

Kayleen Scali

From: Suzanne Holt
Sent: Monday, June 3, 2019 9:27 AM
To: Kayleen Scali
Subject: FW: Ellenville million

Kayleen,

Please share this email correspondence with the Board tomorrow.

Suzanne Holt
Director - Office of Economic Development
Ulster County Executive's Office

desk - 845-334-5596
cell - 845-332-5053
shol@co.ulster.ny.us

From: jeffyk13 <jeffyk13@aol.com>
Sent: Saturday, June 1, 2019 12:13 PM
To: Julie Cohen Lonstein <julie@signallaw.com>; oed <oed@co.ulster.ny.us>
Cc: Terry Houck <wawsupervisor@hvc.rr.com>; lwiles@ecs.k12.ny.us; John Gavaris <john@johngavaris.com>; Steinhoff <steinhoff647@yahoo.com>; Jennifer Clark <jclr@co.ulster.ny.us>; Suzanne Holt <shol@co.ulster.ny.us>; Bernadette Andreassen <band@co.ulster.ny.us>; Adele Reiter <arei@co.ulster.ny.us>
Subject: RE: Ellenville million

In all due respect that's not exactly what occurred. Initially UCEDA chose to establish and fund the operation of an Ellenville website without any input from either the Town or Village. Once the Ellenville million had been fully spent who was going to fund management of the site or was this simply a short term plan that after the funds had been used up the site would become useless? Certainly if at some point when you had no additional funding you had approached either the Village or Town and asked that one of us takeover management I doubt either of us would have wanted to take on that burden.

However independently of your marketing efforts the School, Town and Village started working on a joint marketing strategy that would benefit from the website you had established and ensure a future funding source for the website. When I initially approached you as a representative of literally every elected official in the Ellenville area your response was to offer to put me on an agenda to pitch my concept with 10 local entrepreneurs who were looking for funding. We eventually learned that UCEDA was preparing to spend over \$40,000 to hire a firm to oversee your website for one year and requested the opportunity to address your board. We proposed that instead UCEDA should partner with the school town and village in a far more comprehensive marketing campaign with each entity contributing \$25,000 a year for two years or a combined budget of \$100,000 per year. In response you agreed to hold off on contracting with a website manager.

We acknowledge that there has been time delays due to the school's need to ensure the project could be tailored to their needs. However in the interim we were contacted by Suzanne who suggested while we were waiting for the school to complete its due diligence the village and UCEDA enter into a separate agreement so that UCEDA could forward its share of the funding and turnover the website to the village. We received a resolution from Suzanne's office that included a shared funding of \$30,000 plus each which was less than our two year budget but more than our one year budget of \$25,000. Nonetheless the village immediately held an emergency meeting to pass the resolution and

forwarded it to Suzanne's office. We were then told you needed a scope of services from Gerald Berliner and contract to approve funding. We obtained and forwarded that as well.

We were then asked to come to your May meeting which we assumed was the last step for approval of funding . Needless to say the committee members were shocked when told you were not in a position to approve funding when we had complied with the requests forwarded to us by Suzanne's office. The Village has now been presented with an amended agreement from Suzanne's office that in its last draft excludes any mention of shared funding but turns over the website for the Village to operate and fund by itself!

The original proposal remains. The Town Village School and UCEDA each contribute 25,000 a year for two years for a consolidated marketing campaign which will include operation of the find Ellenville site. We understand that the UCEDA marketing budget does not have enough to finance both years and our committee is prepared, hopefully with your support, to petition the county legislature to increase the marketing budget from the remaining Ellenville million funds. With regards to the current resolution before your board to turnover operation of the website without any shared funding commitment, we are not in a position to incur that obligation alone. That was never the intent of the Village when our joint committee was established nor was it our intent when approached by Suzanne to enter into a separate agreement between UCEDA and the Village.

HSent from my Verizon, Samsung Galaxy Tablet

----- Original message -----

From: Julie Cohen Lonstein <julie@signallaw.com>

Date: 6/1/19 10:38 AM (GMT-05:00)

To: jeffyk13 <jeffyk13@aol.com>, "Suzanne Holt, Office of Economic Development" <oed@co.ulster.ny.us>

Cc: Terry Houck <wawsupervisor@hvc.rr.com>, Lisa Wiles <lwiles@ecs.k12.ny.us>, John Gavaris <john@johngavaris.com>, Steinhoff <steinhoff647@yahoo.com>, Jennifer Clark <jclr@co.ulster.ny.us>, Suzanne Holt <shol@co.ulster.ny.us>, Bernadette Andreassen <band@co.ulster.ny.us>, Adele Reiter <arei@co.ulster.ny.us>

Subject: RE: Ellenville million

Jeff,

With all due respect, the UCEDA voted in favor of supporting your plan conceptually in December and has been and continues to be waiting for paperwork from the Village to support the Villages requests for a contribution to the joint marketing plan between the Village, Town, School and County (UCEDA) . Your inference that the UCEDA is responsible for that delay is not supported by the facts.

Initially the request in December was 50k over two years from the UCEDA Ellenville Million fund to match the contributions from the Town, Village and School. Nothing was received by the UCEDA board in response to our December request to the VOE to show verification that those entities had actually and formally committed the funds. Now, last month (May) the request from the Village was changed to \$34k (the amount remaining in unallocated funds) to support a grant match for the Gerald Berliner marketing contract.

When you appeared at the UCEDA board meeting last month, we implored you to please provide proof of grant match so it could be presented at our June 4 meeting and the request be voted on. At that same meeting last month, we also suggested and approved that in the interim, while we were all collectively waiting for the Village to supply the requested proof of grant match that the UCEDA formally assign the #findellenville Intellectual Property to the Village for the Village to utilize to its benefit and not have to incur the costs of purchasing and fully developing a new domain. Upon your receipt of the UCEDA's draft contract assigning that Intellectual Property for your approval in anticipation of it being presented for signature at our 6/4 meeting, you indicated via email to me Thursday morning that you were not interested in accepting the #findellenville Intellectual Property because you believed the funds should be granted to the Village also. I urge you, on behalf of the community, to reconsider that rejection.

I am unsure why you are blaming the UCEDA for the Villages refusal or inability to provide supporting paperwork, or what you intend to achieve by such a discourse. No one more than I, who has volunteered my time to serve on the UCEDA for the last three years, and prior to that volunteered on the Ellenville Million task force for a year, wants to see all of the remaining unallocated Ellenville Million funds continue to be invested for the betterment of Ellenville and its economic development. However, as I am sure you can appreciate, we have fiduciary rules to follow and do not have the ability to write a check regardless of our support of a project without going through formal Board approval.

Regardless, this discourse doesn't support progress towards advancing the grant match agenda. I will make myself available Monday morning for a conference call between ourselves and Suzanne Holt and hopefully the VOE attorney, Abby Osgood as well as assistant county attorney, Jennifer Clark so that any unanswered questions or confusion as to what documentation is required can be cleared up.

Please let me know the best time for your availability Monday morning so we can all work towards advancing this item on the agenda for Tuesday.

Enjoy the rest of your weekend.

Julie

From: jeffyk13 [mailto:jeffyk13@aol.com]
Sent: Saturday, June 1, 2019 9:22 AM
To: julie@signallaw.com; Suzanne Holt, Office of Economic Development <oed@co.ulster.ny.us>
Cc: Terry Houck <wawsupervisor@hvc.rr.com>; Lisa Wiles <lwiles@ecs.k12.ny.us>; John Gavaris <john@johngavaris.com>; Steinhoff <steinhoff647@yahoo.com>
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Months ago the town, village, and school marketing committee met with you and you verbally agreed to work with us and you withheld contracting with a firm to manage the find ellenville website.. Although we are anxious to get Gerald Berliner working on reenergizing the site I find you have frustrated the process by refusing to work with us . Instead of serving as a glowing example of how different governmental entities can work together for the betterment of the community we serve, you have chosen to treat the village town and school governments as if we were a start up business seeking funding. This should have been showcase of how the ellenville million has benefitted the Ellenville Community. Very disappointing

Sent from my Verizon, Samsung Galaxy Tablet