

Rockland Economic Development Corporation
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**MINUTES OF THE BOARD OF DIRECTORS' MEETING
CONFERENCE CALL
WEDNESDAY, MARCH 22, 2017 – 10:00 A.M.**

Present:

Stephen A. Coyle
Timothy Cawley
Ed J. Day *
Scott R. Goldstein
William F. Helmer

Jonathan Kupperman
Marjorie Lang
Marian Rokeach
Robert E. Seaman, III
Sr. Kathleen Sullivan
James B. Tully

Quinton C. Van Wynen
Jill A. Warner
Dr. Cliff Wood
Steven M. Yassky

Absent:

Karim A. Abood **
Debra Boening*
Vincent L. DeLucia
Eric Dranoff *
Toney Earl *
Rafael Espailat
Sandra D. Grannum, Esq.

Jack F. Holt **
Dr. Mary P. Leahy
Malcolm G. McLaren
John A. Maraia, Jr. *
Dr. Mary Jean Marsico *
Bruce M. Mason

Donald T. McNelis **
Thomas M. Rau
Mark D. Rothenberg
Meghan Taylor
Alan Yassky **

* Denotes Ex-Officio Directors

** Denotes Director Emeritus

Staff:

Jeremy L. Schulman, President & CEO, Phyllis W. Tucker

Guests: Lucy Redzeposki, Director Rockland County Office of Economic Growth

The meeting of the REDC Board of Directors was called to order by Chair Stephen A. Coyle at 10:04 A.M. and a quorum was present.

► **Motion:** A Motion to accept the Minutes of the January 18, 2017 BOD meeting. Motion by Robert Seaman and seconded by Bill Helmer. Motion passed unanimously.

COMMITTEE REPORTS:

Treasurer's Report: Quinton Van Wynen reported: the budget is tracking on schedule, Contract from the County of Rockland has been received, and Audit Report has been completed.

► **Motion:** A Motion to accept the Treasurer's Report. Motion by Bill Helmer and seconded by Robert Seaman. Motion passed unanimously.

Marketing Committee Report: the Marketing Committee approved staff recommendation to enter into an agreement with two companies:

- LCM for web site up-date, style guide including industry sector branding, video and photography, digital/social media, asset management, testimonial marketing, targeted outreach based on data analytics
 - Cost: \$3,000 + \$1,800 retainer for 20 hours in a quarter:

- JM for graphic design, packaging design, visual architecture, 30th Anniversary and industry theme branding, sponsor materials, stationary/e-mail template, program/event collateral, brochures, trade show displays, reports/snapshots, marketing strategy
 - o Cost: \$1,400 for 20 hours in a quarter

Both companies are flexible, focus on re-branding Economic Development success in Rockland County, additional marketing opportunities possible. Jim Tully commented that LCM has the contract with Blue Hill Plaza; they possess the skill set; Jill Warner added that Jawonio is very satisfied with the services of LCM; Scott Goldstein asked about the overall budget for the two companies and also inquired as to the Sponsorship Program. Jeremy explained that the contracts will be approached carefully, on an “as-needed” basis with no commitments to large sums of money and that Marketing is a part of education using different platforms. With regard to the sponsorship program, Jeremy indicated that he will be moving ahead with the program.

Board Development Committee: Jim Tully reported: Lamont-Doherty Earth Observatory wants to re-join the board, Jeremy gave the background, Jim commented that Dr. Lerner-Lam would be a great addition to the board; conversation regarding Frank Duvergne, President of 901D, recommended by Serge Sequin when he announced his departure from the board.

Presidents Report: Jeremy spoke about the County Contract approval and Rockland Networking Night – “You Can Make it in Rockland” on April 27th at the Garnerville Arts & Industrial Center. He shared with the board: Manufacturers Roundtable a success, B2B connections made, local companies Stack Street Coffee and Caribbean Food Delights provided their wares; PTAC event – 40 companies; Dominican College Case Study; Community Builders Program which, with Jeremy’s support, has accepted the Garner Arts Center as an enrollee to help with a development strategy from concept to financing to implementation. Jeremy reported the following Business Activities: Precision Plastics from the Bronx to Holt Drive, Stony Point; discussed possible moves to IRG; Gentle Giant Brewing; Crystal Run opening Airmont office; former Teva sight on the market. He discussed to following expansion projects: Caribbean Foods, Le Chocolate, 1547 Data Center with possible new tenants and Chartwell Pharma; Jeremy went on to further discuss meetings with Town supervisors to foster partnering possibilities, support letters (Pennybridge Marina), JCC Press Conference to stand with the community against threats to Rockland County and the country; partnering with Marjorie Lang at Volunteer NY function.

Dr. Cliff Wood spoke about the opening of the RCC Innovation Center opening late April early May, 10,000 sf incubator space and lab, 3D center; \$1 million of new equipment, 30m different materials, available to all tenants, pre-approved \$154,000 Start-Up-NY space for SUNY Research plus \$150,000 start-up money from Pfizer; Cliff also talked about the Presidential Building, they will be able to do Farm to Market, working with the Farm Alliance, support for m CE’s office on the entire project.

ABO Compliance: Phyllis W. Tucker addressed the board and the following documents were addressed:

- REDC 2016 Achievements, Measurements and Operations: A motion to approve the REDC the 2016 Achievements, Measurements and Operations. Motion by Dr. Cliff Wood and seconded by Jill Warner. Motion passed unanimously.
- REDC 2017 Mission Statement and Performance Goals: A motion to accept the 2017 Mission statement and Performance Goals. Motion by Robert Seaman and seconded by Sr. Kathleen Sullivan. Motion passed unanimously.
- REDC 2017 Organization Chart: A motion to accept the 2017 Organization Chart. Motion by Jill Warner and seconded by Marion Rokeach. Motion passed unanimously.
- REDC 2016 Financial Statements: A motion to accept the 2016 Financial Statements. Motion by Robert Seaman and seconded by James Tully. Motion passed unanimously.
- REDC 2017 Committees: A motion to accept the 2017 Committees. Motion made by Marjorie Lang and seconded by Robert Seaman. Motion passed unanimously.

► **Motion:** A Motion to adjourn the meeting. Motion by Quinton Van Wynen and seconded by Marjorie Lang; passed unanimously. Meeting was adjourned 10:45 AM.