

To: **EDC Board Members**

Re: **Minutes of May 18, 2021 Meeting of the Board of Directors**

**Present:** Matt Fuller, Esq. – Chair  
Alex Rotolo – Vice Chair  
Laura Ladu – Secretary  
Chris Barden – Director  
Judy Calogero – Director  
John Strough – Representative, TOQ  
Dr. Kristine Duffy – Representative SUNY Adirondack – Chair of Governance  
Andrea Hogan – Representative, Warren County

**Absent:** Mitch Amado – Treasurer & Chair of Audit & Finance Committee  
Mike Pratt – Director

**Guests:** Andrea Palmer

**Staff:** Jim Siplon - President  
John Wheatley - Vice President  
Lisa Daly - CFO  
Linda Oldenburg - Economic Development Coordinator  
Amy Potter – Marketing & Communication Director

On May 18, 2021, the Board of Directors for the Economic Development Corporation met via zoom meeting for a Board of Directors Meeting at 8:30 a.m. The following items of business were discussed:

- I.** **Welcome & Call to Order:** EDC Chair, Matt Fuller welcomed everyone and called the meeting to order and took roll call at 8:00 a.m.
- II.** **Approval:** Approval of Board minutes held April 20, 2021. All minutes were forwarded to the board for review prior to meeting. A motion was made by John Strough seconded by Dr. Kris Duffy and unanimously approved with a roll call.
- III.** **Financial Update:** President Siplon reviewed the financials with a couple small things to mention. We are trying to clean any long-term issues up on old receivables. We continue to work with both the county and Town of Queensbury on our current contracts with clear paths to closure. Invoices have been developed but will not be fulfilled until we get those contracts in place. We continue to see modest unplanned zoom expenses. The only other extraordinary thing is that we processed payment for our membership with CEG, which is a higher level of membership than we have held previously. That is largely to try to get analytical support from them around economic and relocation data that we are trying to use that is new to us. A motion to approve April financials was made by Secretary Ladu, seconded by Chris Barden and unanimously approved.
- IV.** **Reports & Committees:** Committee Chair Dr. Duffy reported the governance committee met on May 11, 2021, and went over the board annual evaluation, sharing that in general it was a very positive evaluation of our work. There were a couple areas that the committee did discuss that had at least a little bit less than fully agreed upon on the self-evaluation scale. One area is setting clear and measurable goals, and linkage to the strategic plan. Another area discussed was around having sufficient opportunity to research/discuss questions prior to deciding. This is something that we can continue to improve on. Overall a strong evaluation and nothing that was overly concerning, just

opportunities for us to continue to improve. We did talk about the one board seat that we have now vacant. Dr. Duffy shared work of the committee in identifying a strong candidate to fill that role. The committee unanimously forwarded Kathy Muncil CEO of Fort William Henry, to the board for consideration. Kathy been a long-standing community member, very active in the various EDC led workgroups on economic recovery. Dr. Duffy shared the efforts of the committee to diversify the industries that inform our work and share the committee's excitement to present someone that is very deep into the hospitality and tourism industry. Dr. Kris Duffy motioned to approve Kathy Muncil as a new member of the EDC Board, seconded by John Strough Dr. Duffy said both Mike Pratt and Alex Rotolo are on the governance committee, and they fully support this nomination. The motion was unanimously approved with roll call.

**V. President/CEO Report:** VP Wheatley updated the board on EDC continuation to push forward with the broadband study. We have worked out with ECC a supplemental focus on opening the survey for a couple of weeks, specifically the Town of Hague and Town of Lake Luzerne now that second homeowners are back in the area to bolster data in these areas. Initial report due in June.

Next item VP Wheatley discussed was EDC office space, our lease is up in September. We have been able to negotiate a delay in the notification date of our current office. We currently have roughly 1735 sq. feet while ideally to meet the needs identified in the recent Camoin Strategic Plan, we would like to have 3000 sq ft using 2000 sq feet for office personnel and 1000 sq feet space for hosting meetings and events. We see this meeting and events as hybrid technology for a long time. It has been a struggle for us to host meetings in our current space, as we do not control the WIFI or IT infrastructure. VP Wheatley gave the board a virtual tour of the three prospective locations the EDC is currently looking at. President Siplon said this represents a real opportunity for us to change the way we look and feel and embrace the recommendation of the Camoin Study. Vicechair Alex Rotolo is guiding us from a finance standpoint and a leadership standpoint. We wanted someone from the board involved in every step of this process. Formal bids are being sought and review by the board is anticipated in June.

President Siplon points out that there have been six new projects since last month, they seem to be evenly distributed between the City and the Town of Queensbury. Perhaps the most important ones are a very exciting potential agriculture business that could be birthed in cooperation between us and Washington County. There is an old school business in Glens Falls which is interesting, they are looking to reshape their business around sustainability principles in a surprising way.

Marketing/Communication Director Potter brought the board up to date on the communications platforms that EDC currently is using. We are boosting some posts on Facebook, which is yielding us great result. We have a video up on TikTok as another platform, which has 15 likes and shares and views. There has been over 1500 users who visited the EDC website due to social media this month its broken down by Facebook, LinkedIn and Instagram. All trends are up and traffic is higher than ever.

**VI. Approved Resolutions:**

**VII. Other Business:**

**VIII. Executive Session:**

**IX:** **Adjournment:** Upon no further business to come before the board, a motion is made by Dr, Kris Duffy seconded by Secretary Ladu and carried unanimously to adjourn the meeting at 9:01 am.