



MINUTES

March 19, 2015

A meeting of the Board of Directors of the Ulster County Economic Development Alliance was held at 3:00 p.m., Thursday, March 19, 2015, Karen Binder Library, 6th Floor, Ulster County Office Building, 244 Fair Street, Kingston, NY.

The following Board Members were present:

Thomas J. Briggs
Anthony Campagiorni, Chair¹ (via telephone) – call terminated 4:00 p.m.
Kenneth Crannell
Burton Gulnick
James Maloney
Robert Sudlow
Ward Todd

Additional Attendees:

Marianne Ananew	Ulster County Planning
Andrea Chafouleas	Ellenbogen Creative Media
Calandra Cruickshank	StateBook
Dennis Doyle	Ulster County Planning
Jeremy Ellenbogen	Ellenbogen Creative Media
Raleigh Green	Raleigh Green, Inc.
Suzanne Holt	Ulster County Office of Economic Development
Clinton Johnson	Ulster County Attorney's Office
Kale Kaposhilin	Evolve Media Network/Hudson Valley Tech Meetup
James Nani	Time Herald Record
Karl Schlegel	Ulster County Office of Economic Development
Matthew VanDerbeck	Pattison, Koskey, Howe & Bucci, CPA

The meeting was called to order by Vice Chair Maloney at 3:00 p.m.

¹ It should be noted that pursuant to the Board of Director's Bylaws, Chair Campagiorni did not participate/vote on any of the issues before the Board.

MINUTES

Motion: Burton Gulnick, Jr., seconded by Robert Sudlow, moved to approve the Minutes of the February 26, 2015 meeting. A copy of said Minutes is on file.

Vote: The motion was adopted.

FINANCIALS

Burton Gulnick presented the February financials to the members of the Board of Directors.

Motion: Ward Todd, seconded by Robert Sudlow, moved to accept the financials for the period ending February 28, 2015. A copy of said financials is on file.

Vote: The motion was adopted.

PUBLIC COMMENT

Vice Chair Maloney opened the meeting for public comment. There were no individuals who requested the Privilege of the Floor. The Public Comment section of the Agenda was closed.

PRESENTATION OF 2014 AUDIT

Mr. Matthew VanDerbeck presented the 2014 financial statement audit. Mr. VanDerbeck reviewed the financial statements, the management letter to the Board detailing any observations or recommendations, and a draft of the 990. Mr. VanDerbeck stated that the audit went as planned and a clean report was issued. Additionally, the members of the Board reviewed the 2014 Investment Report, 2014 Real Property Report, 2014 Annual Report/MD&A, Internal Controls Assessment, and Mission and Goals Measurement Report. Copies of said documents are on file.

Motion: Burton Gulnick, Jr., seconded by Thomas J. Briggs, moved to approve the 2014 Audit/Financial Statement, the 2014 Investment Report, 2014 Real Property Report, 2014 Annual Report/MD&A, Internal Controls Assessment, and Mission and Goals Measurement Report.

Vote: The motion was adopted.

EVOLVE MEDIA NETWORK

Mr. Kale Kaposhilin addressed the members of the Board and gave a brief overview of his company which consists of technology and web development, and creative media production. Evolve Media Network is proposing to recruit technopreneurs by providing a series of quality videos that will highlight the assets of Ulster County in a manner that is highly sharable. As a follow-up to the videos, technologists and developers would be invited to specific events to be held throughout the area. A copy of the Evolve Media Network proposal is on file.

ELLENBOGEN CREATIVE MEDIA

Mr. Jeremy Ellenbogen and Ms. Andrea Chafouleas provided Board members an overview of their proposal. Mr. Ellenbogen promoted the use of mini case studies that could be utilized in many digital formats. Case studies would be based on companies that are already established and successful in Ulster County. A video presentation was shown to the board.

RALEIGH GREEN – CREATIVE BRAND MANAGEMENT

Mr. Raleigh Green submitted an outline with a budget for his proposal to the members of the Board. Mr. Green spoke of a multi-faceted, focused micro-campaign targeting technopreneurs and utilizing a cost-effective digital format. The proposal contained several components: media, street marketing, direct mailing, and a one-day visit to Ulster County.

EXECUTIVE SESSION

Motion: Burton Gulnick, Jr., seconded by Robert Sudlow, moved to adjourn into Executive Session at 3:50 p.m.

Vote: The motion was adopted.

Motion: Ward Todd, seconded by Thomas J. Briggs, moved to adjourn out of Executive Session at 4:15 p.m.

Vote: The motion was adopted.

No official business was conducted during Executive Session.

EVOLVE MEDIA NETWORK, ELLENBOGEN CREATIVE MEDIA AND RALEIGH GREEN

Motion: Ward Todd, seconded by Burton Gulnick, Jr., moved to engage Evolve Media Network, Ellenbogen Creative Media, and Raleigh Green – Creative Brand Management to collaborate and create a diversified marketing approach.

Vote: The motion was adopted.

Mr. Todd was excused at 4:18 pm

OLD BUSINESS

None.

NEW BUSINESS

Insurance Quotes

Ms. Holt informed members that the County is using self-insurance for Directors and Officers insurance. It was put out for bid with one quote was received from The Reis Group. Ms. Holt recommended accepting a bid for \$2,195 for Directors and Officers insurance. It should be noted that there is an additional \$100 service fee added to the quote.

Motion: Thomas J. Briggs, seconded by Kenneth Crannell, moved to accept the bid for \$2,195 (plus \$100 Service Fee) for Directors and Officers insurance from The Reis Group.

Vote: The motion was adopted.

Hudson Valley Tech Meetup

Mr. Kale Kaposhilin provided an overview of the Hudson Valley Tech Meetup group. The group has been in existence for one year and brings together technologists from the Hudson Valley area. Meetings occur once per month. Mr. Kaposhilin proposed a small sponsorship from the UCEDA to support the Hudson Valley Tech Meetup group. Additionally, a representative of the UCEDA was requested to attend "Meetup" events to meet with developers. The next event is scheduled for April 29, 2015.

StateBook

Calandra Cruickshank provided an overview of her company stating it is the first online platform to assist companies in their process of finding suitable locations within the United States. Ms. Cruickshank provided a demonstration on the capabilities of her program. StateBook has aggregated 20,000 data points by county for every community across the United States standardizing data so comparisons, searches, and filtering can be done with the data by multiple means. Reports can easily be generated with data exported into EXCEL format. Ms. Cruickshank expressed that when an economic development organization joins as a member their contact information is combined, the agency will be able to add their own editorial content (photos, charts, graphs), and 20,000 data points will be available for their communities. The cost of StateBook is based on the state gross domestic product and percentage of local population; for Ulster County the cost would be \$2,500 per year.

EXECUTIVE SESSION

Motion: Burton Gulnick, Jr., seconded by Robert Sudlow, moved to adjourn into Executive Session at 4:55 p.m.

Vote: The motion was adopted.

Motion: Thomas J. Briggs, seconded by Robert Sudlow, moved to adjourn out of Executive Session at 5:05 p.m.

Vote: The motion was adopted.

No official business was conducted during Executive Session.

HUDSON VALLEY TECH MEETUP AND STATEBOOK

Motion: James Maloney, seconded by Thomas J. Briggs, approved sponsorship for Hudson Valley Tech Meetup in the amount of \$2,400.

Vote: The motion was adopted.

Motion: James Maloney, seconded by Thomas J. Briggs, approved participation in StateBook in the amount of \$2,500.

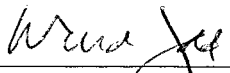
Vote: The motion was adopted.

ADJOURNMENT

Motion: Robert Sudlow, seconded by Thomas J. Briggs, moved to adjourn the meeting.

Vote: The motion was adopted.

Meeting Adjourned at 5:06 p.m.



Ward Todd, Secretary