

# Economic Development, Tourism, Housing, Planning & Transit Committee

## Special Committee Meeting Minutes

**DATE & TIME:** December 20, 2016-5:00 PM  
**LOCATION:** K.L. Binder Library, 6<sup>th</sup> Floor, County Office Building  
**PRESIDING OFFICER:** Chairman James F. Maloney  
**LEGISLATIVE STAFF:** Mary Beichert, Senior Legislative Employee  
**PRESENT:** Legislators Berky, Delaune (arrived at 5:15 PM), Lapp, Litts, Maio & Rodriguez (arrived at 5:13 PM), Chairman Ken Ronk  
**ABSENT:** None  
**QUORUM PRESENT:** Yes

**OTHER ATTENDEES:** Deputy County Executive Ken Crannell, Director of Purchasing Marc Rider, CJ Hartwell-Kelly – Buttermilk Falls Inn & Spa, Ulster County Tourism, Rick Remsnyder, Billy Kulkin and Shawn Kruggel from Cubic Inc, Legislator Carl Belfiglio, Nick Ioanna Purchasing, Tom Kadgen, League of Woman Voters, Michael Wolf, Fran Depetrillo, Tourism, Marie F. Bing, Ulster County Attorney's Office, Chairman Ken Ronk, Legislator Tracey Bartels and Elliott Auerback, Comptroller.

Chairman Maloney called the meeting to order at 5:07 PM and thanked everyone for attending.

Chairman Maloney stated he would start the meeting but would wait until two other voting members were present before voting.

Representatives of Cubic Inc. won the RFP and were giving the presentation.

Billy Kulkin, President of Cubic, Inc. and Shawn Kruggel, Director of Creative Strategy stated they do business all over the country. Everything done for tourism has meaning and is very intentional of what Cubic does. Everything that is done begins and ends with the brand and the strategy.

About 76% of the business deals are with tourism and destination branding. Cubic has been in business for 14 years and there are 24 people in the company. Very comfortable working remotely. Very comfortable making presentations. Very interested in putting together a presentation cumatatively.

Cubic, Inc. presented video clips of past projects.

Discussion ensued regarding various projects during the presentations.

Legislator Maloney asked if there were any questions.

Legislator Bartels asked about branding and rebranding of the current logo. She also asked Rick Remsnyder how did County Tourism come up with the brochures for golf and cultural heritage.

Mr. Remynder stated that those particular brochures are three to four years old and they try to make updates every two/three years. Golf is a huge generator for Ulster County. Cultural Tourism is also very popular in Ulster County with the local historic sites.

Legislator Berky asked to what extent will re-branding of Ulster County Tourism take place due to this contract. Mr. Remynder stated they have not really discussed it. But they will not be throwing out the brand that has been established over the past six years. If the contract is signed the first thing Cubic, Inc. will do is due diligence and will make recommendations going forward on branding. But they will not be starting from scratch.

Legislator Berky asked to what extent is the contract/branding overlapping with our Economic Development strategy.

Billy Kulkin stated there is only one Ulster County brand. The difference is how we communicate that brand.

Legislator Rodriguez asked again Mr. Remynder how they derived the golf brochure. Mr. Remynder stated it is a guide that needed to be done due to the various golf courses that are in the area.

Discussion ensued between Legislator Rodriguez and Shawn Kruggel.

Legislator Rodriguez stated the reason for the questions on the branding is that the branding must be diverse enough to work with what Economic Development is trying to do for this area as well as what is already here.

Legislator Berky stated we know from past research that a large part of the area is from the metro area.

Legislator Belifiglio stated Cubic, Inc. are the professionals and the committee is not trying to micro-manage this project. Carl also stated that he applauded the Ulster County Tourism group for getting the information out to other communities regarding the upstate Smorgasburg.

Ken Crannel stated research has been done and it is very clear the other counties have a cookie cutter set-up and it would be a good idea to stay one step ahead of everyone else.

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**Resolution No. 523:** Approving The Execution Of A Contract In Excess Of \$50,000.00 Entered Into By The County – Cubic Inc. – Department Of Tourism

**Resolution Summary:** This resolution approves the execution of a contract with Cubic Inc. in the amount of \$288,852.00 for advertising and a marketing campaign.

**Motion No. 1:**                    **Resolution No. 523 moved for discussion**  
**Motion By:**                    Legislator Rodriguez  
**Motion Seconded By:** Legislator Berky

**Discussion:**

Legislator Maloney asked if there was further discussion. Chairman mentioned a conversation from the last meeting regarding last year's contract and third party commissions and if the paragraph was removed from this contract. Legislator Maloney continued onto say that the paragraph in the current contract is section four in Schedule B and has been removed.

Legislator Maloney stated he would like to have Cubic doing the marketing.

<b>Voting In Favor:</b>	Legislators Berky, Delaune, Lapp, Litts, Maio, Maloney & Rodriguez
<b>Voting Against:</b>	None
<b>Votes in Favor:</b>	7
<b>Votes Against:</b>	0
<b>Disposition:</b>	Resolution Adopted

**Time:** 5:31 PM

**Respectfully submitted: Mary Beichert, Senior Legislative Employee**  
**Minutes Approved: February 7, 2017**