

Ulster County Economic Development Alliance
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MINUTES

Meeting of the Board of Directors
November 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, November 6, 2018, in the Legislative Chamber, 6th Floor, Ulster County Office Building, 244 Fair St., Kingston, NY 12402.

The following Board Members were present:

Julie Cohen Lonstein Chair
Lisa Berger
Kenneth Crannell
Hector Rodriguez (Arrived at 4:34)
Ward Todd (Arrived at 4:34)
James Maloney

The following Board Members were absent with notice:

Burton Gulnick

Board Counsel:

Jennifer Clark Assistant County Attorney

Chief Financial Officer:

Christopher J. Rioux, CPA, Deputy Commissioner of Finance

Ulster County Office of Economic Development Staff:

Suzanne Holt
Bernadette Andreassen
Kayleen Scali

Additional Attendees:

Kathy Nolan Legislator, District No. 22
Hank Alicandri

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

MINUTES

Motion: Jim Maloney, seconded by Hector Rodriguez, moved to approve the minutes of the October 2nd, 2018 meeting. A copy of said minutes are on file.

Vote: The motion was adopted.

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

PRESENTATIONS

Jonathan Drapkin: Proposal for Downtown Revitalization Plan

Mr. Drapkin from Pattern for Progress is proposing to create a plan for the Downtown Revitalization on Center Street in Ellenville. This plan was originally approved by the Greenway. The original plan was renounced by the Village so that they could focus more on the master plan for Berme Park. Mr. Drapkin's request would be part of his work in supporting the Ellenville Million project. The approval of \$12,000 would allow him to create a plan for Center Street. Chair Lonstein asked if a plan is already set in motion and who will be executing the plan once Pattern completes the plan. Mr. Drapkin assured the board that he will be working with many people to create this and that he will put forth a couple of different options. Hector Rodriguez wanted to clarify if they would be using all \$12,000 for the project. Mr. Drapkin informed the board that they use landscape architects and other professionals so he would use all of the \$12,000. In conclusion, Mr. Drapkin thinks the project will take about 3 months to complete. He is hoping by spring to have something they can market.

Motion: Lisa Berger, seconded by Jim Maloney, made a motion for Pattern for Progress to create a Downtown Revitalization Plan for Center Street in Ellenville in the amount of \$12,000.

Vote: The motion was adopted.

Discussion: Hector Rodriguez and Jim Maloney expressed interest in having Mr. Drapkin do a walkthrough of Center Street together.

Hank Alicandri: EM Parks- Pavilions Project- Contract for Approval & EM Grant Matching- D&H and O&W Heritage Trail- Contract for Approval

Mr. Alicandri presented on the contract for the EM Parks- Pavilion project and the D&H and O&W Heritage Trail. There are currently two pavilions that were built in the 70's. The plan would allow for them to be torn down and for two new 36 x 24 pavilions to be built. Chair Lonstein asked if phase 2 of the plan for Berme Road would have restrooms. Mr. Alicandri stated that bathrooms are still in the plan but not a part of this contract. Mr. Maloney suggested that gutters be added to the project contract.

Motion: Jim Maloney, seconded by Hector Rodriguez, made a motion to approve both the contract for EM Parks- Pavilions and EM Grant Matching- D&H and O&W Heritage Trail.

Vote: The motion was adopted.

FINANCIALS

CFO, Christopher J. Rioux reviewed the highlights of the financial report with the members. In the month of September, the EDA had a cash balance of \$572,247.37. There was \$54,984.50 in expenses. Copies of said financials are on file.

Motion: Jim Maloney, seconded by Ken Crannell, moved to approve the financials for the periods ending September 30th, 2018. Copies of said financials are on file.

Vote: The motion was adopted.

OLD BUSINESS

NEW UCEDA Logo (Ditto!Design!) Update

Suzanne Holt informed the board that they were unable to come to an agreement with Ditto Design to create a logo for UCEDA.

2019 Find Ellenville Marketing

Suzanne Holt notified the board that Cubic's contract has expired. She has been in contact with the Village of Ellenville Mayor who is currently working with the Town, and School District on a joint marketing plan. UCEDA's goal is to completely hand over the Find Ellenville website to this County/Village/Town/School District consortium. Mr. Rodriguez asked if they had chosen a new firm. Ms. Holt did not want to share the name of the chosen firm until the consortium made a public announcement.-

NEW BUSINESS

Debra Bresnan Invoice #0613

Motion: Hector Rodriguez, seconded by Lisa Berger, moved to approve payment of invoice #0613, dated October 22nd submitted by Debra Bresnan in the amount of **TWO THOUSAND EIGHT HUNDRED AND THIRTY-FIVE DOLLARS (\$2835.00)**. A copy of said invoice is on file.

Vote: The motion was adopted.

Luminary Publishing, Inc. Invoice #75406

Motion: Ken Crannell, seconded by Lisa Berger, moved to approve payment of Luminary Publishing, Inc. Invoice Number 75406, dated October 16th, 2018 in the amount of **SEVEN THOUSAND SIX HUNDRED THIRTY-TWO DOLLARS AND SEVENTY-ONE CENTS (\$7,632.71)**. A copy of said invoice is on file.

Discussion: Hector Rodriguez asked why Luminary was not present to make a 2019 marketing proposal. Ms. Holt reminded the board the Luminary's contract is good through the end of 2018 and we are working with them to put together a proposal. Ms. Holt also updated the board that she attended the Woodstock Film Festival and that she will have a booth at the Tech up for Women conference in NYC.

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

Hudson Valley Technology Conferences, LLC

Motion: Hector Rodriguez, seconded by Jim Maloney, moved to approve Hudson Valley Technology Conferences, LLC, invoice #13, dated October 12, 2018 in the amount of **FIVE THOUSAND DOLLARS (\$5,000.00)**. Sponsorship package for Catskills Conf. A copy of said invoice is on file.

Vote: The motion was adopted.

Discussion: Mr. Rodriguez attended the Catskill Conference. He shared with the board that it was a young crowd and it focused on designers.

Cornell Cooperative Extension of Ulster County Invoice (EM-Grant Match)

Motion: Lisa Berger, seconded by Ken Crannell, moved to approve payment of Cornell Cooperative Extension of Ulster County's invoice number UCEDA01, dated February 25, 2018 in the amount of TEN THOUSAND DOLLARS (\$10,000). A copy of said invoice is on file.

Vote: The motion was adopted.

Humble Gym EM Jump Start Invoice

Motion: Jim Maloney, seconded by Hector Rodriguez, moved to approve payment of Humble Gym's invoice dated October 29, 2018 in the amount of **SEVEN THOUSAND FOUR HUNDRED AND NINETY DOLLARS FIFTY-SIX CENTS (\$7490.56)**. A copy of said invoice is on file.

Vote: The motion was adopted.

Discussion: Bernadette Andreassen presented an update on the progress of Humble Gym. They have currently fixed the roof, interior walls were erected, they are running electric and put in 3 new panels. The boiler is up and running and the plumbing and fixtures are in. Mr. Covello hopes to have an open date to share with us for the next meeting.

2019 Meeting Schedule

Chair Lonstein reviewed the upcoming 2019 schedule. The January 1, 2019 meeting will be rescheduled tentatively for Thursday, January 3, 2019.

CORRESPONDENCE

Woodstock Film Festival Letter

Ms. Blaustein sent a letter to acknowledge and thank the Ulster County Office of Economic development for their continued support to the Woodstock Film Festival.

PUBLIC COMMENT

No one asked for the privilege of the floor.

The Public Comment section of the agenda was closed.

ADJOURNMENT

Motion: Lisa Berger, seconded by Julie Lonstein, moved to adjourn the meeting.

Vote: The motion was adopted.

The meeting was adjourned at 5:20 PM.

Ward Todd, Secretary