

**ULSTER COUNTY LEGISLATURE  
COMMITTEE MEETING MINUTES**

**NAME OF COMMITTEE:** Economic Development & Tourism Committee

**DATE:** April 4, 2011

**TIME:** 4:45 P.M.

**PLACE:** County Office Bldg., Library Conference Room, 6<sup>th</sup> Floor

**LEGISLATORS PRESENT:** Chairman James Maloney, Legislators Rodriguez, Aiello, Frey, Hayes, Sweeney, Terrizzi, Donaldson, Loughran

**LEGISLATORS EXCUSED:**

**OTHERS ATTENDING:** JJ Hansen Deputy Budget Director, Rick Remsnyder Dir. Tourism, Dennis Doyle Dir. Planning, Lance Matteson President UCDC, Carl Meyer Co-CEO Solar Energy Consortium (TSEC), Vic Melville LWV, Laura Walls Deputy Comptroller, Nettie Tomshaw Legislative Employee

The meeting was called to order by Chairman Maloney at 4:50 PM.

- Attendance (Leg. Rodriguez arrived 5:05pm, Leg. Aiello excused 6:15pm)
- A motion by Legislator Frey was made to accept the March 7, 2011 Committee Meeting Minutes, Seconded by Legislator Sweeney, all were in favor, Carried.

**Resolutions:**

- 1.) Resolution No. 0402 - April 26, 2011: Appointing and Reappointing Members To The Ulster County Industrial Development Agency

**Motion offered to move Resolution forward by Legislator Frey, Seconded by Legislator Sweeney, All in Favor, Unanimously Carried.**

- 2.) Resolution No. 0420 - April 26, 2011: Authorizing the Chairman of the Ulster County Legislature to Execute an Agreement with the Ulster County Development Corporation - 2011 Appropriation

Q - Leg. Hayes - Are we up to date with NYS. A - Lance M. yes we have provided everything they need.  
Q - Leg. Sweeney - Is the appropriation the same amount as last year. A - Lance M. yes  
Q - Leg. Terrizzi - What will the allocation be used towards - what will it fund. A - Lance M. UCDC's budget lays out in detail how monies are spent. A large part goes to personnel as well as marketing -

economic development etc. We are doing better than surrounding counties in terms of impact and performance. The county defines our contract - what we are deliverable to. New retention projects are ongoing.

Q - Leg. Frey has concern awarding incentives when job retention is a negative number.

Committee discussion ensued as to the history of the funded amount breakdown, validation / justification of funding and overlap of county department's vs. UCDC performance.

Leg. Loughran in regards to attracting and company retention, disagrees with paying a company to stay in the area. Q - Asked Lance M. if he has spoken to local officials as to what they would want in reference to shovel ready work and also what would they be willing to accept. A - Lance M. This is definitely part of the initiative. They are also asking to make permits available now - before they have a customer and also to waive permit fees to be more competitive.

Leg. Donaldson stated what's the difference if we pay companies to come here or to stay here?

Leg. Frey stated it's too expensive to do business here, electricity is expensive, taxes are too high - what's the incentive to come here.

Leg. Terrizzi noted Caterpillar is looking for a new home and challenged Lance to bring them to Ulster County. Also requested a copy of Lance's 2010 job report. (emailed on 4/6/11 2010 UCDC-IDA jobs count report and December 2010 DOL employment data report, NT forwarded to committee members)

**Motion offered to move Resolution forward by Legislator Rodriguez, Seconded by Legislator Donaldson, All in Favor with the exception of Legislator Aiello. Ayes 8, Noes 1**

2.) Resolution No. 0421 - April 26, 2011: Authorizing The Chairman Of The Ulster County Legislature To Execute An Agreement With The Ulster County Development Corporation For Specific Solar Consortium Related Services - 2011 Appropriation

Leg. Terrizzi asked when the Solar Consortium financial reports would be received. A - Quarterly report will be available May 1<sup>st</sup>. Received annual report.

**Motion offered to move Resolution forward by Legislator Donaldson, Seconded by Legislator Rodriguez, All in Favor, Unanimously Carried.**

4.) Resolution No. 0422 - April 26, 2011: Approving Administrative Guidelines for A Performance Based Economic Development Plan Agreement between Ulster County Development Corporation and the County of Ulster - 2011 Appropriation - Ulster County Development Corporation

Note: Chairman Maloney offered a friendly amendment where as, the agreement state UCDC shall obtain certified employment levels at the time of application to UCDC as to establish baseline employment numbers for future incentive payments.

**Motion offered to move the above friendly resolution amendment by Legislator Maloney, Seconded by Legislator Rodriguez All in Favor, Unanimously Carried.**

**Motion offered to move the revised Resolution forward by Legislator Donaldson, Seconded by Legislator Rodriguez, All in Favor with the exception of Legislators Aiello and Frey. Ayes 7, Noes 2**

Leg. Donaldson suggested review of different county economic models - their methods and approach to economic development. We need to work as a team. Feels the system is better now with the county executive position in place (political clout) and UCDC noting they are working very closely together, with a common goal and feels it's beginning to look like it's paying off. Leg. Rodriguez noted Ulster Tomorrow did research the different counties/agencies and found others didn't do things much different than Ulster County. Lance M. added a similar study/taskforce was put together when the county executive position was first instituted and their basic conclusion was we have a system utilizing the best practices.

Leg. Sweeney proposed inviting Alan Ginsberg to meet with the committee to see if there is anything we can do to help him with Tech City. Committee discussed site size, history, lack of heat in buildings and current space to be demolished.

Lance M. offered to bring Paul Rakov, Marketing Rep for Tech City to present a power point at the next meeting.

Leg. Hayes speculated if UCDC should take a look at the two qualified bids for Golden Hill - possibly come up with a better more attractive package.

Lance Matteson President UCDC: Provided statistical data sheets for both (MSA) Metropolitan Statistical Areas ranked by Total Private Sector Growth Rate and change in Total Non-Farm and Private Sector Jobs both reporting February 2010 to February 2011.

Leg. Rodriguez noted the net totals do not add up on the data sheet. Also understands March and Lance work collectively and Leg. Donaldson feels the continuity between the County Exec office and UCDC appears to be working well together.

Leg. Frey asked Chairman Maloney to invite March Gallagher, Deputy Director for Economic Development to the committee's May meeting.

Rick Remsnyder, Director of Tourism:

- Invited committee to county sponsored Tourism Seminar, "Tourism Marketing Tools, Tips and Insider Tricks" at Poughkeepsie Grand Hotel on April 5-6<sup>th</sup>. Speaker, Doug Motel. Seminar Registration attached.
- Previewed Ulster County Travel Guide brochure cover page featuring Mohonk Preserve - due out 5/15.
- Guide includes fold out map
- WABC 6-8wks on channel 7 - same commercial as last year, very popular.
- Recap of last months meeting updates.
- Branding Ulster County's Alive. Com URL - 45% radio increase last year with these ads.
- No longer advertising on NYC subway - hard to track, did not generate the exposure we were hoping for vs. money spent.
- TV \$60K 6wks May & June
- Radio 1010 Wins \$48K 6-8wks
- Bigger on line presence
- Stewart Airport has travel guides for distribution - too expensive to advertise in NYC airports

Leg. Aiello - Don't forget the 100K people living right here locally. Staycation advertising - promote the county from within. Complemented travel guide cover page.  
Chairman Maloney asked that the committee receive advanced notice of events so they can plan accordingly.

Carl Meyer, President & CEO TSEC:

- Thanked the committee for UCDC contract approval
- Close proximity to NYC attracts businesses to the Hudson Valley
- Businesses understand IBM - world renowned (want to be close to)
- European companies like to be in/see rural areas - high tech capabilities w/out big city surroundings.
- Solar Cluster - high tech has produced some benefits
- The team work here in Ulster County gets the best job done at the lowest price.
- Provided handout what TSEC does; Technical Support, Operating Support and Business Support (see attachment)
- R&D Battery Development - Battery Consortium in NYS, BESC (Battery Energy Storage Consortium) funded by the Department of Energy. TSEC tracks the progress.
- New thin film technology - a newer generation has been developed. Offered to have a technical conversation one on one w/ Leg. Loughran or whole committee.
- Website available from TSEC for viewing to be forward to committee.
- Solar farms for Gardner - new NYSERTA pond #2156 which provides funding for solar farms in the Hudson Valley and NYC providing supplemental funding of \$30 million per year for 5 years just released for May on designated approved sites such as Gardner and the Meyer Solar Farm next to the Central Hudson sub-station on Hurley Ave. The Community College is not on the list - still waiting on the NYPA list. Carl's group spends time educating Albany on solar renewable energy. If governor is on board - supports, it will happen.

Leg. Frey Q -Are we seeing movement on buying New York products? A - Lance, there are certain legal restrictions to formally say you have to buy NY products, (interstate commerce clause) however pushing carbon footprint is one way to get extra points bidding RFP's.

Dennis Doyle, Director of Planning:

- Census material is now posted on the website - population 185K
- Reapportionment committee is working on block data - public site setup in the county planning dept.
- Still dealing with some misrepresentations from the 2000 census in regards to prisons - as it relates to Saugerties and Wawarsing. (Times Herald Record published a comparison using data carried over from the previous census to show a comparison which in error showed a prison in Saugerties which resulted in incorrect population counts)
- Filed the BOAP (Brownfield Area Program) grant on time - resolution passed & thanked the development corp. for its assistance in filing the grant.
- MPO - Ulster County Transportation Council passed its unified planning work program for this state fiscal year
- Considering a re-adoption of TIP
- I-587 corridor study finishing up
- Continuing to work with the development cooperation as it relates to the Ready To Go Program

- We have an agreement for the upcoming community development block grant which a resolution will go before the Legislature for May's session. Joint application between Repco and Cornell Co-op Ext has been agreed upon.

\* April Abstract provided to committee members.

Adjournment:

The meeting was respectfully adjourned at 6:45 PM with a motion offered by Legislator Terrizzi and Seconded by Legislator Sweeney, with all in favor, carried.

**Respectfully Submitted,**

**James Maloney/nt  
Chairman Economic Development & Tourism Committee**