

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

DATE & TIME: December 1, 2020 – 6:15 PM
LOCATION: Powered by Zoom Meeting by Dialing (646) 558-8656,
Meeting ID: 985 0621 3121
PRESIDING OFFICER: Chairman Brian Cahill
LEGISLATIVE STAFF: Fawn Tantillo
PRESENT: Legislators Lynn Archer, Thomas Corcoran, James Delaune,
Herbert Litts, III, Mary Beth Maio, Abe Uchitelle and Legislative
Chairman Donaldson (left before Resolution votes)
ABSENT: None
QUORUM PRESENT: Yes

OTHER ATTENDEES: Deputy Executive Evelyn Wright; Lisa Burger, Director of Tourism; Rachel Mosley, Senior Account Director, Shawn Kruggel Vice President of Creative Strategy, Nikki Shack, Director of Digital Media, Billy Kulkin Chief Growth Officer, Belo and Company.

Chairman Cahill called the meeting to order at 6:15 and lead the Pledge of Allegiance.

Motion No. 1: **Motion to Amended and Approve the Minutes of November 5, 2020**

Motion Made By: Chairman Donaldson
Motion Seconded By: Legislator Uchitelle

Discussion: None

Voting In Favor: Legislators Cahill, Archer, Corcoran, Delaune, Litts, Maio, Uchitelle and
Chairman Donaldson
Voting Against: None
Votes in Favor: 8
Votes Against: 0
Disposition: **Minutes Approved**

Presentation

Cubic Creative, Inc. dba Belo + Company made a detailed presentation of their services for Ulster County Tourism. (see transcript)

Resolutions for the December 15, 2020 Session of the Legislature

Resolution No. 428 - Setting A Public Hearing On Proposed Local Law No. 16 Of 2020, A Local Law Amending The Ulster County Charter And Ulster County Administrative Code By Deleting Article XXXIX From Each (Department Of Tourism), And Amending The Ulster County Charter And Ulster County Administrative Code With Respect To Article XVII (Department Of Economic Development), To Be Held On Tuesday, December 8, 2020 At 6:05 PM

Resolution Summary: This resolution will set a date and time for a public hearing on Proposed Local Law No. 16 of 2020.

Motion No. 2: **Motion to Postpone Resolution No. 428**
Motion By: Legislator Archer
Motion Seconded By: Legislator Uchitelle

Discussion: See transcript

Voting In Favor: Legislators Cahill, Archer, Corcoran, Delaune, Litts, Maio and Uchitelle
Voting Against: None
Votes in Favor: 7
Votes Against: 0
Disposition: **Resolution Postponed with consent of sponsor**

Resolution No. 442 - Setting A Public Hearing On The Sale And/Or Transfer Of Lands Owned By Ulster County Located At Enterprise West, Town of Ulster To Be Held On Monday, January 11, 2021 At 6:20 PM

Resolution Summary: This resolution would set a date and time for a public hearing on the transfer of county owned property. It was presented with amendments.

Motion No. 3: **Motion to approve Resolution No. 442 with amendment as presented.**
Motion By: Legislator Litts
Motion Seconded By: Legislator Uchitelle

Discussion: See transcript

Voting In Favor: Legislators Cahill, Archer, Corcoran, Delaune, Litts, Maio and Uchitelle
Voting Against: None
Votes in Favor: 7
Votes Against: 0
Disposition: **Approved**

Resolution No. 443 - Appointing Alternate Member To The Ulster County Planning Board – Town Of Rochester

Resolution Summary: This resolution will approve the appointment of Erin Enouen , Kerhonkson, NY, for a term from the present through December 31, 2021 as an alternate member of the Ulster County Planning Board. His term will coincide with regular member Michael Baden.

Motion No.4: Motion to discuss Resolution No. 443

Motion By: Legislator Maio

Motion Seconded By: Legislator Archer

Discussion: See transcript.

Voting In Favor: Legislators Cahill, Archer, Corcoran, Delaune, Litts, Maio and Uchitelle

Voting Against: None

Votes in Favor: 7

Votes Against: 0

Disposition: Resolution Approved as Amended

Resolution No. 458 - Approving The Execution Of A Contract Amendment For \$58,805.59 Entered Into By The County – R T B, Inc. D/B/A Continuum Systems – Information Services

Resolution Summary: This Resolution will extend the term of the agreement for OnBase software maintenance and support using 100% County funds of \$58,805.59 for the term 1/31/21 to 1/31/22.

Motion No. 8: Motion to Adopt Resolution No. 458

Motion By: Legislator Litts

Motion Seconded By: Legislator Corcoran

Discussion:

Voting In Favor: Legislators Cahill, Archer, Corcoran, Delaune, Litts, Maio and Uchitelle

Voting Against: None

Votes in Favor: 7

Votes Against: 0

Disposition: Resolution Approved

Resolution No. 459 - Approving The Execution Of A Contract Amendment For \$16,238.25, Causing The Aggregate Contract Plus Amendment Amount To Be In Excess Of \$50,000.00 Entered Into By The County – National Business Equipment, LLC – Information Services

Resolution Summary: This Resolution will decrease the “not-to-exceed” amount by of a contract with National Business Equipment, LLC by \$16, 238.25 to \$2.001,582.71.

Motion No. 9: **Motion to Approve Resolution No.459**

Motion By: Legislator Litts

Motion Seconded By: Legislator Corcoran

Discussion: None

Voting In Favor: Legislators Cahill, Archer, Corcoran, Delaune, Litts, Maio and Uchitelle

Voting Against: None

Votes in Favor: 7

Votes Against: 0

Disposition: **Resolution Approved**

New Business

Old Business

Chairman Cahill asked if there was any other business, hearing none;

Motion to Adjourn

Motion Made By: Legislator Litts

Motion Seconded By: Legislator Uchitelle

No. of Votes in Favor: 7

No. of Votes Against: 0

Time: 8:05 PM

Respectfully submitted by: Fawn Tantillo

Minutes Approved: February 2, 2021

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Chairman Cahill 00:00

I'm going to call the meeting to order and since we just did the pledge to the flag, I think everyone who is here now was there then, so, we'll forego that if that's okay with everyone. Anybody object to that? Okay. So, then I'll accept a motion to approve the minutes from the November 5 meeting.

Chairman Donaldson 00:21

So moved.

Chairman Cahill 00:23

Chairman Donaldson. Second?

Chairman Cahill 00:25

Second?

Legislator Uchitelle 00:25

Second.

Chairman Cahill 00:26

Legislator Uchitelle. All in favor.

Committee Members 00:30

Aye.

Chairman Cahill 00:31

Any opposed? Okay, thank you.

Okay, great. This works out well. So what we'll do tonight, we have a presentation by Cubic Creative Incorporated, doing business as Belo and Company with Director of Tourism Lisa Berger. And they're going to go over the tourism plan for 2021, the proposed tourism plan for 2021.

So, Lisa, I'll hand this over to you. And then you can do any introduction that needs to be made, if that's alright with you.

Lisa Berger 01:02

Sure. Thank you, Chairman Cahill. Thank you. We are thrilled to have this time with you. I'm going to toss it over to Evelyn who's going to introduce our team from Belo, Ellen.

Deputy Executive Wright 01:15

Thanks, Lisa. Good evening, everyone. So, we're delighted to have the team from Belo here. I'd like to introduce Rachel Mosley, who's our Project Manager. She's going to be kicking off the presentation, I'm going to ask her to introduce the rest of the team who's here with her.

Rachel Mosley 01:33

Thank you, Evelyn. Hi, I'm Rachel Mosley, and I am the Senior Account Director at Belo and I have with me tonight, I've got Shawn Kruggel, who's our Vice President of Creative Strategy. I've got Nikki Shack, who's our Director of Digital Media. And I've got Billy Kulkin, who's our Chief Growth Officer. And so, with that, I am going to, if you guys are ready, Evelyn, am I okay to start our presentation?

Deputy Executive Wright 02:06

Mm hmm. Please

Shawn Kruggel 02:07

Thanks so much having us tonight, ladies and gentlemen. Appreciate it.

Rachel Mosley 02:11

Oh, it looks like... can someone give me screen sharing?

Lisa Berger 02:16

Okay, can you allow Rachel There she goes. Thank you. Thank you so much.

Fawn Tantillo 02:33

All right. I didn't mean to... sorry, I didn't need to share my screen. Hold on.

Rachel Mosley 02:45

Technology.

Fawn Tantillo 02:52

Looking at it while we're sitting here waiting.

Lisa Berger 02:54

It's okay. Worth the wait.

Fawn Tantillo 03:02

There we go.

Lisa Berger 03:03

Got it, Rachel?

Fawn Tantillo 03:04

You should be able to share now.

Rachel Mosley 03:08

There we go. Okay. Is that coming through for everyone okay? All right. Okay, fantastic.

And so, again, thank you guys so much for giving us the opportunity to present to you tonight. We have been working with the county for several years. And I can say that we have really enjoyed our partnership with you and as well as the results that we've been able to build with the Ulster County team. And we're really excited about moving forward into 2021. With that, I'm going to go ahead and hand it off to Billy to...

Billy Kulkin 04:06

Yeah. Thanks, Rachel. Good evening, everybody. Again, I want to echo what Rachel had said, thank you so much for having us. We're excited and we are Emerson fans. And we cannot express that how enthusiastic we are about where we have been, but more importantly, really where we're going. And the work that we have done together and has been beneficial, not only to us, but obviously to the county with the results that we have had over the years.

Rachel, do you want to flip to the next slide for us?

Rachel Mosley 04:46

Sure.

Billy Kulkin 04:47

And we believe we have incredible momentum right now. And for those that are not really familiar with, with Belo, we wanted to, I guess talk a little bit about, shift just for a moment and where we have been have really been.

Over the years, we have developed a Seek for Yourself campaign, which you are familiar with. And we believe our best opportunities really lie ahead of us. We're proud of what we have done. But where we're going with this campaign is pretty special. But what we love most about it has the flexibility and fluidity that it has in it. Not only for tourists tourism, but as we begin to think about or continue to really think about economic development and what it can do, both for tourism and economic development is pretty special.

What I particularly love about it, and what you guys will also like about it is from an investment standpoint, you guys have done everything right. Meaning, since we started working with you, you've allowed us to go through a process. From like, from research from account planning, from, you know, data and analytics, to get us to where we are. And the nice thing is we don't have to reinvent anything, we're simply going to continue to add to the work and the level of effort that we have done so far with the Seek for Yourself campaign.

Our organization, really, we believe, we have a deep understanding, obviously, with tourism, and economic development. If you don't know we work with many communities and counties across the country, I'm clearly because of our experience with Ulster, we're not a we're not New York. But our experience has allowed us to really have a deep understanding of the county, and something that we're very proud of.

There's about 150 of us at the agency, and we're really what that means to you is as we need to tap into other services, be a data, be a content development, be it web development, be it strategy, be it research, that we do all that in-house. And there's a... there should be some comfort to that, as you think about the level of expertise that that we now have as being a partner of Belo.

From a from a capability standpoint, we're really, I don't want to steal Nikki's thunder. So, I'm just going to touch base on this a little bit. But the type of tools that we're using, particularly from data, and specifically for media, really allows us to leverage better media rates and be way more targeted to who we're actually speaking with to really eliminate waste.

And we're always really focused on moving things up and into the right. That we want to be focused on growth, and we have been focused on growth. At the end of the day, it's not about us, it's not about the awards that we have gotten from the work that we've done. It's really about increasing tax revenue for you guys to provide, you know, your citizens and your community and communities and county the opportunity to provide a better lifestyle. And that's what that's what we've done. That's what we're trying to do.

And I think, certainly, you know, we have talked a lot about tourism and economic development and the lines that that now have blurred, which we believe is a very powerful and good thing. And so, we as I

mentioned up front, from the campaign standpoint, we fully intend to integrate the Seek for Yourself campaign both for tourism and economic development.

And then last, you know, what's on everybody's mind is COVID. We're seeing this across the country with many of our other tourism clients. This is something that obviously, we have been talking about for the past year, there's a great anticipation for all communities that we work with to begin to come out of COVID. What we're seeing is many of our clients invest heavily now. So, they are anticipating recovery in first quarter. And so, they really want to be top of mind.

But we have been very nimble. In the way in which we have worked, we've pivoted pretty well. And there are so many things that we can do for COVID and things that we're already thinking about for COVID recovery. And I just want to, before I turn this over to the team, again, say thank you, we're excited. We believe in what we're doing. And we're really proud not only of the work that we've done, but certainly the results because the proofs in the pudding.

Rachel Mosley 09:11

Hi, thanks, Kelly. We're going to hand it over to Shawn now to really talk through the brand strategy behind the Seek for Yourself brand and campaign.

Shawn Kruggel 09:24

Again, thank you so much all of you who are taking your evening to give us some time. I don't want to talk too long. Just get a lot to get through tonight. But I did want to talk a little bit about kind of uncovering where Seek for Yourself came from. Most of you, or several of you probably know to a certain extent. But this the slide you have in front of you is to see... to not just see, to get lost on purpose in a soulful, beautiful and authentically historic area, that embraces storytelling. This is not a vacation. It's kind of a bold thing to say when you're working on tourism to say to someone that you're going to come here and it's not a vacation. So what am I getting? It's a destination for discovery.

I know that, you know, growing up in Detroit or Chicago or living in Tulsa now, that I was not used to things like townships, and hamlet's, and cities, and villages. And what I quickly learned when I, when we first got the opportunity to even come to Ulster County that there were 25 to 50 different destinations in in one county, in one place.

And the other thing that struck us initially is that when you go from one to the other, Kingston to Saugerties, to Phoenicia, to the Emerson to Rocking Horse Ranch, to Mohonk, to Huguenot Street, to etc., etc., you don't... it's not necessarily very obvious that you're moving from one destination or place, or township, or hamlet to the to the next. It's not very prescriptive. And it's not very obvious.

And I think what struck us first was that that could be seen as a very bad thing in a lot of places. But when it comes to Ulster County, that is actually the strength. Is that you move from one place to the next, in many

senses without knowing it. And so it just lends itself to this idea of discovery. And the people that were coming there, crave that.

If you'll move to the next slide, Mosely.

So, when you're moving into these different areas of town, and you're seeing galleries, and restaurants, and monuments, and historic corners, and trails, and rivers, and bridges, and bed and breakfast, and natural geographic formations, and colleges... the whole experience is that it's not too prescriptive.

And we felt like that was the biggest strength of the county is that this is not going to be a place where we're going to tell you exactly what to do. In fact, it's the wrong thing to do. But if we invite... instead of instructing people... if we invite people to come seek for their for themselves, they will find an empowerment in that that says, I'm going to make this trip what I want to make it.

And on top of that, the way that younger people increasingly are traveling, and I shouldn't even say younger people, all people, is that they want to go back with a story and say I did this first. Are they really the first person that discovered or, or have or have been there? Probably not. But if they leave Ulster County feeling like they saw it first, found that trail first, stayed there first, ate there first, we will have done a good job from an advertising and marketing standpoint. If their experience is true to life, from what they're telling him, it's going to be. And I think that that that is what has worked so well for the county.

So, this quote, I that we quite like is, The traveler sees what he sees. The tourists sees what he has come to see." In the sense that we don't want to be overly prescriptive, but we always want to give people the sense that they know what they're going to get. But there's always that part of curiosity that we're tickling. That they're like, but there's probably something I'm going to discover on my own.

And when you look at travel data or trends, if you're into that kind of thing, percentage wise or statistics, you'll see that that is in very much in line with how people want to feel like their vacation or tourism experience is going to be. I want to get... I want to know what's coming for me. But I want to have the opportunity to kind of get off the beaten path myself. And we have played on that tremendously.

And I'll let Nikki talk a little bit about who exactly is driven by that kind of mentality.

Nikki Schack 14:01

Yeah, absolutely. And so, um, as Billy alluded to earlier, we leveraged a bunch of data and a bunch of resources we had, and kind of coming into our second year third, into our third year of working with Ulster, and just capabilities we hadn't had previously. And through this new technology, we ran what we call an audience intelligence study. In it takes those points of interest that Shawn was talking about, whether it be a lodging or whether it be a restaurant, or a park, or bridge, or anything that's really drawing people to it that they would make a trip for.

We took all of those attractions and we're able to look at some mobility data to discover where these people are coming from, and what they look like from a demographic, psychographic, and media interest perspective. So, we did all this really great data research. And from that, we developed a couple of different audience personas that when we think about how we plan media, and how we, you know, update the website to have a better user experience, or, you know, anything and everything that we think about as from an outward facing perspective. And we're able to rely on those personas to really give us some, you know, insights, grounded in data.

And so, what we've come up with, just a kind of a high level, is that our primary target audience is 25 to 54. We've had special focuses on millennials, and families, and then we kind of focused on interest to due to seasonality, or, you know, if there's a bunch of offerings in the county. So, we've focused on apple picking, hiking, we've talked about craft food, and craft, beverages, you know, outdoor activities, shopping and dining history, all those different interests that we saw within our data group, we then segment out in the different ads.

And then you kind of see a secondary target demographic that's really super into outdoors, and food. And so, then we can even get a little bit more specific in messaging to them. Understanding that potentially our people, our audience who most enjoys skiing, really engaged well with us via email. So, it really helps us be thoughtful all the way through.

And then our geographic targeting was based off of that audience intelligence, that mobility data we got, as well as website trends we've seen, We've... Rachel resonated was correct. We're working on getting that... we got that implemented. So, an additional tool on the back end of our website that's really telling us the same information, demographic, psychographic interest, about people visiting our website. So, we're not just leveraging old data, this is data that's continuing to grow and adapt with us.

And this is something that we had designed previous to COVID. And it's something that we have isolated data for COVID, and can analyze that and gain insights through that. And then we'll be leveraging post COVID, as we, you know, however, we emerge, and whatever becomes of moving forward, we'll have the ability to segment that as well to better understand how our audiences have changed and their patterns and habits have changed. So, we can grow with them.

Rachel Mosley 17:58

Right. That's really a perfect point, Nikki, is that and we're looking at what we're calling early adopters to travel during COVID. Obviously, we're not focusing on demographic that are less prone to travel, we're focusing more on those that will be those early adopters. And we're using the data, and the new resonate data and the updated audience intelligence data, to really fine tune that and continue to put our media dollars in places that will show the greatest rate of return. And so it's just really powerful.

Nikki Schack 18:36

And we've also worked really closely with Rick, when he was still here, and Fran, and now with Lisa, to really be super thoughtful about our geographic targeting as well. Because understanding what the limitations are with quarantine, with travel, and all those different things and wanting to be thoughtful about who we are talking to at the time.

So, that's kind of what kind of... you can see the primary target market is usually broader when we were in pre COVID time. We talk to a lot more communities up in the Northeast. And then, as we've kind of shifted, now those additional markets have really taken a backseat. And we've said, you know, let's wait and let's focus on what is capable to actually occur in our community during this time period. So, we've really focused heavily on drive, drive travel, and as you can see, a lot of outdoor centric messaging. So, our secondary target demographic kind of became our prime focus.

Rachel Mosley 19:50

Okay, and so, I'm going to let Shawn walk you guys through. And because most of this takes place out of market, and so, a lot of you have not had the opportunity to see what the campaigns actually look like. So, we've just put together some sample creative. I'll allow Shawn to kind of walk you through because he is the real strategist behind all of this.

Shawn Kruggel 20:14

One of the first thing I want to mention before I wrap about any of the creative specifically is that we held ourselves to a kind of a mantra internally in working with Ulster County in the sense that our job is not to change who Ulster County is, in fact, it would be a crime to do so.

So, we have a big board in our office that says our job is to elevate this brand without it losing its soul. We look at that every time we're developing messaging or creative or a strategy for anything, that we don't want to make Ulster County something that it's not. So we want to elevate what it is, but without losing, in fairness, some of the grit and authenticity that is innate in the county.

And when we first started this campaign, we focus very strongly on the Seek for Yourself, moniker. But as we evolve the campaign or call this Ulster County 2.0, so to speak, we added this ampersand so that we could give people a little bit more insight into if I'm seeking for myself, what might I find?

So, in this sense, it's you may find yourself at a bar or a coffee shop where there's a musician and you can Seek for yourself and you might stumble into getting a little funky. You might stumble yourself into taking a hike or finding a happy place that you didn't think existed, at least...

Shawn, if I can interrupt you real fast. And one of the main things that enabled us to add this "& get funky," "& Find" is that we were able to get that psychographic, emotional, dig into those emotional drivers. And that led us to be able to speak more directly to this audience as we learned more about them. So, you'll see that some of them are very specific. "Seek for Yourself & Get Funky." That align straight back to our

demographic and psychographic profiles. "Seek for Yourself & Find Your Happy Place." So, everything is very intentional. Sorry, Shawn, go ahead.

Oh, that's okay. You can switch the slide.

Rachel Mosley 22:33

Okay.

Shawn Kruggel 22:35

And this transferred, you know, obviously, to not only the internet experience, but the website experience in terms of and you can see a little nod to pivoting during COVID already, which is "Seek for Yourself & Shop Safely in Kingston."

So, again, the messaging has evolved over time, into wide open spaces wide. The great thing is, and we'll talk a little bit about this in a second, that a lot of our strategy, pre-COVID was already very well equipped, prepared and messaged to a pandemic that no one could have possibly foreseen.

And what Ulster County has to offer in many ways, lent itself very smoothly into the way that people started to have behavioral changes during the past year. And I would love to say, to the group, that we are the most prophetic agency known to mankind, but I'd be lying. Some things sometimes you just get lucky. And in this sense, our positioning strategy works extremely well with where people's heads are at. And especially behaviorally, where they're shifting and, and how they're navigating a very, "I want to be responsible, but I really need to get out" mentality. And it's that kind of mentality that we're that we've been able to leverage, pretty well even moving into an uncharted territory as we are now. So, Seek for Yourself, Seek for Yourself and find your spot, have an adventure, discover something special, has worked quite well for us even in 2020.

Rachel Mosley 24:21

And these are actually an animated digital ads. And that read almost more like video than like an animated GIF. The transitions are really smooth, and they're really, really steep, really high engagement. So, I'm just for display purposes, we kind of screenshotted it out here but they actually animate through really smoothly, just for a little bit of context.

And here you guys, I know that you'll have this presentation after we're done and we have a lot of creative to get through. I included a video link so that you can see some of the other digital video spots that we have ran as well as some of the online radio as well. So we will absolutely share this with you guys so that you can go, you guys can explore those afterwards.

Shawn Kruggel 25:20

So, I wanted to add before we talk too much about COVID-19. I'm sure there's everyone on the call is been following it closely. And once the latest updates and is also extremely tired of hearing about it, I'm sure.

Interestingly, though, our strategy for positioning the county has always been about getting out of crowded places. It's always been about reconnecting with the outdoors. It's always been about new ways to experience serenity, peace, beauty. It's always been about finding about less known, less trodden, and more alternative paths. Increasingly, you know, it's dovetailing with the way people are thinking about the way that their lives work in terms of work and family, and adventure, and recreation, and how those things, those lines between those things have blurred even more.

Most of you, children are not children, work or at home and experience kind of, how can I work here, but be in the place where I want. How can I be in the place where I want but also do some work. And Ulster increasingly just based on the profile of where it is and what it is and what it offers, works extremely well with where people's mindsets are going. And we can talk a little bit about a little bit more about that later.

But our strategy has worked incredibly well and has adapted really well to where we are now. And we don't see that changing based on people's psychographic mindsets and how they're thinking about work and life and vacation, and time for themselves moving forward.

Rachel Mosley 27:07

So, I just wanted to walk you guys through some of the adjustments that we made throughout the pandemic, and ongoing. And so, like Shawn said before, the strategies are our still our strengths are still our strategies. And as Shawn said before, I would love to say like how prophetic of us, but we that we are lucky that Ulster County is positioned so well that it has the assets that resonate well with our target audience.

And that has kept us extremely resilient through the pandemic. And has allowed us to remain relevant and with our target audience. And so, some of the adjustments that we made, were initially, when the pandemic hit, we paused any active media campaigns that we had through May. Just to allow things to stabilize. And you know that that was a very tumultuous time where everyone was kind of didn't know where to turn next. And we really just wanted to take a beat and allow us to collectively see how things were going to pan out and what was going to happen next.

And we came back in June and launched the Return to Nature campaign, which we're going to walk you through what some of that creative looks like here in just a second.

And we restricted our target audience to a very or our target market to a very short drive market. And like we mentioned earlier, about two to three hour drive radius. And throughout the entire time, we maintained a social presence. So, that was one thing that we did not pause. We maintained that social presence from March through May and we'll talk a little bit more about that here in a second.

And we also shifted the newsletter format, which we maintained that presence as well. And we shifted that away from something that had previously been more event and focused to a more of a long form, an almost editorial format. And in our spring newsletter we really homed in on providing local support. And then as

we move through the summer, we shifted to more itinerary and listicle type outdoor activity focused content.

And that content was able to play double duty. And so, not only did it go out in the newsletter, but we also leveraged it on the website as an editorial content that performed really well. And as far as just deepening our relationship with our target audience and keeping them on the site longer and really engaging more with the site.

And, and then we also emphasized support for local restaurants that were offering takeout and delivery through a landing page that we initially developed as like a pretty a quick fix to provide a resource for people looking for that. And then we worked with a couple of other resources to develop a more robust, kind of like map and landing page for that as we kind of move through the deeper into the pandemic.

And, and so, the Return to Nature campaign is really built on the fact that people are craving open spaces and an outdoor reprieve. So we positioned Ulster County as the ideal place for people to reset and with ample space to do so at a safe distance and in a responsible way.

And our campaign elements include a mix of digital banner ads, online editorial content, online video, and some kind of sparse online radio. And we also created Zoom backgrounds to kind of tailor to people's lives and we share those out on social. And then obviously, we adjusted our website brand windows, and we did some very limited print ads, and some specific placements.

And so, hopefully these will play the way we want them to. Here we go. This is just a look at we had three different messages from a digital ad perspective that we tested with different audiences and I will say they all performed pretty shoulder to shoulder and they resonated with different people at different points of their world what I would call a grieving process. And so, and they just have a little bit different, different take on you know, today's a new day, a little more optimistic approach there. Seek for Yourself and Return to Ulster County.

The next one focuses on Wide Open Spaces. Natural Beauty. Seek for Yourself & Step Outside. And then the final one is Step Outside. Rediscover Nature's Beauty. Seek for Yourself & Return to Nature. And the CTA (Call To Action) is just a strong plan your trip call to action.

And so here's a look at the return to nature editorial. And I'm obviously not going to read through this with you guys and I'll allow you to do that at will. But one of them we really focused in on five ways to reconnect with nature and Ulster County. And this is all based off of knowing that our target audience was primarily in a you know congested, and small apartment living metropolitan area, knowing that there had been cooped up in their apartments and were ready for some fresh air and some room to roam. And then the other one was as we moved it through summer capitalizing on an almost like a locals perspective on like hidden fishing holes and things like that, again, playing back to what Shawn had mentioned earlier, if you can feel like

you've discovered something or have the in on something. So, this was five Ulster County spots to fish this summer that we actually worked with a local fishing guide who kind of gave us some tips on that.

And so here's a look at what the so um, one of the main trends that we're seeing in digital video is that those shorter clips, the 15, six second, 15 second, six second format does extremely well. And these are also formats that can play before a user might be able to skip and so there and digesting all of the content and in that short time frame so that's the route that we went with these return to nature, digital video ads.

And then finally, providing local support. So, it's always our goal to drive revenue within Ulster County, right. And that's really why we get out of bed every day as the impact that it has on the local community. And so, we really shouldered that cause, through the pandemic, for every community that that we work with. And, you know, obviously, we're, we're a little partial to Ulster County as we have a long relationship with you guys and have been in market a lot. But I'm just making sure that we're able to support those local businesses and drive revenue and as much revenue as possible, but also in a responsible way, right.

And so we again, shifted the format of this free newsletter to focus on ways to support local Ulster County businesses. And I'll show you what that looks like here in a second. And we also created brand windows that were aimed at driving traffic to the landing page for the restaurant delivery, and takeout. And, and then when outdoor dining opened, we also supported that through brand windows and things like that. And then we also helped create an interactive map, and like I mentioned earlier, for the delivery and takeout. And then we showcased strictly local businesses on social. So, traditionally, we do, a lot of you user-generated content, and that's posted from people who have visited Ulster County that we share.

And through the pandemic, we really, when it initially hit and that March, April May timeframe, we shifted that focus because we didn't have that influx of new user-generated content that we normally have. We focused on showcasing local businesses, and making sure that we were just driving as much traffic to them as we possibly could.

And so, here's a look at that newsletter, "Eight ways to support Ulster County businesses during the pandemic." And this performed extremely well. And especially given that our newsletter subscriber list is primarily out of market, right. And these are not people who are within Ulster County, but we had a lot of engagement with this newsletter and a really high open rate. So, and you know, another thing that was really impactful to see is that, and the people that our audience has a lot of empathy and, and wanted to show as much support for Ulster County as they could. So, that was that was really, really great to see.

And this is just a look at what a brand window looks like, for the curbside take out this endeavor to that interactive map. And this is another one, how we transitioned and when outdoor dining opens, so Dine Alfresco. And then this links back to the restaurants that have outdoor dining available.

And then from a social perspective, we really focused in on Ulster County outdoor assets. Once we started to move through summer, and rolled out that Return to Nature campaign, we focused in on highlighting the

Mohonk Preserve, the rail trails, and fishing. Like you saw earlier with that native content, we always repurpose content in as many ways as we possibly can. So, if it goes out in a newsletter, we also add it to the site as editorial content. And then we'll dice it up and repurpose it out on social media, as well, just making sure that we get as much use and legs out of a piece of content as possible.

And we also focused on sharing uplifting messages. And we didn't talk about, you know, there's a lot of negativity around the pandemic we didn't, we didn't go there. We focused on an uplifting. So, this is kind of one of them. And this image that you guys see over here, it's a piece of user-generated content, someone getting returning to nature, and it posted this, and tagged us in it.

And then also, we focused on promoting safe social practices. So yes, we're inviting you to come return to nature, but also like, social distance, remember to be responsible, things like that.

And, and then we've promoted local initiatives like Project Resilience. Again, the restaurant takeout and delivery, and wineries and breweries when they were able to reopen and were offering tableside tastings and things like that. And then the events that had to shift from in person events to digital events, we really made sure that we were supporting those and getting that message out there as well. That event was still happening.

And then I just wanted to quickly share again, you guys can kind of like look at these in more detail and at your leisure, but these are just some of the sample posts from, you know, starting in March all the way through the summer.

And then the results, right, why we all get out of bed. And, and so, this again, this is really what drives us is that this \$685 million in tourism spending in 2019, how impactful that is to the local communities and Ulster County is. And that's why all of us do our job. And it that that's it, I cannot tell you how much I enjoy working in tourism, because of the impact that has within the local communities that it's extremely rewarding to be able to drive results like this.

And so, thank you, again, for allowing us to be a part of that, because that that is really, really incredible. And then I don't want to steal Nikki's thunder, because...

Nikki Schack 41:27

You know, you just like to steal my thunder. (Laughter)

Rachel Mosley 41:30

Sorry, I'm just waxing poetic about that. But, you know, and also knowing that, and we are helping generate labor income of \$354 million. Obviously, we're not doing that alone. And we can't take credit for all of that, but just knowing that that is so impactful in so many people's lives. And, you know, it's just, it's, I can't think of another profession where I could get to say that I helped do that. So, again, thank you for making my job rewarding.

But you know, one other thing that I did want to point out is the tourism spending increase of \$34 million, from 2018 to 2019. I know, from 2017 to 2018, we had about a 10% increase. And I you know, another thing that, I guess I'm now bragging on ourselves, that we maintain the same budget year over year, with Ulster County. And in to see that we're continuing to a) reduced waste on our, from a media perspective. And we're doing more with the same, we're driving more results, and we're driving more spending each year and with the same budget. So, that that, again, I think really speaks volumes to the strategy that Shawn and his team put together. The incredible, impactful creative that our talented creative team was able to put together. The team behind like, at Ulster County, in market, that calls us out and pushes us to do better. And then also, Nikki's media placements that are just obviously resonating really well. So, well...

Nikki Schack 43:34

You stole all my thunder!

Rachel Mosley 43:35

Well, I'm sorry, I guess I am.

Nikki Schack 43:39

I'm just going to really quickly I know we're getting tight on time. And I don't want to, you know, talk you guys ear off too much. But I just wanted to Rachel, if you can go to the next slide, just talk through a couple highlights of, you know, some of the success metrics we've seen this year. And what we kind of really want to call out here.

So as we mentioned, we shifted a lot of kind of the hard call to action, the hard sell during COVID. It went from playing your trip now to being like, connect with nature, like get out, take a break. These kinds of things. We tried to really foster that sense of community and a great place we did that was on our social media.

And you can see the incredible growth we had, and on both on all of the channels: Instagram, Facebook and Pinterest. And I really wanted to call out Pinterest because we went from not having a really active Pinterest, there was not an initiative that we had focused on back in May, excuse me in March. And we went and launched a Pinterest and got all this great content on there from our website and all. And very quickly saw massive engagement on that platform. It was a trend we had I've seen where people really were engaging more on Pinterest during this time period. And so we were able to capitalize on that. And we saw that not only reflects in our on platform engagement, but also in the people looking at check availabilities, and looking at specific lodgings from Pinterest. We saw that it really did impact those numbers and really drive up those, we're booking referrals.

So, and, you know, we have a couple other things on here, the influencer campaign that we ran over Labor Day. And you know, we had a massive engagement on that, we were able to try some new placement types

with Instagram Stories and Facebook Stories and reached over 1.2, guess that's a 1 million impressions. So, really just had a massive impact for not a lot of investment there.

And the estimated media value, this is something that they say, the tool we leverage generates this. And it essentially is just saying, hey, if you paid for all of those impressions through a traditional placement, you'd be looking at this type of investment. And so, here's the value back to you of what you've got through all of this earned media.

And next, just looking at all of our just our assets, excuse me, our impressions across all of our different channels, you can see, and we had 10 million impressions just for FY2020 alone, and that is up through, and Rachel, correct me if I'm wrong, the end of October. What we've pulled and you can see just to Rachel's point, leveraging the same budget and really being thoughtful, and you know, we've seen a whole bunch of during from fiscal year 2017, through 2020, being 24.5 million impressions, and just seeing how much of that has been made up in this year, is really outstanding here.

And then we always like to measure ourselves against the industry of tourism. And so, our digital ads, on a consistent basis, perform 120% above the average click through rate. So, people who click on our ads are clicking at 120% more than others.

And then lastly, we have some website stats here for this fiscal year as well. But really, what I want to call out and is most exciting to us is the referrals that we get to show to our lodging partners, and to our community that have been made from the Ulster County tourism website. And those book direct referrals are up 23%. year over year.

So, even despite those hard months that we've had, and you know, and the time when we had turned media down to a trickle, it's really, we've still seen a great resilience to Rachel's point. And we've really seen that when we have come back full force with this messaging, I've just continued to see month over month, this book direct referrals to continue to go up and up in months that we, in years past, hadn't seen that level of engagement anyway. So, we're just feel good about the track that we're on and ready to pivot for what comes next. Rachel, you can go ahead.

Rachel Mosley 48:49

So, we're going to talk through as we're moving into 2021, and what the travel industry trends are looking like and I'm going to allow Shawn to kind of talk you through each one of these and what some of those, again, what we talked about some of those emotional drivers, and then we're going to walk through what our 2021 high-level strategy looks like, as well.

Chairman Cahill 49:10

And if I interrupted for a quick moment here, How much longer do you think you have as far as the presentation goes, because I do want to leave some time for Q&A. And we do have other agenda items. I don't want to go to too much longer if that's possible. What are we looking at here?

Rachel Mosley 49:24

Yeah, 10 more minutes.

Chairman Cahill 49:26

Oh, that's good. You're fine. Thank you.

Shawn Kruggel 49:31

Okay, Brian, let me let me let me rip through this for you. Let me rip this for you, Brian. So here's the thing. I really I don't want to I don't I'm not going to belabor each one of these. I think we kind of mentioned earlier that our strategy part of it because we're geniuses part of it because we're lucky has hit on some trends that are pretty pervasive throughout the travel industry as it is.

People want off the grid and intimate. In the sense that I want to, even if it's not super rugged, I want to feel like I'm off the grid. I want to feel like I've got some kind of, I can release some stress. I can connect with, with nature a bit. But I want some distance from where I'm used to every day. So we're hitting on that

Sustainable values. Good gracious, if Ulster has not been the epitome of this from decades past, they proven it through restaurant initiatives, through farming initiatives. And we're known for that.

Work life balance redefined. This is an economic development kind of a situation that I'm not going to talk too much about now. But people are starting to get this momentum of I can work from anywhere. And even if people don't plan on moving to Ulster to work, when they get there, they're like, this is the way I should work. And that work life balance, that kind of initiative and that thinking of I could work there, but I can also vacation there makes people feel good.

And there's also trends towards I can travel solo, I want to travel natural, I want to travel, travel, responsible, efficient, and focus. Ulster County has always hit on those things. And based on the markets that we're trying to pull from, this idea of spur of the moment, people aren't in the mindset of planning trips, months and months out, especially with large itinerary. So, this kind of Can I go there now? Can I do it quick? Can I see something or experience something I haven't before? Quickly, spur of the moment. Also, Ulster County has hit on all of these traditionally and continues to do so during this pandemic.

I'll move on. Are we paused?

Rachel Mosley 51:41

Maybe? Frozen? Yeah, it's Frozen? Sorry.

Shawn Kruggel 51:51

Okay. I won't belabor this, because I don't want to spend a lot of time on people looking at charts and graphs. But the one thing interesting that we tried to look at is Do people even want to see advertising? Are

people it in the sense that there are more important things to focus on their in their families, in what their work or their life or their children or whatever are doing. And I don't want to see a bunch of brands. The fact of the matter is, we had to question ourselves. We work in this industry, but we're not too self-indulgent not to even look in question about what we're doing. And, and the fact is, we do have to look at this from time to time.

And the fact is that people are still receptive to brands advertising, even during, even during trying times, is long as you're providing information that's useful to them and says, What is the solution. Don't try to sell me something, at least provide me a solution. And a lot of the messaging that we're putting out there is not buying anything, it's what kind of experience can we provide you that will feel some type of emotional or rational gap that you may have during this time.

So, again, I'll let the contingency kind of look at this afterwards. But if these if brands can talk about how they can be helpful in this time, and in a new life that they may be seeing outside of this pandemic, or otherwise, then I do want to see it. And I don't even mind if it's placed adjacently to some tough information that I'm getting on a day to day basis. If you're relevant, and you can talk to me, honestly, I still want to see it is basically what this says, moving on.

And this is just if brands can continue to hold their nerve while competitors, tourism or otherwise, are likely to reduce, then they can benefit strongly. This is just a nonsense piece of data that I'll just speak to Brian, because he's the one on my screen here that you may or may not buy. That what they did is they basically took a beer company and said, let's run some algorithm scenarios to say that during this time, if we if we stay the same with our advertising, if we decrease by 50%, if we go dark completely, what would that mean for us? And statistically, it looked like they would lose 13% of their volume sales if they went dark or reduce their spending. I'm not going to purport to tell you or any of the ladies and gentlemen on this call that if we do less, it will, it will equal that same thing. It was just a comparison to say that people are willing and accepting of brands telling me here's what you can do for me now. And if you don't, there could there could be consequences. So, I won't belabor this point too long.

And finally, a one statistic says that during this time, people are dreaming about vacations. Whether they can or cannot take them, or will or will not be willing to do so, the fact of the matter is that that research says that people are thinking about it. They're cooped up. We're sleeping more. We're feeling nostalgic. We need to recuperate. We're talking about travel more. And Ulster County needs to continue to be part of the conversation is all this slide basically says. So, how would we do that responsibly? If you move to the next slide?

Well, we need to promote safety messages and initiatives still. We can't move away from that. But we need to continue to feed people's desire that's already innate and data proven that they're dreaming, and they have a desire to go. So, when they do, we need to be the top of mind to say, oh, my gosh, the time is now, where am I going to go? And that is Ulster County.

We need to continue to promote businesses and attract and attractions to locals, we can't forget that our primary, not only tourism, but our primary source of income and the people that are patronizing one another are ourselves. So let's not forget that.

And finally, we can continue to bring Ulster County into people's homes in an emotional and a resonant way that they may need now more than ever.

Rachel Mosley 55:53

Okay, and so I'm going to walk you through, but our high level strategy going into 2021 looks like. And so, we want to maintain and build on the highly successful Seek for Yourself campaign. And continuing to position Ulster County as that rejuvenating response with room to run where people can vacation responsibly, right.

And continue to invest in digital and social advertising in the New York Metro and secondary markets as conditions allow, right, we're not going to spread out to these secondary markets until we feel like that is the right move

And then updating the website. And that's something and the next slide I'll hit on is that we did include some room just by making some budget shifts out of different line items, to update the website that has been in place for several years. I know it predates our partnership, and for a better user experience and overall functionality.

And it is on a platform that is at end of life. So, the platform that it was built on is going to no longer be supported at the end of 2021. We obviously we have some time to move before that happens. But that is the where our sights are for 2021.

And then leverage, again, as Nicky and I talked about updated audience intelligence data and continue to fine tune our targeting and, and reduce waste to continue to do more with the same or less, right. So and then invest in travel data and management class platforms. And again, as we talked about, we've installed and resonate through a partnership that we have with Belo, to be able to just continue to leverage planning timeframes length of visit, and continue to drill down into what those psychographics are, again, really aimed at being as efficient as we can with the dollars that we have.

And so this budget, I know if I'm, I don't know how many of you on the call and have flipped through our RFP response. But this is the same budget that we submitted with our RFP response. Again, I will give you all allow you to line by line, and this at your leisure. And these line items are something that were dictated to us. So, these buckets of money, or line items have budget and were provided to us to allocate dollars out within at percentages.

And so, one of the things that we've done for 2021 is move a little bit of money out of the travel fund, and a little bit of money out of the photography fund, a little bit of money out of the printing and production

budget, and moved it into this website redesign and development and to make room for a much needed update there. Okay, this is it.

I'm going to pass it back to Shawn to talk through some kind of what-if thoughts that we have for 2021. And that, you know, we like to continue to push ourselves. And you guys, if we only did what was comfortable, we'd be doing everyone an injustice. So, I'll hand it over to Shawn to kind of talk through some of these ideas.

Shawn Kruggel 59:39

I'm just going to say this. P.S. we're not lazy. I don't want to ever think that what we have done is all we can do. So, let's think about some things we can do for 2021. If we buy all these things, right, if we don't buy any of them great, but we have fun thinking about it. So let's think about some things we could possibly do.

Number one, we have something called the Food for Thought Truck. Everybody's been to a food truck, but I don't know how many of them make you think about anything other than shoving something in your mouth or buying it buying a lobster roll. So, in this sense, there's a possible way that we can talk about economic opportunities. We can talk about tourism opportunities while pervert while providing some an experience that's out of Ulster County that gets them thinking about us.

Number two, I love this idea about an Experience Roulette. Essentially, this is an interactive app where maybe people maybe people don't know exactly what they want and Ulster County, they don't know what we have to offer. So maybe we let them choose by color, let them pick a color, let them pick a mood, let them pick a type of experience. So, I want red, I want calm, I want quirky. And this would kind of do a little spin roulette thing. And it's a in this case, it's Minnewaska State Park and say, Hey, I think it's a kind of a fun idea where like, you may want to try it once or twice or three times to figure out oh my gosh, like if I if I pick my mood and my color and some other things that may lead me to discover, seek for myself, what they may have to offer that I didn't know that they had just a fun, interactive way to interact with a brand.

What if we put the brand in places where it was in places where they were already kind of sick of being or feel felt cooped up and give them just a glimpse or a little bit of a selfie experience? On the right hand side? On the left? Can we docu-series, some of the creative thinkers and entrepreneurs and makers that we that we have in Ulster County?

Can we provide digital experiences where it gives you with some alternative reality that makes you feel like you're there without even being there yet? Can we provide breath of fresh air videos where people are getting are in places where they may or may not want to see something else? And we can kind of give them a glimpse of Ulster County?

Could we provide some parklets? Yay, it's not Central Park. But could we make a park central to some people's experiences? I love this idea that one of the creatives have that people have a moment of Zen, why can't we give them a moment of Zin serve them have a little parklet that serves some locally sourced wines

that give them an experience of what you what you might be able to interact with her experiences you might want to have in Ulster County and build a little place of respite in places that may be a little bit chaotic.

And finally, could we put some secret kind of little art exhibits in and some walls around different places where there's a moment to take an Instagram photo of yourself and the different times of the day. Maybe that the art is flat, but it's when the sun hits it in a certain way. It reveals Seek for Yourself. So there's a really a lot of fun ideas that we can do interactive wise, that again, get people's wheels turning, much like the makers, the artists, the manufacturers, the bed and breakfast, entrepreneurs that are running businesses and Ulster County. And let's get people out of Ulster County, thinking like people that live there, so, that they want to explore and see what this is like.

And again, thank you for your time. I appreciate it.

And finally, you know, plenty of counties and cities do branding. I think it's pretty crappy most of the time. But maybe there's a way not to just sell merchandise. But can we spread the mantra of Ulster County in this way, you know, Seek for Yourself doesn't just tell people come visit here. It says this is the way you want to live, this is the way you want to think and I think we could be kind of on the forefront of that from a merchandising standpoint for Ulster County.

Chairman Cahill 1:03:31

Well, thank you very much. That was a very thorough and enjoyable presentation. There's a lot of information there. And I'm sure I'm going to ask that we stop sharing the screen so I can see if anyone has any questions, they can raise their hands and we can go from there. Anyone on our committee have any questions at this point?

Legislator Litts 1:03:52

I have a couple.

Chairman Cahill 1:03:53

Oh, go ahead Herb, and then I'll go, thank you.

Legislator Litts 1:03:56

Well, it's not really a question but when I travel around our area and stop into through a rest areas, I see a lot of people walking out with the Ulster County Travel Guide. And I know we've had this discussion several times but I don't think it should be a dead media. There's a lot of people that pick that up and wind up pulling off one of our exits in the county to have an adventure only because that's what they picked up in in the rest area.

Rachel Mosley 1:04:34

So Herb, I think that's a really good point. I do, and I think my colleagues would agree with me, people travel in different ways. And not everyone books, their trip based off of the digital experience. And some

people are more tactful and want that Travel Guide and I would say that I am of the same ilk as you, and that when I go to a place, I like to pick up the Travel Guide. And because I'm also not much of a planner, and I'm more of a spur of the moment type of person. And so I like to have that Travel Guide when I'm in market. And so, for what that's worth.

Chairman Cahill 1:05:21

Anyone have any questions before I ask a couple? Go ahead, Laura.

Legislator Petit 1:05:26

Thank you. I'm giving any brought up the COVID pandemic several times? Are you rethinking where you're going to be doing more advertising? I mean, being out in the public, I'm seeing this, you know, surge of city people escaping from the city? So, would you still focus on the city? Or perhaps, I like the marketing, the Seek and Find. You know, would you be thinking about focusing more in Ulster County, to try this, these new folks who have just come here, and they don't really know the area, and let's get them to spend some money.

Nikki Schack 1:06:07

So, tourism, we spend 99.9% dollars out of market, and Lisa, correct me if I'm wrong there. But, um, the majority of advertising is done out of county to make sure that those dollars we spend are bringing in new money. And the whole in market stuff, and I think is a slightly different branch, or would maybe be a slightly different type of approach. But we've truly focused on outside of market. And to your point of people fleeing cities, we've seen it kind of going both ways. And people moving to cities, people moving to more rural communities, or just communities, suburban communities, all those different things.

And what we really focus on is looking at the data and seeing, okay, and you know, it's not about a DMA, if you think about it from that perspective, as a targeting, it's about a zip code. So, that zip code might be in Connecticut, it might be in a kind of a bedroom community. But if that is an area, we're gaining a lot of traction, we would shift dollars accordingly. So, I think yes, and we try to stay on top of our what our most recent data is telling us about the movement of the people who fit our demographics. And if that is that they have chosen to move outside of New York City, then we will gladly move with them. As long as they continue to hit our other, you know, demos psychographic, other things that align them well with us.

Chairman Cahill 1:07:59

Legislator, Archer, sorry.

Legislator Archer 1:08:04

And get mine off now too. You talked about your positioning strategy, being adaptable. And I see that in Seek for Yourself and the various options it provides. But you kept talking about how well it is help through COVID? Do you have data that supports that? I mean, I'm hearing from, you know, our lodging coalition that, you know, a lot of them are struggling. And so, and yet we're seeing bookings up by 23%. Is that compared to last year, or was it not used as much? I'm just trying to glean where you're saying that your

brand positioning is helping them through COVID? And how it's correlating with bookings and lodging, etc.

Chairman Cahill 1:08:52

So, I'd like to dovetail into Legislators Archer's question, specifically to say, what is the source of your data? You mentioned data throughout your entire presentation, and I work for the Chief Data Officer at IBM. So, I love data. So, I just want to know, you know, what is your source of the data that you use for, you know, all the other things that you develop here?

Rachel Mosley 1:09:14

Absolutely. So, we don't focus in on one single source. We pull from multiple sources. And when we talk about and I know, and when you had you said that bookings were up by 23%. Our lodging referrals from our website are up by 23%. Now, once they leave our site, we all we know is that we sent a referral to that lodging partner, we can't tell if they booked, right?

And we made a lot of shifts in our social strategies, like I mentioned before, making sure that we were really, really supporting the lodging partners, the local restaurants and things like that. And one of the things that we did in that effort was to take all of the lodging properties that are on within the directory of the website. And, and we have an integration called Book Direct, that enables us to have insight into those lodging referrals. And so, all of the properties that are in the Book Direct integration platform, we, we also put them on to Pinterest and promoted them there, as well. And we do attribute that increase in lodging referrals to that effort of adding all of those properties onto Pinterest and promoting them there. And so, that's where that that referral metric came from, was specifically Book Direct. And then I'll let Nikki speak to where we pull data from for other sources, because she...

Legislator Archer 1:10:54

Can I just follow up on that before we move if that's okay, Chairman, only. If it's bookings, and it's just a referral, if we're talking about a new platform, I mean, in some ways, it's only as good as the booking occurred. So a referrals referral, but if we can't measure if it's if it's actually created a relationship with a lodging and reservation, then I'm not quite sure the value add of that piece. And will the new website, be able to have a better linkage where the referral, we can at least measure what's happening or what isn't.

Rachel Mosley 1:11:38

So that would require the lodging properties to share that information back with us. That that's the kind of the missing link, once they leave our site, we don't really have any insight into the actions that they take after that. And the other possibility, and it's not something that we have included in the website budget, but would be to have a booking engine on your site. And then that way, you do have insight into the full the full booking relationship. I will say that most lodging partners do not like that. They want to control the booking. And to have insight into the full process, we would require that they share information back to them. But I will say that the Book Direct integration has been on the site for many years. And this, this is by

far, the largest number of referrals we have ever provided to those lodging partners. So, we really do see that as a win.

I think it's both. And I think that our and our the targeting and the messaging and our ads is really resonating with our target audience. Right. So I think that's one piece of it. I think the second piece of it is that as Shawn talked through, people's mental state is they're really seeking out and the less traveled more, you know, less crowded type of vacations. They're also looking for shorter vacations. So, where can I go for a day or two days or, you know, which Ulster County is perfectly positioned for that target audience. And, and then thirdly, I do attribute the strategy of adding those lodging partners onto Pinterest when we saw the huge increase in engagement on Pinterest as a global trend. And we were very quick to leverage that for Ulster County to make sure that we were well positioned and capitalizing on that for the county.

Legislator Archer 1:12:43

Do you think that's COVID? related? Because you've done something different?

Lisa Berger 1:12:54

And if I may, Lynn, I just like to jump in here for one quick second to back up some of what they said with information, data and numbers. So, what we do know is a statewide, that revenue in the travel industry is down, especially in these combination sector, I'm sorry, I should say any accommodation sector is down anywhere from 25% to 70%, depending on the sector of the accommodations that you're in. And so what we saw in this pandemic, is that the accommodations at the cheaper end of the spectrum, lost about 25%. And the really high end resorts lost anywhere from 60% to 75% of their business.

Now what's interesting from our own county data is that our occupancy tax numbers are only off by 30%. That speaks volumes to the work that we've done to maintain image, maintain presence, to drive people to the website, it really does. Or we would look worse.

And when you look at our employment numbers. Part of you know, their strategy of, you know, pushing, like the places to pick up food and finding a variety of places that you might be able to stay, is very helpful, locally. To locals as well as to the business overall. And if you look at another statistic, which is our unemployment numbers, in the tourism and hospitality sector, were only down by 3.3% in that category. But everybody else is in double digit losses within the region. And, you know, I can't help but think that the branding, the communication, the way that they positioned, had a lot to do with numbers that were so.... that looks so good. And it's not, not to say that people aren't in pain, they are, but it could be worse.

Rachel Mosley 1:16:20

So, Nikki, I don't want to skip over your piece of the question. Nikki, do you want to take them through where the other data sources are?

Nikki Schack 1:16:28

Absolutely. So, we work with two main entities, both facets within Belo to really get our data. And well, they are data scientists, I guess, I should say. And so, what we're using mostly is lazy to you're really familiar with, you know, third party data level, a lot of stuff from Experian and the big, you know, credit companies, and everything like that. So, we're getting a lot of that publicly available data.

And how we're applying it and how we're making it relevant is through that mobility data. So truly using anonymized mobile devices. To track like, hey, this person is coming from here to here, you can't see who they are, but they are this experience mosaic profile. And so, that is giving us a lot of that layering on top of there. And then on the, in addition to that, and I just lost my train of thought there. But oh, we love We also layer on first party data. So whether it be and you know, the information will, we'll be able to start getting from our website that's kind of having it there. Or email addresses from people who have subscribed to newsletters in the past.

And, you know, any source of data that helps us take that third party, a property approximation, and really hone in and get very specific, is kind of the layering that we've done for this data. And I actually have a list of resources, just not in front of me, I apologize. But I can provide that as well, if that's something you want to dive into more. And our data scientist is a man named Nate Randell and he loves to talk data. So, I'm sure he would love to hop on a call with you whenever and just you know, dive in is only two very data minded men could.

Chairman Cahill 1:18:37

Yeah, thank you. No, I got it. I got the gist. I mean, you guys use a form of structured data, and unstructured data. You know, you have lists that you can go from and then unstructured data is the other stuff where you see this person was here and we know they went from here to here to here. So, you have to piece that in there. I understand. That's very good. Thank you.

Any other questions? Legislator Bruno first, then we'll go back to Legislator Litts.

Legislator Bruno 1:19:03

First of all, I want to I mean, you guys did an awesome job. I mean, everything I've seen you guys put it together real well. One thing I saw that was missing is Ulster County has probably one of the largest base of celebrities. And I'm using that lightly from everybody from Robert DeNiro, to musicians of Woodstock, New Paltz, to artists to everywhere. And one of the most successful ad campaigns nationally was the I Love New York. And what I'm thinking is something along the lines of I love Ulster County and incorporate these celebrities to come out and do an ad campaign for us and help us out. And I'm sure a lot of them would probably love to do it. Now I'm not saying necessarily Robert narrow would, but there's a lot of them out there. from Amy Helm, to multiple musicians from the Woodstock, New Paltz in the artist area. And I don't see any of that in this program. And I think that that campaign, given the right traction and put together correctly, I mean, there's studios in Gardiner, that do all the special effects for New York City movies and stuff like that, that are still available. And Ulster County has so many things, besides just the

fishing creeks and the mountain tops and stuff. And I think with the right ad campaign, this thing could explode.

Shawn Kruggel 1:20:33

Albert, I'm just going to, this is me, and I'm going to probably get slapped for this, but I hundred percent agree with you. I love I love the thought process. You know, everything that's being done with Stockade Works is, you know, we got to leverage that. The level, the level of interest on their part, it remains to be seen. It has been brainstormed many times, Albert, so, I'm 100% with you. Want to do it. I feel like we got to do it. We got to get a hook, we got to get a hook for these folks that feel like they want to participate. They see the value in it. And I just wanted to let you know that that is a dream that has been had. And is a dream that we will not let die and I want to go there.

Legislator Bruno 1:21:23

I mean, I think that that's the only if you want to call it constructive criticism or whatever you want to call it, or I mean, I just think that's that is a an avenue that we haven't explored enough in Ulster County that I think could be huge for us.

Rachel Mosley 1:21:37

Absolutely. I agree. And I want to echo Shawn, and we have concepted ideas that that revolve around that. And I will also say some of those celebrities willingness and is very surrounded by money.

Legislator Bruno 1:21:55

Sometimes it's just how you approach them.

Rachel Mosley 1:22:01

Yeah, hey! Go there. You go Al, hook us up, we'll go there.

Legislator Bruno 1:22:11

Make it worth your while.

Rachel Mosley 1:22:12

Absolutely. Yes, yeah, we it's a... we have explored what the investment level would take.

Legislator Bruno 1:22:21

We have a new celebrity, Ian Flanagan, from Saugerties who's on The Voice right now who's just rocking the country. And I mean, he's huge. I'm sure anything we can do.

Chairman Cahill 1:22:33

I want to move on to one of our local celebrities, Legislator Herb Litts. (Laughter)

Legislator Bruno 1:22:38

Don't get any bigger than that. (Laughter)

Chairman Cahill 1:22:40

And then we'll move on to Legislator Archer after a while I'm

Legislator Litts 1:22:42

I wore my suit jacket. One thing that comes to mind is we get plus or minus a million visitors to the Walkway Over the Hudson. We somehow have to tap into either media or whatever, when people, you know, go on a website and search, you know the Walkway. So, we got to get Ulster County in front of them. Either a link or something. Because they're not spending a lot of money in Ulster County. They're spending money in Dutchess County. But, you know, I don't think the people that go there are aware of what Ulster County has. You know, Mohonk Mountain. And I mean, obviously, they walk the trails. But, you know, there's so much more to Ulster County than what they see. Because it's, I want to tell you, if anybody walks the walkway over the Hudson and it says it's breathless, it's beautiful. There are no words for it on a great day. But they keep going east. We need to keep them on the west side, somehow. Maybe that's a good place to dump some Travel Guides, you know, people pick it up when they're there. Because listen, they're there for three, four hours, they're not going to spend more time than that. And they're typically up for a weekend. So, rather than go into Dutchess County, you know, let's pick some apples in Gardiner or Milton. Let's go to Mohawk. Let's go to restaurants.. Let's you know go... But you know, obviously you're out for nature. They should go up to be Ashokan Rail Trail, which is both ends of the spectrum and Ulster County is in between. So, we need to keep them longer and we need them to say.

Rachel Mosley 1:24:46

Yeah. I'm like, I'm writing down ideas as you speak because I think some sort of an... we can explore the possibilities of doing some sort of installation that's on the opposite side that will drive people to stay. Once they get to the Ulster side.

Legislator Litts 1:25:06

In fairness on walkway, the walkway is the hook.

Shawn Kruggel 1:25:09

I'll jump in, I'll jump in and get my hand slapped by my handlers, Herb and Albert. But I'm 100% willing with this group here, Q1, we are not I think we're pretty smart. But we're not the end all be all in terms of ideas and intelligence. And if there is a possibility to get on something like this, I know that people are we're, everyone's used to this kind of format now. 'm not opposed to getting on a on a call like this and having a very loose agenda, and rapping about ideas like this and see what can be possible. Not everything would be possible. But I'm not opposed to thinking about it. And, you know, I again, I've been doing this a long time, but it doesn't mean I know everything. And as I said very early on in this call, I've been to Ulster County many times. But I don't have a house in Kingston. I don't have a house in Saugerties. So, you know if we can get together and some people throw out some stuff, we'll do our due diligence to explore it and see what the possibilities are making it happen. I promise you.

Legislator Litts 1:26:16

And I'll even find your house.

Rachel Mosley 1:26:18

Yeah, There you go. Perfect.

Shawn Kruggel 1:26:20

Melanie, Kingston is my jam. Please don't ever let don't let Rocket Number Nine shut down. That's my that's my spot. I got to eat a hot dog across the street, get a get a prime rib from Boitson's and then buy about a hundred dollars' worth of records.

Chairman Cahill 1:26:36

All right, Legislator Archer. And then I think...

Legislator Archer 1:26:39

Yeah, I just want to focus in on a couple of things on the budget. I think you created a compelling argument for branding Ulster County, even during COVID. So, I appreciate that. But I do want to zero in on a couple of things in the budget.

I assume, and Lisa, maybe you can answer this. Did we set the buckets for each of these components? Or was this part of the proposal that you developed and then presented to us?

Rachel Mosley 1:27:09

And these line items...

Lisa Berger 1:27:11

This is from the RFP is...

Legislator Archer 1:27:14

I'm sorry, I missed that?

Lisa Berger 1:27:16

I'm sorry, the buckets, if you will, are from the RFP.

Legislator Archer 1:27:22

Right.

Lisa Berger 1:27:22

My understanding that the basic writing of that RFP dates way back more than seven years, like it's not really been changed that much. And...

Legislator Archer 1:27:36

Yeah.

Lisa Berger 1:27:36

Rachel, do you have something else you'd like to add?

Rachel Mosley 1:27:39

No, I...

Legislator Archer 1:27:41

So, it looks pretty consistent to what we've seen in the past. And I guess what my what my focuses on this, you know, we are in the midst of a pandemic. 27% of the budget is focused around travel, which I'm not quite sure how much of that is getting done. And so, that's one thing I would like, you know, to take a look at, you know, we're all struggling budgetarily. I think it's impacted your business, as well. So, I would just tell us to take a look at that.

And one of the other items. On the photography side, you know, we have some amazing photojournalists that live in our community and contribute photography all over the place. And so, and some of it, I you know it for a nominal fee. Some of it, it may be cost prohibitive. But I think that, you know, there's an opportunity to get a little creative here. Because we have a lot of local photographers that capture Ulster County, it's at its best. And I think there's some opportunity there.

I'm just looking at tightening a budget and looking at where we can get know, take a second look at everything. Which is you know, and I hear Legislator Litts concerned about the media and the Travel Guide, which has been a significant... there's been significant conversation around that at the table. But again, it's just, you know, I'm not sure how often you get here. And do we need to, with zoom format, given what you know, is we're currently grappling with. So, just a couple of things I would hope we could take a look at as we work through next year.

Billy Kulkin 1:29:26

Yeah, Legislator...

Rachel Mosley 1:29:28

Oh, go ahead Billy.

Billy Kulkin 1:29:30

All right. I was just going to say, yes, 100%. You know, I think the purpose of the RFP wasn't to say, it wasn't our intention to say here's the budget, take it or leave it. Like okay, now you want to engage us again

for another year. Now, let's have this conversation. You're going to give us a budget allocation and now it's up to us collectively to say how do we best spend this money. In regard to photography, absolutely. If there are... and when we do photography, and Rachel, correct me if I am wrong...

Lisa Berger 1:30:01

We actually worked with an in market photographer this year.

Billy Kulkin 1:30:04

Right.

Rachel Mosley 1:30:05

And reduce that photography budget. And so, and same thing, Lynn, with the travel budget. We actually reallocated the travel budget this year. So, it wasn't budget that just didn't wasn't used. Or, we reallocated it to media dollars so that we could do more messaging. Make it work when it wasn't being used. So, 100%, we are with you. And, and I did reduce both of those budgets based off of previous years because of some of the same concerns that you're sharing. And so, I... 100%, in line with you.

And we, I will say that, God willing, that pandemic will not be going on through the full year of 2021. And we do think it's important to come in market and be boots on ground at least once a year. And that's just staying connected with the team there. And face-to-face or not, that we don't do every week, because we do. But just being in the community, and seeing them, and just staying connected there. It is something that's important to us.

And but 100%, you guys do have a bunch of fantastic local photographers that we've worked with several times. And so, we are open to flexibility.

Legislator Archer 1:31:34

And perhaps Lisa, you know, when we get ready for, I mean, we, you know, we can take a look at the buckets and the percentages that are attached. Because like I said, it did mirror with the, I think the exception of the website, which I agree we need to have a more user friendly website. Particularly if the flat if the platform is, is not viable anymore. So, but thank you for the presentation. I really appreciate your coming.

Chairman Cahill 1:32:02

I just got one more quick question. And then I think that we'll wrap it up unless anyone else has anything else. And that's, you mentioned the newsletter is distributed. How often is that distributed? Distributed quarterly or seasonally? And then how is it distributed through email? You have an email list. Yeah? So now I'm sorry,

Lisa Berger 1:32:21

Quarterly via email.

Chairman Cahill 1:32:23

Quarterly via email. Now, is there going to be any emphasis to expand that email list since we no longer have the hardcopy guide? You know, putting it directly in somebody's mailbox is always probably the best way to get it there, right? Has there been any thought to maybe trying to expand that, maybe purchase some email addresses or something like that. I don't know.

Rachel Mosley 1:32:45

Yes. So, we actually have started using our same data scientists and all that information. We have a facet of Belo and Company that specializes in list sourcing, both for email, and direct mail. And to your point, sometimes, some people do need the tactile. So, there's even the anywhere we buy the email list. And they all come with corresponding physical addresses, as well. So, we can do that multiple touch point, as well.

Nikki Schack 1:33:20

So, we've looked at that for a couple of their clients. And that's definitely something we would look at and getting into moving forward. And, you know, I wanted to mention some of the money that we have reallocated from travel, we also put towards tactics that would serve us well in the long run. So, growing our communities on social so that then we can later target them at no cost, even when we're outside of this pandemic. So, kind of similar thought there with email is, is growing that list then allows us then to market to them as long as they opt-in to our newsletter at little to no cost. So, really, it's going to be a big focus.

Chairman Cahill 1:34:02

Great, thank you. Anyone else have any other questions for the folks here from Belo today? All right, as Chairman of the committee, I just want to again, thank you very much for a very thorough and educational presentation. That's going to help us going forward throughout the year here. And I just want to again thank you for your time. I know it's a tough getting together in the evenings like this for some folks, you know, and I do appreciate you taking time out of your busy day. Thank you.

Shawn Kruggel 1:34:28

Much appreciated, Brian.

Rachel Mosley 1:34:31

Thanks so much.

Lisa Berger 1:34:31

Thanks, everyone.

Chairman Cahill 1:34:33

Take care. All right, folks. We'll jump right into our agenda. And Legislator Bartels was going to try and join us tonight, but I didn't think she's going to make it now. Go ahead, Legislator Archer.

Legislator Archer 1:34:54

Yeah, she had to step away. But she'd asked, and I think I think she mentioned it to you Chairman...

Chairman Cahill 1:35:02

Yeah.

Legislator Archer 1:35:02

... postponing it. She's still in the midst of doing some having some conversations. So, if we could postpone it another month. That would be great.

Chairman Cahill 1:35:13

So, I'll entertain a motion...

Legislator Archer 1:35:15

I'll make a motion.

Chairman Cahill 1:35:17

And a second? Legislator Uchitelle. All in favor?

Committee Members 1:35:23

Aye.

Chairman Cahill 1:35:25

Opposed? Thank you.

Legislator Archer 1:35:27

Thank you.

Chairman Cahill 1:35:27

Thank you. All right. So we're going to move on to Resolution 442, which is setting a public hearing on the sale and or transfer of lands owned by Ulster County located at Enterprise West, kind of hosted to be held on Monday, January 11, 2021, at 6:20pm.

Chairman Cahill 1:35:44

So, we had an amendment to the resolution that was first... Yeah, let's make a motion to discuss, sorry.

Legislator Litts 1:35:52

I'll make a motion for discussion.

Legislator Uchitelle 1:35:53

Second.

Chairman Cahill 1:35:54

Okay. And then second, Legislator Uchitelle. Thank you.

Chairman Cahill 1:35:57

So, we had an amendment made to that resolution during the day today be more specific to the property to put the SBL lines in, etc. So, I'm going to share the updated resolution. So, everyone can take a look at it. I sent it to you, but I don't know if you got it in time. So, we'll just look at it here. So, this is, and Tim, correct me if I'm wrong at any time here. But what I think I have highlighted is the changes in what, from the original one, is that correct?

Tim Weidemann 1:36:31

That's correct.

Chairman Cahill 1:36:32

Okay. So, basically, well, does anyone have any questions about it before we go further? All right, Legislator Archer.

Legislator Archer 1:36:43

Yeah, we're just going to move it there? We're not doing any RFP or anything. prior to moving to an LDC this, it's just going to LDC it, is that correct?

Chairman Cahill 1:36:54

Well, so the way it was explained, and Tim, I'll give him an opportunity to it to correct me if I make a mistake. The way it was explained to me, no matter what we do, we have to put it into an LDC of some sort to move forward. Once it's in the LDC, then we can go ahead and do anything we want with it or nothing. Right? But in order to take action on it, and take it out of the county's property, out of their hands, so we can do things with it, that has to be put into an LDC. You know, doesn't mean you do anything doesn't mean, you know, we're going to we're not going to. But the first step, and, you know, we all talked about the county not wanting to be in the landlord business and not wanting to, you know, be saddled with this for a long period of time. Well, this is the first step to make sure that that doesn't happen.

Tim Weidemann 1:37:49

If I just might add that, but even before that discussion, the first step is a public hearing. And so, this is an effort to engage the public. Allow for public comment and to set really a timeframe for us to come back to you all with more details about at least one, and maybe more than one, option of how to dispose the property. And so, Legislator Archer, you know, I think the fact is, as Legislator Cahill put it, is that no matter how we choose to dispose of this property, if we wish it to be other than by public auction, a surplus to an LDC is the required step.

Chairman Cahill 1:38:27

Right. Go ahead, Legislator Archer.

Legislator Archer 1:38:33

Thank you. So, I get that it would have to go to the LDC. But I was hoping that we would have some determination on disposition prior to moving it there, or at least further conversation, which is what we all spoke about. And so, I'm just trying to get clarity on, as we go forward, that, you know, there, you know, I, let's say we have the just hypothetically. You know, we'll have the public hearing and in January, so, are we going to get then get a resolution in February, moving the property into an LDC without any further conversation or disposition on what the course of action is? That's what I'm trying to get at.

Tim Weidemann 1:39:18

And I would respond, not without further conversation. You know, I think, as you know, there are reasons, including interest from potential tenants to move with all due haste. But I understand and completely appreciate the need to have a conversation about what that disposition is. And I think that the public hearing is a part of that conversation.

And so, that's why we've submitted to Chairman Cahill this resolution, and would like to move forward with the public hearing so that then we have the option, if all parties agree, to move towards a surplus as quickly as possible.

Legislator Archer 1:39:56

Which means that there's not plenty of... there's not sufficient time to really explore other options. So, which means you're not doing... you have no intention of doing an RFP or anything, or prior to moving in there, correct?

Chairman Cahill 1:40:11

Correct. So let's let, Tim, and then Dr. Wright. If you want to go ahead, I know that you had your hand up there. Yeah.

Tim Weidemann 1:40:16

Yeah, I would just say that the possibility of an RFP still remains even with a surplus action. And I think that's our intention is to discuss between now and the public hearing, and then following the public hearing before a resolution to actually surplus the property, to engage in a conversation with you all and with other members of Legislature and other stakeholders about what the best disposition of this property is.

Evelyn, if you want to add anything more to that.

Deputy Executive Wright 1:40:49

Yeah, I just want to add thanks, that everything that we've talked about in terms of exploring more options, talking about institutional arrangements, issuing the RFP, that is all still in progress. So, that you're seeing the resolution for the public hearing tonight in respect of the Legislature's calendar, and the work you do in

January. So, that if we have all arrived at the point where we want to do a surplus in February, it's possible. It won't be possible unless we set the public hearing.

So, it's not that we are trying to march down a track without doing those steps. We just looked at the calendar and said, oh, my goodness, we better get this in this month. So that if we want to move it in February, we're ready to do so. If we decide at that point that it's not timely yet. We don't have to do it then.

Chairman Cahill 1:41:50

Anyone on the committee have anything they want to add before I go to Deputy Rider? Okay, go ahead, Marc.

Deputy Executive Rider 1:41:57

Just from a procurement and disposition perspective, this is similar to other properties that we've done, where we've done the surplus and then the LDC does the RFP. So, this is in line with other properties whether it be the Golden Hill housing property or others that we've surplus in the past, this is the same process that we followed.

Chairman Cahill 1:42:25

Legislator Archer.

Legislator Archer 1:42:27

And I totally get that. But we had a clearer idea of what the disposition of the property was going to be or close to it. This one is a little bit different in that there have been many options that have been presented. Many ways of approaching this. And I feel like we still have some conversation that needs to be had before it gets finalized. And that's all I'm suggesting. I'm not opposed to a public hearing. I'm just, you know, we keep hearing that we're going to have the conversation further. And I'd like to understand how that's going to occur, will the body be part of that conversation or only when it comes time to approve a resolution?

Chairman Cahill 1:43:10

I can promise you this, that if it's up to me, it will be well before that time, and I will be bugging Tim. I speak to Tim frequently. And I will make sure, and Dr. Wright, as well. You know, and I will make sure to continue to do that. And this is it front and center in our conversations. And I promise you that. You know, I will hold their feet to the fire to make sure that they're bringing back to this committee, any actions that they plan on doing or would like to do. It's going to come before the committee and obviously the greater Legislature overall, when the time comes, you know.

This is not going to be done blindly. It's not going to be shoved down our throats down to the last minute. This is a big, big deal. This is a has tremendous impact for the long term and Ulster County how this ends up, right. And we have to be exceedingly cautious on how we approach this. And the more mindset we can put together to discuss it and come up with ideas. I think the better off we'll be. So, I'm with you 100% on that Legislator Archer.

Legislator Archer 1:44:08

Thank you, Chairman.

Chairman Cahill 1:44:11

Anyone else have any suggestions or questions before we move to vote? Okay, all those in favor of the amended resolution?

Committee Members 1:44:22

Aye.

Chairman Cahill 1:44:25

All those opposed? Okay, thank you.

Chairman Cahill 1:44:29

We're going to move on to Resolution 443 which is appointing an alternate member to the Ulster County Planning Board for the Town of Rochester.

Chairman Cahill 1:44:40

Legislator Archer (Move) and Legislator Litts (Second). Any discussion? Okay, all those in favor?

Committee Members 1:44:48

Aye.

Chairman Cahill 1:44:49

Opposed. Okay.

Chairman Cahill 1:44:53

Resolution 458 which is: Approving The Execution Of A Contract Amendment For \$58,805.59 Entered Into By The County – R T B, Inc. D/B/A Continuum Systems for Information Services.

Legislator Litts 1:45:08

I'll move it for discussion.

Chairman Cahill 1:45:10

Okay and the second?

Legislator Corcoran 1:45:13

Second.

Chairman Cahill 1:45:15

Second from Legislator Corcoran. Okay, and we'll let Director Macaluso explain what this is, if you don't mind.

Alan Macaluso 1:45:23

Sure. So, this is for the renewal of annual software support and maintenance for on-base document management system which is used countywide for storage of digital dark documents and archival documents. It's also part of our workflow processing that we use for invoicing and it interfaces with New World Financial Systems. So it's, it's our electronic management document management system.

Chairman Cahill 1:45:51

Great. Thank you. Any questions? Okay. All those in favor?

Committee Members 1:46:01

Aye.

Chairman Cahill 1:46:02

Opposed? Okay, great.

Chairman Cahill 1:46:05

So, this is the last resolution, resolution 459, which is Approving The Execution Of A Contract Amendment For \$16,238.25, Causing The Aggregate Contract Plus Amendment Amount To Be In Excess Of \$50,000.00 Entered Into By The County with National Business Equipment, LLC for Information Services.

Chairman Cahill 1:46:26

Motion for discussion?

Legislator Litts 1:46:28

(Raised hand)

Chairman Cahill 1:46:28

Second?

Legislator Corcoran 1:46:29

Second.

Chairman Cahill 1:46:31

All right. So again, Mr. Macaluso, if you don't mind?

Alan Macaluso 1:46:36

Sure. So, this is an it's a little quirky. I mean, it's an amendment is actually a reduction in the overall contract not-to-exceed. What ended up happening is we had to... we worked with, well, we caught that National... when we revisited the contract, due COVID-19, as we noticed our reduction in printing costs. We worked out a reduction in our monthly fees, and it was based initially on... what we specified is based on our usage, the actual usage data. And initially, when we initially we did their initial amendment that preceded, this National based on the what was specified in the previous contract. So, we had to then balance it out when we were looking at the actual usage, which is actually less than what they were, that was specified in the previous contract. We had to amend it so that we were getting a reduced rate contractually.

Chairman Cahill 1:47:47

Any more like that. Just kidding. Legislator Archer wants as many of those as you can get. All right. All those in favor?

Committee Members 1:47:59

Aye.

Chairman Cahill 1:48:02

Alright, great. So, that ends our resolutions. And is there any old business that anyone would like to discuss tonight?

Chairman Cahill 1:48:10

Okay, hearing none, is there any new business that anyone would like to discuss tonight? Okay, Hearing none, I'll accept the motion for adjournment.

Legislator Litts 1:48:19

I'll make a motion, Mr. Chairman, for adjournment

Chairman Cahill 1:48:22

The Second.

Legislator Uchitelle 1:48:23

I'll second.

Chairman Cahill 1:48:25

We have four seconds. That's good. Yeah. Wow.

Chairman Cahill 1:48:29

That's not a record though. All right. Well, again, I just want to thank you guys for putting up with these meetings tend to go long. For some reason. We have a lot of information put before us each month. And I appreciate your patience and taking the time to listen to what these folks are giving us to help us with our decisions going forward. Thank you all and have a very safe and nice happy end of the week.

1:48:54

Thank you.

Chairman Cahill 1:48:56

Bye bye.