

Ulster County Economic Development Alliance  
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## **MINUTES**

Meeting of the Board of Directors  
June 4<sup>th</sup>, 2019

A meeting of the Board of Directors of the Ulster County Economic Development Alliance was held at 4:34 P.M. on Tuesday, June 4<sup>th</sup>, 2019, in the Legislative Chamber, 6<sup>th</sup> Floor, Ulster County Office Building, 244 Fair St., Kingston, NY 12401.

The following Board Members were present:

Julie Cohen Lonstein    Chair  
Lisa Berger  
Brian Woltman  
Marc Rider  
Lynn Archer

The following Board Members were absent with notice:

Ward Todd  
Burton Gulnick, Jr

Chief Financial Officer:

Christopher J. Rioux, CPA, Deputy Commissioner of Finance

Ulster County Office of Economic Development Staff:

Suzanne Holt  
Kayleen Scali

Additional Attendees:

Peter Martin                      Evolving Media Network  
Brian Maculoso                  Partnering with Evolving Media Network for Moonfarmer Project

The meeting was called to order by Chair Julie Lonstein at 4:34 P.M.

## **MINUTES**

**Motion:**            Brian Woltman, seconded by Lisa Berger, moved to approve the minutes of the May 7<sup>th</sup>, 2019 meeting. A copy of said minutes are on file.

**Vote:**                The motion was adopted.

## **OLD BUSINESS**

**Agreement for the Transfer FindEllenville.com**

Tabled until end of meeting.

**Motion:** Lynn Archer, seconded by Lisa Berger, moved to not accept any more contracts for Ellenville Million after August 31, 2019.

**Vote:** The motion was adopted.

**Motion:** Mark Rider, seconded by Lisa Berger, moved to extend the Ellenville Million county contract until July 1<sup>st</sup>, 2020. No additional funds were added.

**Vote:** The motion was adopted.

### **EM Contracts- Amendments**

Three Ellenville Million contracts for Humble Gym, Carmen's Sabor Latino, and Town of Wawarsing DOCCS Section of O&W Rail Trail were discussed. Two required action.

**Motion:** Brian Woltman, seconded by Marc Rider, moved to extend contract for Humble Gym to August 2019.

**Vote:** The motion was adopted.

Suzanne Holt informed the UCEDA Board that the contract for Carmen's Sabor Latino has been pulled because the business owner turned it down. \$51,000 was returned to the Jump Start competition fund.

**Motion:** Lisa Berger, seconded by Marc Rider, moved to extend the Wawarsing DOCCS Section of O&W Rail Trail contract by two months to December 31<sup>st</sup>, 2019.

**Vote:** The motion was adopted.

### **Presentations**

#### **Peter Martin: Moonfarmer Presentation**

Peter Martin came on behalf of Dan Stone with Brian Maculuso to update the Board on the progress of the public wireless broadband installation project in the Village of Ellenville. Peter stated they have received and reviewed the contract, but have more to discuss with Suzanne before signing. Brian explained his plan to strategically utilize roofs of businesses in the downtown area to maximize broadband coverage in the village. Peter outlined the estimated cost of equipment, labor, installation fees, and teardown. Suzanne Holt asked Dan Stone to add a site fee of \$3,000-\$5,000 per site. Peter clarified that they have yet to figure out which businesses they will be utilizing for this project. He said that figuring this out is Evolving Media Network's main goal to ensure he will have a contract in front of the board by the July 2<sup>nd</sup> UCEDA meeting. In response to a question from Brian Woltman, Peter said the installation period is estimated to be two weeks. Suzanne stated that there will most certainly be insurance requirements.

**NEW BUSINESS**

**SUNY Ulster for Web Development/EM Training Invoice**

**Motion:** Brian Woltman, seconded by Marc Rider, moved to approve payment of the invoice for six SUNY Ulster students, dated May 20, 2019, in the amount of **TWENTY THOUSAND THREE HUNDRED AND FIFTY-TWO DOLLARS (\$20,352.00)**.

**Vote:** The motion was adopted.

**Town of Wawarsing Berme Rd. Park Revitalization Grant Invoice**

**Motion:** Brian Woltman, seconded by Lisa Berger, moved to approve payment of invoice for Berme Rd. Park Revitalization Grant Match, dated May 28, 2019, in the amount of **TEN THOUSAND DOLLARS (\$10,000.00)**.

**Vote:** The motion was adopted.

**Debra Bresnan Invoice #0630**

**Motion:** Marc Rider, seconded by Lisa Berger, moved to approve payment of invoice #0629, dated May 24, 2019, in the amount of **THREE THOUSAND DOLLARS (\$3000.00)**.

**Vote:** The motion was adopted.

**Luminary Publishing Monthly Update**

Suzanne Holt presented the Luminary Publishing monthly update to announce that Brian is on a four-month leave. As a result, Jason Stern and Amara will be assigned the account along with Samm. Suzanne explained that a major goal of the marketing efforts is to bring NYC businesses to Ulster County. Suzanne announced an October 5<sup>th</sup> bus trip to NYC with two events leading up to it. The first is on June 18<sup>th</sup> at Brooklyn Cidery which also has a location in New Paltz. The second is on September 10<sup>th</sup> at Light Bright Neon which has another location in Kingston. Suzanne detailed the advertisement efforts ahead of the Brooklyn Cidery event and noted the hard work of Luminary Publishing.

**Luminary Publishing Invoice #75424**

**Motion:** Marc Rider, seconded by Lisa Berger, moved to approve payment of invoice #75424, dated May 20, 2019, in the amount of **ELEVEN THOUSAND EIGHT HUNDRED AND TWENTY-FOUR DOLLARS AND EIGHTY-SEVEN CENTS (\$11,824.87)**.

**Vote:** The motion was approved.

**Letter of Resignation**

Julie took a moment to reflect on her time on the UCEDA Board and thanks the members for serving with her. She states the July meeting will be her final.

**Agreement for the Transfer FindEllenville.com**

Returning to the first item of old business, Counsel Jen Clark clarified that the UCEDA will pay for half of

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the FindEllenville.com marketing costs in the amount of **SEVENTEEN THOUSAND EIGHT HUNDRED THIRTEEN DOLLARS** (\$17,813.00).

**Motion:** Marc Rider, seconded by Lisa Berger, moved contract for discussion.

**Vote:** The motion was adopted.

#### **PUBLIC COMMENT**

No one asked for the privilege of the floor. The public comment section of the agenda was closed.

#### **ADJOURNMENT**

**Motion:** Brian Woltman, seconded by Marc Rider, moved to adjourn the meeting.

**Vote:** The motion was adopted.

The meeting was adjourned at 5:13 PM.

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Ward Todd, Secretary