

Ulster County Economic Development Alliance
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MINUTES

Meeting of the Board of Directors
April 3, 2018

A meeting of the Board of Directors of the Ulster County Economic Development Alliance was held at 4:30 P.M. on Tuesday, April 3, 2018, Legislative Chambers, 6th Floor, Ulster County Office Building, 244 Fair Street, Kingston, NY.

The following Board Members were present:

James Maloney	Vice-Chair
Ward Todd	Secretary
Kenneth Crannell	
Hector Rodriguez	

The following Board Members were absent with notice:

Julie Cohen Lonstein	Chair
Burton Gulnick, Jr.	Treasurer
Robert Sudlow	

Ulster County Office of Economic Development Staff:

Suzanne Holt, President & CEO
Timothy Weidemann
Bernadette Andreassen

Additional Attendees:

Kale Kaposhilin	Hudson Valley Tech Meetup
Dan Stone	Moonfarmer
Teal Hutton	Moonfarmer
Lynn Archer	Legislator, District No. 21
Brian Woltmann	Legislator, District No. 7

The meeting was called to order by Vice-Chair James Maloney at 4:36 P.M.

MINUTES

Motion: Hector Rodriguez, seconded by Kenneth Crannell, moved to approve the Minutes of the March 6, 2018 and March 19, 2018 meetings. Copies of said minutes are on file.

Vote: The motion was adopted.

FINANCIALS

Financials were not available.

Vice-Chair Maloney confirmed Mr. Rodriguez's earlier request to ask CPA, Deputy Commissioner of Finance Christopher J. Rioux to provide the information regarding the Revolving Loan Fund Committee and the surplus monies as previously discussed during a presentation of the audit.

PRESENTATIONS

Moonfarmer

Dan Stone of Moonfarmer, a/k/a Evolving Media Network, explained that the project they are working on involves seeing what the feasibility would be to bring an alternative approach to Broadband in Ellenville. He stated that it is a three-phase plan, and he reported his findings to the Board with regard to the first phase which has now been completed. (A copy of the Findings Summary is on file.)

Mr. Stone proceeded to give a visual and verbal presentation of Phase One which included, but was not limited to the following:

- Phase One, or the "Discovery Phase" involved interviewing a mix of various people, mostly from the business sector, to learn of the problems they were experiencing, to determine the current state of Broadband in Ellenville and to do a comparative analysis.
- Within the last ten years, Spectrum has been the only Broadband provider in Ellenville and Wawarsing, expiring in 2016.
- A cross-section of other available options including DSL and satellite were reviewed with the members of the Board.
- One of the biggest weaknesses of satellite is a high latency.
- Cable or DSL are faster because they transmit by wire.
- In general, most of the Spectrum customers who were interviewed were satisfied with the available speed; however, many were dissatisfied with the upload speed.
- A problem currently with the Wawarsing/Ellenville area is that there is only one connection coming in which can result in a disruption of service in the event of a storm.

- Price was not a concern with those who were interviewed.
- Access seems to be the greatest issue.
- Interviewees had mixed opinions on public wifi; most were supportive.

Hudson Valley Tech Meetup and Catskills Conf

Kale Kaposhilin spoke on behalf of Hudson Valley Tech Meetup and Catskills Conf. He stated that both organizations have become more effective than originally expected. As a result of the meetups, Grand Central Tech, a huge incubator and accelerator program in New York City, became aware of Kingston. They are working closely with Mr. Kaposhilin, Suzanne Holt and Tim Weidemann to find space to create an outpost here and bring some of the companies to Ulster County on a summer basis.

The organizations have also worked and developed a close relationship with Dennis Crowley, founder of Four Square.

Mr. Kaposhilin believes much of this has happened largely because Hudson Valley Tech Meetup and Catskills Conf have been instrumental in building a community around innovation and tech in Ulster County.

Mr. Kaposhilin concluded by saying "It's really happening and it's working!" He thanked the members of the Board for their support and hopes it will continue.

UPDATES

Education and Training: Tim Weidemann reported that there has been a blitz of events, the latest being held on the previous night which was an Agribusiness workshop in the Town of Rochester, attended by approximately 42 people. The next event will be in the Town of Esopus tomorrow night with an overview of Ulster County's Economic Development services. Similar events will be held in New Paltz and Saugerties. Mr. Weidemann stated that he is working on dates later in the year for other towns as well. A Food and Beverage Mixer is scheduled for April 17th at the Falcon. A film industry night is scheduled for May 5th. A Cable Franchise Agreement and Broadband Workshop is tentatively scheduled for May 15th for the benefit of Town Supervisors and all the municipalities.

Business Attraction Marketing Campaign: Ms. Holt pointed out that a gliche in the contract with Luminary Publishing has occurred due to the emphasis on events. In order for Luminary to do them, they have requested money up front; and therefore, a contract amendment is proposed to accomplish that. The amendment is in the Board's packet for consideration later on the agenda.

Mr. Holt stated that Debra Bresnan has provided a resume and writing samples which have previously been distributed to the Board for their review. The contract in the Board's packet today is a draft. Ms.

Bresnan currently does not have the insurance requirements; and depending on the cost for the same, the payment structure under the contract may need to be revised.

Ellenville Million: Ms. Holt reported that the major news is that the Jumpstart Competition has been commenced. She made reference to an editorial in Times Herald Record in support of the program, a copy of which was in the Board's packet and also mentioned that it made the front page of the Daily Freeman as well. Ms. Holt added that Hudson Valley Pattern for Progress took the lead on this and wrote the Press Release as well as designing the application. The deadline is June 1st. Ms. Holt said she met with Arnaldo from SBDC who suggested the possibility of inviting businesses to a training in Ellenville for people who want to start new businesses in an effort to produce a better and clearer application when submitted.

Ms. Holt stated that everything else is moving forward.

COMMITTEE REPORTS

Revolving Loan Fund Committee

Suzanne Holt reported the following:

- Closings for Bread Alone, Fruition and Yoga Vita, which were all previously approved by the Board, are pending.
- Ameribag has sold the building. They will be making a final payment in the amount of approximately \$6,000.00.
- New World is going out of business; however payment to UCEDA is expected to be received in the amount of \$7,200.00.

OLD BUSINESS

Revised Luminary Publishing, Inc. Contract

Suzanne Holt brought to the Board's attention that the only revision to the Luminary Publishing Contract is evidenced in "Schedule B", paragraph "2" which now calls for a "spend down" in an amount not to exceed \$20,000.00 for events detailed in Deliverables #2 and #3 as outlined in "Schedule A" of the agreement.

A discussion followed wherein Ward Todd verified with the Board that the amount of the contract last year with Luminary was \$100,000.00. He pointed out that the new proposed Luminary contract before the Board is for a not-to-exceed amount of \$80,000.00, and there will be a separate contract for an independent writer in a not-to-exceed amount of \$20,000.00; therefore, the total, will result in no change to the amount expended last year.

In response to a question raised by Mr. Rodriguez, Ms. Holt stated that Luminary will still be working with the same targeted clusters; however as a result of the discussion at last month's meeting and with the Board's direction, it was determined that the business attraction event and the sponsorship event would be most effective components.

Motion: Kenneth Crannell, seconded by Ward Todd, moved to approve the revised Luminary Publishing, Inc. Contract in a not-to-exceed amount of **EIGHTY THOUSAND DOLLARS (\$80,000.00)**. A copy of said contract is on file.

Vote: The motion was adopted.

NEW BUSINESS

Cubic Invoice Number 13433 (EM-Tourism Marketing)

At the request of Hector Rodriguez, Ms. Holt stated that she is optimistic with the services provided by Cubic. She further reported that she is in communication with them most every week and things are moving along.

Motion: Kenneth Crannell, seconded by Hector Rodriguez, moved to approve payment of Cubic **Invoice Number 13433** dated February 28, 2018 in the amount of **FOUR THOUSAND ONE HUNDRED TWENTY-NINE DOLLARS and FORTY-ONE CENTS (\$4,129.41)**. Copies of said invoice and supporting documents are on file.

Vote: The motion was adopted.

Luminary Publishing, Inc. Invoice Number 7537

It was pointed out that Invoice Number 75347 relates to the Contract spend-down as addressed earlier on the agenda.

Motion: Ward Todd, seconded by Kenneth Crannell, moved to approve payment of Luminary Publishing, Inc. **Invoice Number 75347** dated March 21, 2018 in the amount of **TWENTY THOUSAND DOLLARS (\$20,000.00)** pursuant to the terms of the Contract as approved this day. A copy of said invoice is on file.

Vote: The motion was adopted.

Pattern for Progress Invoice dated March 22, 2018 (Jump Start Competition)

Motion: Ward Todd, seconded by Kenneth Crannell, moved to approve payment of Pattern for Progress Invoice dated **March 22, 2018** in the amount of **TWO THOUSAND FIVE HUNDRED DOLLARS (\$2,500.00)**. Copies of said invoice and supporting documents are on file.

Discussion: Hector Rodriguez wished to clarify the total amount of hours reflected in the bill submitted by Pattern for Progress. In response, Ward Todd stated that he quickly calculated the total

hours to be roughly 23-24 hours and it appears that Pattern is charging approximately one half of the actual amount due. Suzanne Holt added that it took a lot of time to come up with a strategy to make the competition effective and to find a plan which would produce the most worthy applications for the Board to then consider.

This discussion resulted in no change to the original motion.

Vote: The motion was adopted.

Contract with Debra Bresnan

Suzanne Holt stated that the contract contained in the Board's packet is a draft. The final version will be forthcoming.

HV Tech Meetup Event Sponsorship Contract

Motion: Hector Rodriguez, seconded by Ward Todd, moved to approve the Hudson Valley Tech Meetup Event Sponsorship Contract. A copy of said contract is on file.

Vote: The motion was adopted.

Catskills Conf Sponsorship Contract

Motion: Ward Todd, seconded by Kenneth Crannel, moved to approve the Catskills Conf Sponsorship Contract. A copy of said contract is on file.

Vote: The motion was adopted.

Modification No. 2 To Economic Development Incentive Agreement with Central Hudson Gas & Electric

Motion: Kenneth Crannell, seconded by Ward Todd, moved to approve Modification No. 2 To Economic Development Incentive Agreement with Central Hudson Gas & Electric. A copy of said contract is on file.

Vote: The motion was adopted.

OTHER BUSINESS and ANNOUNCEMENTS

Agenda Format

After a short discussion, it was suggested that in addition to the Public Comment currently offered before adjournment to also include a "Public Comment on Agenda Items Only" earlier on the agenda after approval of minutes.

PUBLIC COMMENT

There was no public comment.

ADJOURNMENT

Motion: Hector Rodriguez, seconded by Kenneth Crannell, moved to adjourn the meeting.

Vote: The motion was adopted.

The Meeting was adjourned at 5:53 PM.

Ward Todd, Secretary