

**ULSTER COUNTY LEGISLATURE  
COMMITTEE MEETING MINUTES**

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

**DATE:** March 7, 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, Hayes, Sweeney, Terrizzi, Donaldson, Loughran, (Frey arrived 5:20pm noting he was at another mtg.)

**LEGISLATORS EXCUSED:**

**OTHERS ATTENDING:** JJ Hansen Deputy Budget Director, Rick Remsnyder Dir. Tourism, Bob DiBella Dir. Public Transportation, Dennis Doyle Dir. Planning, Lance Matteson President UCDC, Carl Meyer Co-CEO Solar Energy Consortium (TSEC), Vic Melville LWV, Legislator Provenzano 6:15 PM, Nettie Tomshaw Legislative Employee

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

- Attendance
- A motion by Legislator Rodriguez was made to accept the February 15, 2011 Committee Meeting Minutes, Seconded by Legislator Loughran, all were in favor, Carried.

Rick Remsnyder, Director of Tourism:

- Focus Media - UC new advertising agency started 6wks ago, on retainer \$8K/mo.
- Working on 60pg. travel guide - sales team goes out and sell ads
- #1 piece of advertising this year
- 50/50 split with contract agency
- At last count over 5pgs of ads vs. 2 in the past. (future goal is for ads to pay for the cost of publication \$35K+) Full page ads are available now.
- Guide will be out May 15<sup>th</sup>, 100K copies printed, circulating at 3 stops on NYS Thruway, Plattekill, Modena and New Baltimore. (38K copies were utilized at these stops)
- Local Kiosk distribution as well.
- Also guide direct mail as requested through website
- Finalizing media plan with Focus Media for 2011. \$60K for NYC television buy - not sure what network - winter scenes already taken - summer scenes to follow. \$60K Radio buy NYC and local - last yr. went up 45%-50% due mostly to contests offering - in return the county rec'd email addresses, etc to add to the data base. Very successful.

- TV commercial should be live in June or July. Will share with committee prior to airing - probably at the May meeting. Also will preview radio ad.
- The county will have involvement with the Kingston Classic this year for healthy Ulster and great for tourism. Kiwanis Club asked for county involvement. Made two banners, Academy Green and over Broadway by the YMCA. Real boom for Tourism.

Leg. Rodriguez asked what the response was from last year's television ad vs. radio ad. Possibly Consider weighing more monies towards radio based on feedback A. - Radio had instantaneous results. TV wasn't as high as Radio but did get a 10-15% spike on the website. Asked Focus Media to help us get more promotional value out of it - having some local talent like (Melissa Leo) do on site broadcast's etc.

Leg. Donaldson noted NY1 TV station may be less expensive but will reach the targeted NYC area. Rick will pass the idea along to the President/CEO of Focus Media, Josh Summers. They also are considering cable.

#### Bob DiBella, Director of Public Transportation:

- Last year changed the routing of buses from an abbreviated fixed schedule (never on time) to a fixed time schedule (on time). Also offer complementary Para transit.
- Also had a rate increase last year. Fair is \$1.00 - Ellenville \$2.25
- 14,000 passenger decrease in rider ship. (distributed report)
- However, customers that came to UCAT were a paying rider ship, rather than agency rider ship. Which mean more people used the bus for transportation rather than agency transportation.
- As of February 2000 passenger increase over last year - due to economy utilizing mass transit.
- Tank is now in and pumping - saving .04 cents/gallon. Pump in 10K /gallons at a time
- Construction complete - new 2<sup>nd</sup> floor center completely done
- Arrow grant will be totally closed sometime in September or October.
- ADL system due in shortly for buses
- New fleet county wide maintenance system - software in place, up and running in about 3 months or so.
- Fare collections and scheduling system for UCAT will be up and running probably by September. All of this will allow us to know exactly where the buses are and all the chatter will start to go away. Eventually riders can use their cell phones to access the system to see where the buses are in route.
- Five new hybrids out and running - saving about 30% on fuel. Working out on the open road as well.
- Plan to utilize a mobility manager. Multiple private and public agencies will send information to a central location - thus dispatcher sends one van vs. multiple. Long term process to break down walls but obtain potentially substantial savings.
- All of the new buses are in - fleet is at 27, peak usage is 24. Good maintenance program in place. DOT inspected.

Leg. Terrizzi was surprised that we didn't see a larger savings than .04 cents/gallon on fuel. Also when was the tank up and running? A - BD We buy in bulk and we came in late in the year. Tank was up and running end of December 2010. Another three year bid contract is due this year. Switching from one vendor to another is very complicated.

Leg. Maloney asked per gallon cost. A. Around \$2.75 - \$3.00 a gallon without state taxes. We usually fill the 10K gallon tank once every 6 weeks.

Leg. Donaldson asked can the county cover the City of Kingston bus route if they discontinued their service? A. - BD The City needs smaller shuttle buses to accommodate the street size - 35 foot buses are overkill, probably a dispatcher, mechanic and drivers. It would be a relatively easy transition. The city would pay the county similar to New Paltz.

Leg. Rodriguez asked what the rider ship is on the Loop. (most successful route) A. - BD Approx. 6200 - 8000 riders/month noting Saugerties rider ship is the second most utilized route.

Leg. Loughran recalled the tank was supposed to be larger. A. -BD Yes we could have gotten a larger tank but not with our money and it would have been very time consuming. We have a 12K gallon tank which is diesel and an 8K gallon gas tank.

JJ Hansen noted he attended a meeting on behalf of Art Smith with the Federal Transportation Authority. Federal and State Representatives were there. The feedback and praise the FTA gave for the work Bob Dibella and his management team have done was outstanding noting that they rarely see this level of success for a public transportation system.

#### Dennis Doyle, Director of Planning:

##### Transportation:

- Ulster County Transportation Council - March meeting will consider \$790K+ budget for upcoming year and adopting the Unified Planning Work Program by the end of March. It includes ongoing studies, inter mode study, safe school route, bridge rehab program, congestion management plan, UCAT and update transportation model using new census information. One reason we need to update the model is because Ulster County is on the verge of becoming non-containment with respect to air quality - not population based. Support hybrid buses. We qualify for UZA's funding \$1.5million for Kingston program. I587 corridor study should be complete by end of March - DOT policy prefers round-a-bouts always as 1<sup>st</sup> option.
- Trails, Kingston Hurley connector, hiring consultant, begin design process, receipt of contract no later than June
- Counters will be out this spring, Hudson River communities- recount every three years. General traffic is down for the county - mainly due to mass transit going up.
- County has adopted 3/1 ~ 3/30 as the annual agricultural window to sign up for the Ag District.
- Community Block Grant Fund extension request has been granted - needed to close on homes in this current fiscal climate. Goals have been exceeded however still want to use all of the money vs. returning it to the state.
- Public Farm Worker Housing Program, REPCO and Cornell Coop spoke at the first Public Hearing held. County wide rehab program and new trailer construction needs. One application could not make the impact score - may explore joint application process. Leg. Terrizzi asked why would a joint venture be problematic and also would they be competing against each other. A - DD, Yes they would compete. Also unsure joint application is the way to go - a bit of a tug of war as to how the money will be split. The County may manage the application process for an administrative fee as communities do not want to process the paperwork because of the sheer

amount of effort involved. One application, \$750K, gives us flexibility to utilize the funding smarter. Discussion ongoing - meeting again tomorrow.

Legislator Loughran asked if we will be entertaining Social Impact Bonds (bonds that are based on performance)? A - D. Doyle, Too soon to tell. As far as the Community Development Block Grant funding, this will probably be the last year of effective funding - could cut funding up to 62%. This does affect \$800K for the City of Kingston - huge cut if passed. Ulster County is a non-entitlement county.

- Continue to finish up on the Main Street Program outside the mountainside community funded by DOS. Collected \$48K of \$60K for grant - will finish grant end of March - which is the end of the state fiscal year. Info on website. Also funded through Catskill Water Shed program work on Shandaken and Olive. Phoenicia & Pine Hill starting up as well but utilizing a different template. Will run this program on the SUNY Ulster Angel Learning Network - a regional network that can reach all the other community colleges which we feel will have long term implications to conduct community based planning. On going talks.
- Green Way Program - Is a priority growth area program. Mapping growth areas and analysis is on going. To make a presentation to Green Way this week.
- Housing Consortium - County Legislature gave support which allowed for us to get over a million dollars in continued care - helping Family of Woodstock homeless receive special housing needs funding - Safe and Sober Housing Program. Also exploring ways to use (HMIS) Homeless Management Information System monies. Beginning to look at regionalizing housing consortiums being formed.
- Environmental Open Space, PDR monies - Continue to work on Purchase Development Rights Program. Anticipating Governor's budget allows for current applications/contracts to continue - however we will not see a call for new projects this year for PDR. Have had conversations with Open Space Institute about two farms, Kiernan Farm in Gardner asking for help (county attorney looking into legalities of helping with these issues-easements) and Overlook Farm in Marlborough continue to have conversations.
- Economic Development Corp., March Gallagher Deputy Dir. Economic Development is the liaison to continue to work on ready to go programs. BOA - Brown Field Resolution #4 to be considered on tonight's agenda.
- College Water Supply - Anticipate release of census data shortly.
- Supporting Reapportionment Commission, have money in budget and purchasing software.

Chairman Maloney asked if there has been any feedback or pushback from priority growth communities /areas in regards to development. Has heard some towns down south want to see commercial development limited. A - DD, A lot of positive feedback as to where can we grow - not really hearing requests to halt growth. Lance Matteson concurs with Dennis Doyle.

Legislator Loughran asked about the Kingston Intermodel progress. A - DD, On the tip passed 2016. It needs a lead agency to implement it. We have no community consensus on where to go. We anticipate we will have to make improvements to the Trailways site over time vs. building a new center. The existing garage site would cost \$31 million dollars.

Leg. Maloney- Did you look at the old Howard Johnson site? A - Yes, other sites compare between \$9 & \$12 million.

Leg. Aiello, Have we looked at the dealership on Schwank Drive. A - DD, Yes we have. It's up for sale. Ready to go committee has had discussions. We are very much aware of this site.

JJ Hansen, on behalf of Art Smith conveyed to the committee how Dennis Doyle has been such a tremendous asset to the county over the years. Dennis has been with the county since 1974. JJ noted Dennis's work with the DEC along with Amanda LaValle on the Lower Esopus is to be commended as he was instrumental with providing vital information toward the successful result of the Lower Esopus.

Carl Meyer, President & CEO TSEC:

1. 2010 TSEC Contract Services:

- Report, along with invoice for \$150K was submitted to county in early Feb.2011
- Contract for services signed at same time
- Draft reviewed by Lance Matteson
- Copy of summary letter provided to committee members; will highlight significant accomplishments
- Awaiting draft 2011 TSEC contract
- Plan to submit quarterly reports and invoices in 2011, subject to having signed contract in place

2. Highlights of TSEC services in 2010- Job Creation / Retention:

- Industry partners now number almost 100 and the number continues to grow.  
Handed out copy of revised map showing partner locations/business categories
- Created over 600 jobs throughout NYS, with over 500 of them located in Ulster County  
Precision Flow Technologies 350+  
Solar Tech Renewables 30+
- Recent announced fluctuations in company headcount are to be expected in business cycles in a weak economy.
- Hi-tech sector is particularly vulnerable to product markets
- Successful companies must flex staffing to align with revenue projections.  
Noted differences between the business models of:  
Spectrawatt – East Fishkill, Dutchess Cty.(lost a good chunk of market - unable to flex workforce up or down, thus will close completely 100+ jobs lost) (No county dollars lost to Ulster County)  
\*Leg. Terrizzi referred to appendix 4 and job counts – concern for lost jobs with newly created companies.

Precision Flow Technologies (outstanding job adding to their business even though some jobs lost)

Solar Tech Renewables (done an outstanding job to be flexible with their expected revenues)

- TSEC is devoting more attention to helping solar companies become autonomous and sustainable- an evolving role for his organization.
- Solar companies in the TSEC “Pipeline” (at this time confidential)
- Interest by two well-established global solar companies
- Solar thermal manufacturer
- Other businesses considering move to Ulster County (LED lighting, solar

modules and equipment)

### 3. Solar Farm Projects:

- Construction of utility-scale solar farms offers a significant opportunity to provide a market for the components produced by solar manufacturers: cells, panels, inverters, BOP etc.
- TSEC continues to work with Tim Rose of the UCRRA to assess the suitability of constructing a solar farm on one or more of the landfill sites. Also continue to discuss this opportunity with the UCCC officials.
- Currently seeking grant funding to perform eng. / design studies at the landfill sites.
- Also working with NYS policymakers and other stakeholders to develop a NYS program to subsidize the cost of energy generated by solar PV; these costs remain significantly higher than those of conventional gen. sources.

### 4. SUNY New Paltz Solar Car Results:

- Finished 8/17 in 2010 cross-country solar car race in June 2010, cost \$250K, probably goes 75 - 80mph, (Provided Photo)
- Outstanding accomplishment considering limited funding that was made available by TSEC through US DOE grant. Much volunteer support. Other vehicles received multiples of funding (2 million dollars).
- Tremendous learning experience for the SUNY New Paltz students (technical, business, teamwork)
- In 2011, with virtually no additional funding, plan to upgrade components and compete in a race in September at Salt Flats in Utah.

\*Leg. Aiello feels using a university for R&D is great, however these efforts are lost - should be parlayed into bringing jobs to the area. Leg. Aiello explained the need to market the car and concept. This county is sinking very quickly. Saugerties is a ghost town Tuesday to Friday. It's a weekend town like New Paltz. He hasn't seen much since 1994 since IBM left. Went on to further talk about the history of Tec City and the environmental conditions of the site - 40 companies have passed on this location and mentioned the current actions proposed in the newspaper for Tec City. Leg. Aiello noted UCDC is the liaison between the private sector and finding / bringing jobs to Ulster County. Carl Meyer agreed with Legislator Aiello that an opportunity was missed by not marketing the car more, R&D work and promotion to the area. Lance Matteson noted there was some marketing of the car done. Mr. Meyer and Leg. Aiello will discuss ideas further offline.

### 5. PV Manufacturing Initiative:

- Consortium of companies across US, including TSEC has been selected as one of the two finalists in this US DOE sponsored program.
- Objective: to make solar PV manufacturing industry more competitive in global markets by performing R&D, improving manufacturing processes, etc.
- Partners: Sematech, TSEC, Albany Nanotech, IBM, NYS, Florida Solar Center
- \$125 million in funding over 5 years (\$400 million opportunity with matching funds)
- Expect announcement by end of March-"Keeping their fingers crossed"

### 6. Job Fair- August 2010:

- TSEC took initiative, with NYS Department of Labor support, to conduct a very successful job fair at SUNY New Paltz to assist industry partners in filling high tech jobs.
- Over a dozen participating companies
- Over 100 jobs available
- Most positions filled
- Significant media coverage

#### 7. Other TSEC Activities:

- E-Bulletin continues
- Sustainability Newsletter rolled out
- Presentations throughout the Hudson Valley at colleges, Economic Development Corp. boards, K-12 schools, Chamber events etc.
- Ulster County Chamber and business review coverage in the Daily Freeman
- Successful CEO Conference in January 2011 drew 175 attendees
- Keynotes by Dr. Kevin Geiss, US Army Deputy Assistant Secretary and Paul Bollinger, Boeing Energy General Manager – tremendous networking opportunity
- Breakout Sessions covered NYSERDA funding opportunities
- Department of Labor – green jobs and a CEO focus group discussing NYS barriers to Solar industry development.

#### 8. SUNY New Paltz Center for Solar Industry Development

- Developing collaborative working relationship between TSEC and SUNY New Paltz to secure future government funding streams for TSEC
- Center will adopt TSEC's mission and address regional economic needs by assisting solar and other high tech businesses to innovate, grow and become sustainable
- Center will provide enhanced learning opportunities for students, as well as increased opportunities for interaction between business school faculty and the business community

Leg. Terrizzi asked how can we compete with other markets abroad such as China? A – Lance Matterson said we can compete in these high tech products because we are more capital (technology) intensive – vs. not more labor (manpower) intensive. We'll accept the smaller volume jobs for the higher wage. There are also niches within the US markets where spec's are written to solely use domestic suppliers. Also, we can provide a smaller carbon footprint stateside to offset shipping costs etc. Also a big push is being made by TSEC, UCDC among others for NYCERTA and NYPA to make RFP's available to local producers. We still need to be competitive and there is a risk but possible to compete – it's not a hopeless case.

Leg. Sweeney noted marketing is essential to promote technology and to create a need / demand. Group discussion ensued, green technology in NYC etc. Leg. Aiello noted NAFTA allows for job creation / manufacturing to be done outside the US and still get tax credit. He went on to say why would a company with a corporate tax break manufacture product in the US when they can pay a low wage and still receive a tax credit for creating jobs off shore.

Lance Matteson President UCDC:

- 2010 Performance – Have conservative numbers of creating (actual hires) about 200 jobs & retaining 135 jobs.
- Overall performance in a recession year is excellent.
- Have very exciting recruitment leads both in solar and others.
- In touch with Bank of America, not planning to scale back well into 2012 so there is some time for us to work with. Being very aggressive to establish a dialogue with the bank. Spoke personally with Senator Schumer. Senator Schumer has a relationship with the CEO of Bank of America.
- Two shovel ready bonds coming in from the Town of Marlborough. The committee will meet and review. \$80K road improvements on Riverview Drive & \$170K sewage upgrade along 9W – same area. Saugerties just finished up their Kings Hwy. project. Several towns are interested. Lance Matteson feels the program has been under tapped.
- Ready To Go Program (shovel ready initiative) – March Gallagher point person - is getting the concept flushed out. Project owner's will have to anti up half of the funding. Central Hudson and IDA have both agreed to put up funding. The project would fund engineering to create pre-permanent sights with sight plan approval for industrial buildings that we think the market wants. Often have requests for high bay buildings 30K -100K / SF. This will allow projects to be completed in months - not years. Leg. Jim Maloney, IDA, UCDC, Central Hudson, Planning Dept. are on this committee.
- UCDC will be taken off the state website as a “non-compliant” Public Authority for 2009, where the state claims non-compliance due to UCDC not filing as a Public Authority. (We weren't a public authority in 2009). See previous mtg. updates. UCDC will not fight the state as to whether or not they should be considered a Public Authority any longer. Once paperwork is filed correctly for 2010 UCDC will be in compliance and removed from website. Won't come off website until July (updated once a year). Leg. Maloney asked that UCDC stay on top of this as he and Leg. Hayes would like to see this matter put to bed asap. Lance Matteson will provide harder documentation to Chairman Maloney.
- IDA and sister organization (CRC) Capital Resource Corp. have been active in 2010, approved four projects and closed on three – Emergent Care, Kingston Hospital, Credit Union, Esopus and Saugerties partition street projects. Almost 30 million dollars was leveraged and invested in. Thanked Chairman Maloney and committee for their support. They have a continued stream of non-profit interest coming in.

Resolutions:

Resolution No. 0302 - March 15, 2011: Appointing Member To The Ulster County Planning Board - Village of Saugerties.

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

Note: Chairman Maloney stated after further review with Counsel, OK to appoint a member from outside the said community.

Resolution No. 0306 - February 15, 2011: Appointing Alternate Member To The Ulster County Planning Board - Town of Shandaken

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

Resolution No. 0308 - March 15, 2011: Authorizing The Chairman Of The Ulster County Legislature To Sign supplemental Agreement 2 Contract With NYS Department Of Transportation For Congestion Mitigation And Air Quality (CMAQ) Funds For The Ulster County - Poughkeepsie Train Public Transit Service For 2011 - Amendment No. 4 - Ulster County Department Of Public Transportation (Ulster County Area Transit)

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

Resolution No. 0319 - March 15, 2011: Authorizing Submission Of An Application For A State Assistance Contract With The New York State Department Of State And The New York State Department Of Environmental Conservation For The Brownfield Opportunity Areas Program - Department Of Planning

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

\* March monthly Abstract provided to committee members.

Chairman Maloney distributed copies of IDA board nominees / resumes for consideration and vote noting Legislator Terrizzi had requested copies at the last meeting. Chairman Wadnola and Majority Leader Hansut set the deadline of March 5<sup>th</sup> for the Legislative Office to receive interested applicants. Six resumes were received. There are five openings on the board. The board has a total of seven members.

Chairman Maloney made a motion to appoint and reappoint the following five majority candidates to the IDA Board, Seconded by Leg. Aiello. Re-appointments: O'Halloran and Morrow. New Appointments: Horodyski, Kinnin and Catalano. The motion was defeated 4 - 4. Ayes, Maloney, Aiello, Sweeney, Loughran. Noes, Frey, Hayes, Donaldson, Rodriguez. Note: Leg. Terrizzi left before vote was taken to attend another meeting.

Adjournment:

The meeting was respectfully adjourned at 6:55 PM with a motion offered by Legislator Donaldson and Seconded by Legislator Sweeney, with all in favor, carried.

**Respectfully Submitted,**

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