

To: ***EDC Board Members***

Re: ***Minutes of December 20, 2016 Regular Monthly Meeting of the Board of Directors***

Present: Arleen Girard – Chair
Chris Barden – Vice Chairman
Chuck Barton – Past Chairman, Ex-Officio
Jeffery Byrne – Secretary
Mitch Amado – Treasurer & Chair of Audit & Finance Committee
Judy Calogero – Representative, City of Glens Falls
John Strough – Representative, TOQ
Harold “Bud” Taylor, Representative, Warren County

Absent: Dr. Kristine Duffy – Director, Representative SUNY Adirondack
Matt Fuller – Chair of Governance Committee
Jim Siplon - Director

Guests: Chairperson Lake Luzerne Supervisor Eugene Merlino of the Warren County Tourism Committee
Joanne Conley – Warren County Tourism Director
Maury Thompson, Post Star

Staff: Ed Bartholomew, President/CEO
John Wheatley, Vice President
Jennifer Switzer, Director of Finance/CFO
Elaine Behlmer, Office Administrator, Acting Secretary

On December 20, 2016 the Board of Directors for the Economic Development Corporation met in the Saratoga Room on the 2nd Floor at EDC Offices located at 333 Glen Street, Suite 101 in Glens Falls, New York for its Regular Monthly Meeting of the Board of Directors. The following items of business were discussed:

I. Welcome & Call to Order: Chair Arleen Girard called the meeting to order at 8:06 a.m. A welcome is extended to Chairperson Lake Luzerne Supervisor Gene Merlino of the Warren County Tourism Committee along with Joanne Conley, Director of Warren County Tourism. Joanne and Supervisor Merlino provide a brief overview of the recently completed tourism study. Mr. Merlino advises there have been some changes with the Tourism Dept. the last year and a half with big changes expected in 2017. He indicated BBG & G Advertising & Public Relations has good points and ideas which are being looked into further. Mr. Merlino agrees with study’s findings of the Tourism’s satellite visitor center office located inside the Lake George Outlet not optimum from a perspective of someone visiting from out of the area. Supervisor Merlino reported there will likely be changes in information distribution along with adjustments made in future commercials and data as recommended in the study. Joanne states tourism is vital and an important piece to economy of region. She briefed the group on perennial vacation destination for many generations of repeat visitors and need to reach new markets specifically the millennial generation as one recognized target along with consumers, senior folks and internationally. The Tourism Department has been rebranded with a new logo. Additionally, there is a need to market experiences, packages and itineraries to expose visitors to

other parts of the region; not just Lake George, Great Escape and Gore Mountain. Lake George Areas Winter and summer commercials the Warren County Tourism Office produced and released are presented with copies of The Original Vacation and 2016 Travel Guide distributed. Briefly discussed is working behind the scenes with I Love NY and Adirondack Regional Councils along with ways of measuring success that are difficult to obtain but being worked on. A thank you is extended to Eugene Merlino and Joanne Conley exiting the meeting at 8:25 a.m.

II. Approval:

- EDC Regular Monthly Meeting Minutes November 15, 2016
- EDC Governance Committee Meeting Minutes November 3, 2016

A motion is made by John Strough, seconded by Chris Barden and carried unanimously to approve the EDC Regular Monthly Meeting Minutes November 15, 2016 and EDC Governance Committee Meeting Minutes November 3, 2016.

III. Financial Update: Approval of November Financials & Payment of Bills: Jennifer Switzer advises Statement of Financial Position receivables to be revised from report due to projected members not renewed. EDC is in good cash position. Highlights discussed under Statement of Activities for November include timing issue for contract with Town of Queensbury invoiced in November budgeted October, member contribution adjustment, installation of security system and in-kind membership with Mahoney Notify Plus along with phone system and move IT to be capitalized in December and rent. Year to date includes all that has been previously discussed at board meetings with nothing out of the ordinary.

- Approval of November Financials & Payment of Bills

A brief discussion ensued regarding total amount of write offs at \$13,000.

A motion is made by Mitch Amado, seconded by Judy Calogero and carried unanimously to approve the November Financials & Payment of Bills – 11/1 – 11/30/16.

IV. Reports of Committees:

Audit & Finance Committee Report: Nothing new to report.

Governance Committee Report: In Chair Matt Fuller's absence, Committee member Jeff Byrne refers to minutes presented and reports the Governance Committee continues to work on filling two board seats along with other items and scheduling a meeting.

V. President & CEO Report:

Ed speaks of Glens Falls, NY being listed as a Best City in Every State for a Successful 2017 on popular financial bank rate site GoBankingRates. Included in the selection criteria are unemployment rate, median household income median home price and percentage of population with college degrees. He reports on some of the highlights of the strategic plan for month of December and to-date. Copies of Action Plan Matrix are distributed and Ed highlights some of the activities, events and projects noted in red on document pages 1-6 and kept on file at EDC Offices. Topics discussed include:

- EDC arranged a tour by National Grid economic development representatives re: Park Theater project for National Grid's Main Street grant program
- EDC assembled various products & services made in Warren County on behalf of the Capital Region Economic Development Council for 2-day economic summit at Albany Empire State Plaza and assisting again at upcoming NY governor's State of the State presentation in January 2017.
- EDC continues to administer the \$10M Glens Falls Downtown Revitalization Initiative.
- EDC assisted with Park Theater renovation project in downtown Glens Falls which received \$600,000 in state funding along with other projects within Warren County receiving State funding totaling over \$3M. Some of the projects include Adirondack Pub Brewery, Finch Paper, First Wilderness Trail, and City Downtown Green Infrastructure among others.
- EDC continued participation in Saratoga/Warren/Washington Workforce Development Board (WDB)
- EDC and Senator Little are advocating for flexibility in the state job training grant application process. EDC wants flexibility to be able to apply for grants at other times of the year if the need arises.
- EDC continues to work with Lake George 365 for year round tourism destination and data mapping on exits.
- EDC met with representatives of ESD in North Creek re: expansion of service with Frontier Communications.
- EDC held a successful Planning & Zoning Conference in Sept. with Ed to speak at Saratoga Planning & Zoning Conference in January.

Ed advises these are some of the highlights. Mitch Amado thanks Ed for all the hours spent last week on projects for Glens Falls Hospital.

Briefly discussed is Glens Falls Civic Center Impact Study along with Tourism Study to go on EDC website. Exit 20 DOT review is in draft form at this point with the early part of January being scheduled to meet with Advisory Group.

VI. Other Business:

- Resolution Approving Revised 2017 Budget:
Jennifer refers to Revised Summary Request Summary forwarded to board members reflecting Exit 20 Corridor Traffic Study. EDC has taken the lead, partnering with Warren County, the Town of Queensbury and AGFTC. The cost of the study will be covered by a \$50,000 National Grid grant, \$25,000 from Occupancy Tax for Warren County's portion and \$25,000 from EDC's Board Designations Assets – Queensbury Projects. A discussion follows on making the Corridor better & managed better for traffic flow, retail outlets and Aviation Mall.

A motion is made by Chris Barden, seconded by Mitch Amado and carried unanimously to approve the revised 2017 budget as presented.

- Resolution Authorizing CFO to Remove Marketing Member Solicitation from Active to Inactive List

Total write-off is \$13,000.

A motion is made by Judy Calogero, seconded by Chris Barden and carried unanimously authorizing CFO to remove marketing member solicitation from active to inactive list as presented.

- Resolution approving 2017 Board of Directors Meeting Schedule
Schedule is the same as in the past with 3rd Tuesday of the month except for February and April due to recesses with August not scheduled but subject to call by Chair.

A motion is made by Judy Calogero, seconded by Chris Barden and carried unanimously approving 2017 EDC Board of Directors Meeting schedule as presented.

- Resolution approving 2017 Salaries – to be discussed in Executive Session.

VII. **Next Meeting:** Tuesday, January 17, 2017 – 8:00 a.m. EDC Regular Monthly Meeting of the Board of Directors in the Saratoga Room on the 2nd Floor at EDC's offices located at 333 Glen Street, Suite 101, Glens Falls, NY unless otherwise notified.

VIII. **Executive Session:** A motion is made by Judy Calogero, seconded by Chris Barden and carried unanimously to go into Executive Session at 9:00 a.m. for discussion of personnel issues. EDC staff members John Wheatley, Jennifer Switzer and Elaine Behlmer exit the meeting along with EDC guest Maury Thompson.

A motion is made by John Strough, seconded by Judy Calogero and carried unanimously to come out of Executive Session at 9:08 a.m.

A motion is made by Judy Calogero, seconded by John Strough and carried unanimously approving 2017 salaries at 2% across the board for EDC staff Ed Bartholomew, John Wheatley, Jennifer Switzer and Elaine Behlmer.

A warm thank you is extended to EDC Past-Chairman Chuck Barton for his outstanding service.

IX. **Adjournment:** Upon no further business to come before the EDC Board a motion is made by Arleen Girard, seconded by John Strough, closed and carried unanimously to adjourn the meeting at 9:10 a.m.