Timothy Weidemann referred the members to page "2" of the Application which shows the total award amount as itemized and calculated to be t \$21,040.00.

In response to an inquiry made by Chair Julie Cohen-Lonstein as to how soon after closing will operations be started, Mr. Patton stated that he anticipates construction within a couple of weeks following the closing and an opening expected by mid-summer.

Mr. Patton also reported that local people exclusively have been hired for construction, legal and engineering jobs thus far. It is his intention to hire local people for labor improvements and maintenance and hire as much local labor as possible depending upon their skill set.

At Mr. Rodriguez's request, Mr. Patton offered information as to the number of current full-time employees in New York City and their wages. Ms. Holt stated that the applicant has provided confidential information regarding employment, payroll, financials, etc., and advised Mr. Rodriguez that he may review the same after the meeting since under the Open Meetings Law, if the documents were presented during the meeting, they would be subject to review by the public as well.

Board Counsel, Jennifer Clarke, suggested that if the Board members wish to review any of the confidential information, they would need to move into Executive Session for that purpose.

Ward Todd interjected to point out that with respect to this project, the outline contained on the last page of the application seems to address the concerns raised.

Motion: Julie Cohen-Lonstein, seconded by Kenneth Crannell, moved to accept the application submitted by Yoga Vida LLC and to go forward with the preparation of a Contract. (A copy of said application is on file.)

Discussion: Mr. Rodriguez wished to reaffirm that the amount sought by the applicant was \$21,040.00.

Vote: The motion was adopted.

The discussion resulted in no change to the original motion.

Mr. Rodriguez made a request to speak before moving onto the next matter on the agenda. He suggested the need to have a procedure in place to monitor the financial reserve as subsequent applications are received and reviewed. Chair Cohen-Lonstein asked that Mr. Rodriguez offer a format and present it to the Board for their consideration.

-Ellenville Million Vocational Training- PCT Training Request

In addition to the written information regarding the Patient Care Technician Training, Lisa Berger, gave an overview of the program. (A copy of said information is on file.)

A lengthy discussion regarding the guaranty of jobs at Ellenville Hospital after receiving the training ensued.

Before voting, Chair Julie Cohen-Lonstein wished to disclose that she is on the Board of Trustees for the Ellenville Hospital.

Motion: Kenneth Crannell, seconded by Ward Todd, moved to approve application subject to review of the terms of a proposed Contract to be presented at the next meeting.

Vote: The motion was adopted.

UCEDA Contract with the County of Ulster

Motion: Ward Todd, seconded by Kenneth Crannell, moved to approve the Contract by and between the Ulster County Economic Development Alliance and the County of Ulster.

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

MARKETING

Luminary Proposal for 2018

Citing their attendance required at a Ways & Means Committee Meeting, Burton Gulnick, Jr. and Hector Rodriguez excused themselves from the meeting at 5:05 P.M. Following their departure, there being seven members total and three members present, a quorum was lost.

It was then unanimously agreed by all those present that a special meeting of the Board of Directors regarding Marketing would be scheduled for either February 14th or February 15th at 4:00 PM. Staff will send a notice to coordinate and schedule.

PUBLIC COMMENT

Lynne Archer previously addressed the Board and commented on the PCT Training. She gave a scenario of hiring someone who passes the interview process subject to their passing the exam; therefore you would be making an investment in someone who you knew you would be hiring.

ADJOURNMENT

Motion: Ward Todd, seconded by Chair Cohen-Lonstein, moved to adjourn the meeting.

Vote: The motion was adopted.

The Meeting was adjourned at 5:07 PM.

Ward Todd, Secretary

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MINUTES

Special Meeting of the Board of Directors
February 15, 2018

A meeting of the Board of Directors of the Ulster County Economic Development Alliance was held at 4:00 P.M. on Tuesday, January 15, 2018, Karen Binder Library, 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
Ward Todd	Secretary (arrived after roll call)
Burton Gulnick, Jr.	Treasurer
Kenneth Crannell	
Hector Rodriguez	

The following Board Members were absent with notice:

Robert Sudlow

Board Counsel:

Jennifer Clark Assistant County Attorney

Ulster County Office of Economic Development Staff:

Suzanne Holt, President & CEO
Timothy Weidemann
Bernadette Andreassen

Additional Attendees:

Legislator Joseph K. Maloney

The meeting was called to order by Chair Julie Cohen-Lonstein at 4:07 P.M.

MINUTES

Motion: James Maloney, seconded by Hector Rodriguez, moved to approve the Minutes of the January 9, 2018 meeting. A copy of said minutes is on file.

Vote: The motion was adopted.

FINANCIALS

Suzanne Holt advised the Board that Financials were not available for this month.

MARKETING

Luminary Media

Luminary Media's 2018 Proposal for Services was before the Board for their consideration. (A copy of said proposal is on file.)

EXECUTIVE SESSION

Chair Cohen-Lonstein requested a motion to move into Executive Session for the purpose of discussing Luminary Publishing.

Motion: James Maloney, seconded by Kenneth Crannell, moved to enter Executive Session for the purpose of discussing matters concerning Luminary Publishing.

Vote: The motion was adopted.

The meeting was adjourned into Executive Session at 4:10 P.M.

Motion: Hector Rodriguez, seconded by James Maloney, moved to come out of Executive Session.

Vote: The motion was adopted.

The meeting was adjourned out of Executive Session at 4:51 P.M.

No official business was transacted during Executive Session

Motion: Hector Rodríguez, seconded by Kenneth Crannell, moved to approve retaining the services of Luminary Media, contingent upon UCEDA staff discussing the Board's concerns with them and upon Luminary's consent to deliver metrics to the Board on a monthly basis relative to leads; and such provision to be incorporated into the terms of a proposed contract to be presented to the Board for their consideration at the next meeting.

Vote: The motion was adopted.

PUBLIC COMMENT

There was no public comment.

ADJOURNMENT

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

Vote: The motion was adopted.

The Meeting was adjourned at 5:52 PM.

Ward Todd, Secretary