

**Special Meeting of Economic Development, Tourism, Housing,  
Planning & Transit Committee Meeting Minutes**

**DATE & TIME:** October 23, 2018 – 5:30 PM  
**LOCATION:** K.L. Binder Library  
**PRESIDING OFFICER:** Legislator James Maloney  
**LEGISLATIVE STAFF:** Mary Beichert, Senior Legislative Employee  
**PRESENT:** Legislators Archer, Delaune, Maloney, Rodriguez & Woltman  
**ABSENT:** Litts & Maio  
**QUORUM PRESENT:** Yes

**OTHER ATTENDEES:** Ken Crannell, Deputy County Executive, Chris White Deputy Director of Planning, Rick Remsnyder, Tourism, Dennis Doyle, Department of Planning, Lisa Berger, Director of Employment and Training, Jose M. Deleon, Director of Information Services, Suzanne Holt, Office of Economic Development, Marc Rider Deputy County Executive & Dennis Doyle, Director of Planning.

Legislator Maloney called the meeting to order at 5:35 PM and thanked everyone for attending the meeting.

---

*Lisa Berger – Department of Employment and Training*

Budget: is \$1.6 million all Federal dollars except \$300,000.00. New York State Office of Temporary Assistance program funds the summer youth employment program.

Office size: Director, Deputy Director, 6 other employees and administrative assistant.

Employment Training works with most of the departments. Employment in Ulster County is 3.4% in the State.

Department of Labor of Employment Division shares a space with the Ulster County Employment and Training.

Funding will be affected if performance goals are not met. Discussion ensued.

Professional Services has decreased due to a new website. Discussion ensued.

Lisa Berger stated underemployed only refers to people who have a Bachelor's Degree for the Department of Labor.

Under new Legislation, Career Center is an area for unemployed people to develop relationships and receive other services if needed. Department of Unemployment council's individuals on unemployment. Discussion ensued.

Employment and Training does not customize recruitment. Mini job fairs are done on a monthly basis.

*Rick Reymsnyder – Department of Tourism*

Budget: \$1.1 million and department is up \$100,000 from last year. Discussion ensued.

Staff: Four employees

Department of Tourism collaborates with many departments within the County. Discussion ensued.

I Love NY figures indicate over 5 million visitors came to Ulster County in 2018. The Ulster County occupancy tax in 2017 was the highest collection total since the County started to collect tax. The 2<sup>nd</sup> quarter for 2018 Bed Tax increased 25% in one quarter. Discussion ensued.

Cubic Creative does the digital advertising for the County. Discussion ensued.

The 2018/2019 dining guide is from 2018 budget.

Advertising has been working with I Love NY to do different fan tours from the city, Canada and overseas. Discussion ensued.

The budget line for other advertising is under the Agency and will know more information once the contract is received. All advertising is targeted for CT, MA, NJ and New York City. Discussion ensued.

*Dennis Doyle – Department of Planning*

Budget: \$2.4 million dollars. New division Creative Economic Development, Planning Division and the Offices of Business services.

Staff: Eleven employees, four in the Economic Development Department, seven employees in the Planning Department.

Areas that are being focused on are Transportation, Economic Development, Open Space, Housing, Silver Statutory Requirements and Special Projects. The Planning Department supports many boards and agencies. Discussion ensued.

Gateway meetings are initiated through recommendations of the Town Planning Board/Supervisor, attorneys familiar with the process and the Economic Division.

Transportation Council is a Federal requirement in areas having a population greater than 50,000. Transportation studies are currently underway. Ulster County Transportation website has all the studies listed. Discussion ensued.

Ellenville's wayfinding project idea came out of the Ellenville Million Committee but is funded by Transportation Council.

Open Space – supports the Agricultural Farmland Protection Board. Discussion ensued.

Economic Development Department it is designed to service businesses, municipalities and non-profits across the board.

Creative Economic Development fund is budgeted for \$200,000. This budget doubles creative development in this division. Money removed from Legislative Programs will be used for the arts as well local businesses. Creative economy belongs in an economic economy. Discussion ensued.

Dennis Doyle stated there are state and local projects as well as locally funded projects. The TIP (Transportation Improvement Program) must be fiscally constrained. Discussion ensued.

Two Farmland Preservation applications are from two farms in the Rondout area. The Hurd Farm and a neighboring farm. Planning Department is working with major land trusts, soil conservation districts and town supervisors to reach out to other farms. Discussion ensued.

Economic Development for towns and villages is \$200,00.00. Discussion ensued.

Another area for the Planning Department is Housing. Planning Department covers the affordable housing question, the department supports Continuum of Care for the homeless providers and the Community Development Block Grant Fund as well. Discussion ensued.

Special Projects teams work with everyone within the County. Discussion ensued.

Matching Funds for Trails is in the 2019 Budget. Discussion ensued.

Ellenville Million update \$815,000 committed. Discussion ensued.

Dennis will provide detail of Professional Services for Economic Development. Discussion ensued.

Ulster County Economic Development Alliance (UCEDA) logo will designed in house. Marketing Campaign vendor is Luminary in addition to a Writer. The Luminary is \$80,000 and the Writer is \$20,000 but proposals are still being discussed.

Two events that took place this summer were Grand Central Tech and Woodstock Film Festival, Tech Up For Woman in Manhattan will take place in November.

September Ellenville Million update report will be circulated to committee. \$60,000 dollars of the \$185,000 is unallocated funds.

*Joe Deleon – Department of Information Services*

Staff: Director, Deputy Director, Three Assistant Directors (Project, Technical Support, and Application and Development Directors) and employees under those three directors. Total of twenty-eight employees with a part-time youth worker. Discussion ensued.

Proposed Budget: Approximately \$7.3 million dollars. Discussion ensued.

Legislator Rodriguez mentioned reviewing the County vendor apps for accuracy. Discussion ensued.

New World has a package that is created for Ulster County. New World is an interface for other applications within the County. Additional applications are integrated into New World for county use. Discussion ensued.

Major initiatives for 2019 are infrastructure upgrades which includes, increase in storage capacity, update on equipment, business continuity, disaster recovery, iCloud support, virtualization software & election security. Discussion ensued.

**Time:** 8:37 PM

**Respectfully submitted: Mary Beichert, Senior Legislative Employee**

**Minutes Approved: November 8, 2018**

**Ulster County Economic Development Alliance**  
**2019-2022 Budget**

DRAFT

Description	2018 Adopted Budget	2019 Proposed Budget	2020 Proposed Budget	2021 Proposed Budget	2022 Proposed Budget
<b>REVENUE &amp; FINANCIAL SOURCES</b>					
<b>OPERATING REVENUES</b>					
<b>Charges for Services:</b>					
Administrative Fees - Loan Fund Closings	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00
Application Fees	400.00	400.00	400.00	400.00	400.00
<b>Total Charges for Services</b>	<b>1,900.00</b>	<b>1,900.00</b>	<b>1,900.00</b>	<b>1,900.00</b>	<b>1,900.00</b>
<b>Rentals &amp; Financing Income:</b>					
Loan Fund Administrative Fees	8,200.00	13,700.00	12,100.00	10,600.00	9,200.00
<b>Total Rentals &amp; Financing Income</b>	<b>8,200.00</b>	<b>13,700.00</b>	<b>12,100.00</b>	<b>10,600.00</b>	<b>9,200.00</b>
<b>Other Operating Revenues:</b>					
Educational Events	5,000.00	3,000.00	3,000.00	3,000.00	3,000.00
<b>Total Other Operating Revenues</b>	<b>5,000.00</b>	<b>3,000.00</b>	<b>3,000.00</b>	<b>3,000.00</b>	<b>3,000.00</b>
<b>TOTAL OPERATING REVENUES</b>	<b>15,100.00</b>	<b>18,600.00</b>	<b>17,000.00</b>	<b>15,500.00</b>	<b>14,100.00</b>
<b>NONOPERATING REVENUES</b>					
<b>Investment Earnings:</b>	<b>100.00</b>	<b>100.00</b>	<b>100.00</b>	<b>100.00</b>	<b>100.00</b>
<b>Municipal Subsidies:</b>					
Contract with Ulster County	125,000.00	125,000.00	125,000.00	125,000.00	125,000.00
Ellenville Million	675,000.00	500,000.00	-	-	-
<b>Total Municipal Subsidies</b>	<b>800,000.00</b>	<b>625,000.00</b>	<b>125,000.00</b>	<b>125,000.00</b>	<b>125,000.00</b>
<b>Other Non-Operating Revenues:</b>					
UCIDA Copier Revenue	-	-	-	-	-
UCIDA - HVEDC Revenue	5,000.00	5,000.00	5,000.00	5,000.00	5,000.00
Net Asset Appropriation	-	-	-	-	-
<b>Total Other Non-Operating Revenues</b>	<b>5,000.00</b>	<b>5,000.00</b>	<b>5,000.00</b>	<b>5,000.00</b>	<b>5,000.00</b>
<b>TOTAL NONOPERATING REVENUES</b>	<b>805,100.00</b>	<b>630,100.00</b>	<b>130,100.00</b>	<b>130,100.00</b>	<b>130,100.00</b>
<b>TOTAL REVENUES &amp; FINANCING SOURCES</b>	<b>820,200.00</b>	<b>648,700.00</b>	<b>147,100.00</b>	<b>145,600.00</b>	<b>144,200.00</b>
<b>EXPENDITURES:</b>					
<b>OPERATING EXPENDITURES</b>					
<b>Professional Services Contracts:</b>					
Contracts for Services - Ellenville Million	675,000.00	500,000.00	-	-	-
Legal Services	5,000.00	5,000.00	5,000.00	5,000.00	5,000.00
Audit Services	12,500.00	12,500.00	13,000.00	13,500.00	14,000.00
<b>Total Professional Services Contracts</b>	<b>692,500.00</b>	<b>517,500.00</b>	<b>18,000.00</b>	<b>18,500.00</b>	<b>19,000.00</b>
<b>Other Operating Expenditures</b>					
Dues and Subscriptions	12,500.00	10,000.00	10,000.00	10,000.00	10,000.00
Office Expense	4,000.00	1,500.00	1,500.00	1,500.00	1,500.00
Office Equipment Lease	-	-	-	-	-
Insurance	5,500.00	5,500.00	5,500.00	5,500.00	5,500.00
Marketing Campaign	95,000.00	100,000.00	100,000.00	100,000.00	100,000.00
Educational Events	6,000.00	3,000.00	3,000.00	3,000.00	3,000.00
Other Misc. Contractual Expenditures	4,700.00	11,200.00	9,100.00	7,100.00	5,200.00
<b>Total Other Operating Expenditures</b>	<b>127,700.00</b>	<b>131,200.00</b>	<b>129,100.00</b>	<b>127,100.00</b>	<b>125,200.00</b>
<b>TOTAL OPERATING EXPENDITURES</b>	<b>820,200.00</b>	<b>648,700.00</b>	<b>147,100.00</b>	<b>145,600.00</b>	<b>144,200.00</b>
<b>TOTAL EXPENDITURES</b>	<b>820,200.00</b>	<b>648,700.00</b>	<b>147,100.00</b>	<b>145,600.00</b>	<b>144,200.00</b>