

**ULSTER COUNTY LEGISLATURE
COMMITTEE MEETING MINUTES**

NAME OF COMMITTEE: Economic Development & Tourism Committee

DATE: October 3, 2011

TIME: 4:45 P.M.

PLACE: County Office Bldg., Library Conference Room, 6th Floor

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

LEGISLATORS EXCUSED: All Present

OTHERS ATTENDING: Lance Matteson President UCDC, Rick Remsnyder Dir. Tourism, Tony Morino Focus Media, Dennis Doyle Dir. Planning, Nettie Tomshaw Legislative Employee

The meeting was called to order by Chairman Maloney at 4:48 PM.

- Attendance, all members present (Leg. Frey had to leave early to speak at the Annual Domestic Violence ceremony.
- A motion by Legislator Rodriguez was made to accept the September 1, 2011 Committee Meeting Minutes, Seconded by Legislator Sweeney, all were in favor, Carried.

Resolutions:

1.) Resolution Draft No. 1005 - October 18, 2011: Amending The 2011 Ulster County Budget And Authorizing The Appropriation Of Funds From Advertising Proceeds For Additional Advertising Expense To Year End - Department Of Tourism

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

Legislator Sweeney asked what revenue line the funding will come from. A - R. Remsnyder stated the Tourism department receives 50% of the travel guide ad sales - approx. \$14K which normally comes out of the general fund. Rick's request is to appropriate the funds onto the tourism advertising line to utilize for additional advertising needed for the fall season.

Legislator Rodriguez requested a copy of the Ulster County contract with Focus Media along with the Orange County IDA contract with Focus Media to confirm there isn't a conflict of interest. Rick R. will provide the info to the committee.

2.) Resolution Draft No. 1008 - October 18, 2011: Authorizing The Chairman Of The Ulster County Legislature To Execute A Three Year Inter-Municipal Agreement With The Town Of New Paltz To Provide Public Transit Service To The New Paltz - Ulster County Area Transit

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

3.) Resolution Draft No. 1009 - October 18, 2011: Approving (1) The Shovel Ready Fund Application From The Town Of Marlborough For The Establishment Of A Town Road Improvement Project Along Riverside Drive Highway, (2) The Disbursement Agreement Between The Ulster County Development Corporation And The Town Of Marlborough, And (3) The Delivery Of Project Funds And Administrative Fee To The Ulster County Development Corporation; And Establishing Capital Project No. 353 And Amending The 2011-2016 Capital Program And The 2011 General Fund And Capital Fund Budgets Accordingly

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

Lance Matteson & Dennis Doyle gave a brief overview of the Town of Marlborough shovel ready program Phase 1 to committee members. The sewer extension phase is a little further out - may happen but probably not this calendar year. Leg. Rodriguez noted there is a limited funding stream per calendar year (one million dollars) for this type of shovel ready projects.

Purpose of the program is to support industrial development - provide improvement along a privately owned portion of Riverside Drive in the Town of Marlborough, a joint effort soon to be a dedicated town road - county bonding approx. \$71K - a small but very strategic, good project. Property owners will fund remaining \$295K via 15 year serial bond issued by the Town of Marlborough.

Leg. Loughran noted this is another example of the county providing funds/services to a town without any charge backs (his case in point for the Safety Net debate).

Leg. Sweeney asked why we would bond \$71K for 15 years vs. taking from contingency fund & put into shovel ready, adding the road pavement won't last 15yrs. (per Dennis Doyle, estimated pavement life expectancy is 15yrs - consistent with the bonding purposes under the law) Leg. Rodriguez explained since this isn't a county road, the only program - legal funding we have to offer for infrastructure is shovel ready funding.

Additional UCDC Update, Lance Matteson:

UCDC is helping Brooklyn Bottling Co. rebound from a factory fire. Brooklyn Bottling will be relocating to Ulster County - close proximity to its current location. UCDC always offers solutions and looks for opportunities to help companies in need - SOP.

Chinese company Linuo did take a very serious look at Tech City but preferred the IBM location in East Fishkill, Dutchess County. The solar industry is alive and well - not just subject to government

subsidies. Solar Tech Renewables already has a contract with Linuo for supplying cells. Another prospect UCDC is currently in discussions with is a firm from India. Leg. Aiello asked how can our labor rates compete with China's workers earning \$700 annually. A - L. Matteson stated capital equipment operating costs plays a key role in our high tech jobs. Also premium products are made here, however low end products will continue to be made in China. Eventually companies want to be near their markets.

Included with the agenda was the 2011 UCDC Budget Calculation for Ulster County Base Contract Funds and the UCDC 2011 Draft Budget breakdown.

Dennis Doyle Director of Planning, Update:

- Planning has done a lot of post Irene disaster relief work
- Every day our northern - western portion of the county is more & more assessable, however some bridges are still out
- Shelter - coordinated housing efforts with Dept. of Social Services
- DSS Dry Out discussions are ongoing
- IS Dept. is helping building inspectors map uninhabitable housing throughout the county
- Also reached out to non profits like United Way to help coordinate displaced people
- Made several public service announcements about FEMA
- Recommends people & businesses register with FEMA - deadline October 28th
- Art Snyder is trying to setup a separate designation for Lee vs. Irene
- A lot of farmers in UC do not have crop insurance
- Apple farmers were not hit as hard as first thought. Did get a lot of bruised fruit
- Continue to work with the railroad for reimbursement as part of the county claim with FEMA. Have received some railroad damage assessments up to \$15 million dollars. NYS DOT to help the railroad near camp ground curve, an area in Phoenicia with the understanding FEMA monies be redirected to NYS DOT when received. Not sure if they qualify for FEMA relief but will try.
- UCAT taking a hard look at the City of Kingston bus routes for possible integration of services
- Kingston city streets are controlled by the common council
- Road signage needed for bridge closed at Glasco Turnpike heading from Woodstock to Saugerties, Dennis Doyle to follow up

Rick Remsnyder, Director of Tourism & Toni Marino of Focus Media:

- Provided committee with new Ulster County Dining Guide cover sheet & UC Alive fall banner ads
- UC Dining Guide being distributed to 500 tourist locations, will reach 75K readers - out on news stands tomorrow 10/4/11
- QR code on dining guide (smart phone access to website for additional detailed info)
- All guides will have the same Ulster County distinctive lettering on the cover - brand & style
- Aggressive UC golf course campaign in magazines
- Main Contact at Focus Media is Toni Marino
- Toni Morino played the newest 1010 wins commercial for committee to hear
- Moving up radio campaign to promote UC in light of the flooding, "open for business"
- State of New York - I love NY campaign may help UC advertise in the NY Times due to the flooding in our area - possibly a full page ad to get our message out at no cost to UC

October Abstract - no contracts germane to this committee for the month of October.

Adjournment:

The meeting was respectfully adjourned at 5:54 PM with a motion offered by Legislator Loughran and Seconded by Legislator Rodriguez, with all in favor, carried.

**Respectfully Submitted,
James Maloney/nt
Chairman Economic Development & Tourism Committee**