

**ULSTER COUNTY LEGISLATURE
COMMITTEE MEETING MINUTES**

NAME OF COMMITTEE: Economic Development & Tourism Committee

DATE: October 4, 2010

TIME: 4:45 P.M.

PLACE: Library Conference Room, 6th Floor
244 Fair Street, Kingston, NY

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

LEGISLATORS EXCUSED: Legislator Terrizzi

OTHERS ATTENDING: Chairman Fred Wadnola, Rick Remsnyder and Lisa Berger Tourism, Dennis Doyle Planning Director; Victor J. Melville LWV Observer Corp.; Lance Matteson President UC Development Corp.; Carl Meyer CO-CEO Solar Energy Consortium (TSEC); Nettie Tomshaw Legislative Employee

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

- Attendance
- A motion by Legislator Sweeney was made to accept the September 9, 2010 Committee Meeting Minutes, seconded by Legislator Loughran, all were in favor, Carried.

1.) Resolution Draft No. 1003 - October 19, 2010: Authorizing The Chairman Of The Ulster County Legislature To Execute A Contract With The New York State Department Of State For A Regional Waterfront Revitalization Plan - Department Of Planning

Legislator Sweeney asked what the resolution will be used for - what is the plan? A- Dennis Doyle explained it will be used to perform a study to identify priority growth areas.

Legislator Petit asked how this ties into the LWRP plans for their local water? A- Dennis said hopefully it is a direct tie.

Legislator Rodriguez asked Dennis Doyle if by completing the LWRP, will UC be eligible for additional grant money down the road for different projects? A- Yes

Legislator Hayes asked if it's in this year's budget. A- Yes

Motion offered to move Resolution forward by Legislator Rodriguez, Seconded by Legislator Loughran, All in Favor with one no, Legislator Sweeney. Carried

2.) Resolution Draft No. 1015 - October 19, 2010: Supporting The Advancement And Promotion Of Mountain Biking Activities At NYS Belleayre Mountain

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

Tourism: Rick Remsnyder, Director & Lisa Berger, Director of Marketing and Group Sales:

Rick provided committee with literature, overview and updates where we are and moving forward.

- Efforts to re-brand county as a premier tourism destination
- Adoption of the www.ulstercountyalive.com website
- Engaged in a broad-based multimedia advertising campaign to support the website
- NYC subway system ads, NYC radio stations 1010 WINS & WCBS-FM, Good Morning America and other WABCTV shows - website hits increase 46-49%.
- Print advertising in NY Magazine, Chronogram & Roll Magazines
- Provided 2010 Fair & Festivals attendance figures
- Comprehensive UC Dining Establishment listing update planned for website - provided forms
- (21) Trade Shows attended, many very successful shows overall, some are just geared as a public presence
- Ellenbogen did a tremendous job
- Dennis Doyle to request from state traffic volume numbers coming on & off all 3 UC thruway exits for Rick and Lisa.
- Lisa requested last years Labor Day weekend thruway #'s compared to this years
- Tourism Advertising RFP for 2011 out for bid - scope to promote UC through defined advertising campaigns and marketing strategies
- Walk Way Over The Hudson visited by 750K people this year - sharing cost to advertise w/Dutchess Tourism - 2-sided rack card will not include the Parks Logo, no funding no logo.
- Rail trail open in Highland
- Walk Way Bridge is patrolled, parking area being expanded - starting to pay off.
- Kicked off the fall season campaign script 1010 WINS, 13-15% increase hits already

Lance Matteson President UC Development Corp.:

- Walkway event, 1st fundraiser 130 people signed up - everything went extremely well
- New restaurants in the talks near walkway - Lance feels we have the better side - stating we haven't even begun to tap the potential of the walkway
- Projects in Ellenville, Saugerties, Lloyd, Kingston, Town of Ulster, Marlborough
- Recession is still a struggle for a lot of businesses and families
- Shovel Ready - A lot going on - Saugerties Kings Hwy.
- UCDC has the ability to bond up to \$1 million for shovel ready programs under a special law for infrastructure - industry only. Lloyd wants more - a second phase. The program under utilized.
- Making progress on public compliance issue - (last months minutes)
- Columbus Ohio 3 day international economic development conference attended by Paul Rakov (stayed w/relatives to save on hotel cost). UCDC was the only New York representation. Pulled back from a lot of tradeshows. Prefer to network with the leads we have at this time. UCDC website received compliments. EB3 visa projects are gaining momentum in NYS, working together with Dutchess County. Cluster base, green - renewable solar cluster, food processing increasing, data storage center on the rise, health care reform is a critical economic development issues - cuts both ways.
- Small business Women's seminar last Friday - over subscribed, very productive

- Paul Rakov will speak before the Ellenville Chamber (business branding) this Friday, Lance M. to speak 11/16.
- Lance - radio guest on WGBH with Legislator's Lomita & Provenzano last Friday - happy to appear on other radio shows if approached.
- County contracts for the incentive performance based compensation and TSEC contract are all signed and in hand. The subcontract to Carl Meyer will be done in the next day or so.
- New incentive program - Excelsior program is a possible program - life expectancy TBD.
- Central Hudson program funding approved for economic development.

Chairman Maloney asked if Lance could schedule a Shovel Ready Committee meeting to update everyone on the programs. A - Lance will set a meeting up. Also the Chairman complimented the Moon Light over the Hudson fund raiser - very very special night. Many Legislators & the County Executive attended.

Chairman Maloney asked Lance for TSEC contracts - had for 3-4 months - 2011 coming soon!

Carl Meyer, CO-CEO Solar Energy Consortium (TSEC):

- Good news, pipeline is full - interest shown in Solar
- Two new companies - factories want to get into the business - Solar PV panels module manufacturers. Spanish company that makes inverters for wind farms and also a Chinese company to visit in late October (results from conference in Spain)
- With all the interest we still need customers to buy solar products
- Disappointed the State has no money to help support TSEC ventures - fact of life around here.
- Met w/ Italian trade commission in NYC and a consulting firm Stema who represents a whole number of manufacturers and investors in Italy - interested in what technology we have, LED, Solar signs, PV modules etc. so they can research / develop markets in Italy and partnerships with us. A really great opportunity for us.
- TSEC won Best Green Initiatives Award in the Hudson Valley, The Best of the Hudson Valley Magazine awards. Also received a Mid Hudson Pattern for Progress award.
- LED America manufacture LED's, others purchase and assemble.
- Local solar companies need to become part of project specifications.
- Solar Tech Renewables did receive their UL rating approval and are ready to go. Also they are going to be supplying 5 mega watts of panels to the NYPA RFP thru ACE.

Chairman Maloney along with Chairman Wadnola, Legislator Shapiro and Legislator Loughran attended the annual NYSAC conference in Buffalo in September. They drove through the Town of Sheldon in Wyoming County and saw (37) 335' tall wind mills over a seven mile stretch. The people of Sheldon pay absolutely no town tax. Legislator Loughran stated a 6 mile an hour wind is needed for the turbine to turn. Chairman Wadnola said NYCERTA generated all the initial funding. Carl Meyer and Legislator Rodriguez noted the wind mills would not work in the Hudson Valley as you need consistent wind.

Chairman Maloney sat in on another conference at NYSAC where the former Executive of Ontario County described the need to stimulate their County. They installed their own Wifi - fiber optic cable, costing \$9 million. By utilizing their UCDC or IDA they created a 503 and were able to link all schools, hospitals, county buildings etc. Now the County will be leasing to others instead of the County leasing from them. A very informative conference - learned quite a bit.

Dennis Doyle, Director of Planning Department:

- Starting to make specific recommendations for sustainability in the referral process for lighting choices and some of the energy choices that can be made by industry and developments to move them to the next level.
- Begun discussion with UCDC with respect to BOA mine, brown field opportunity area monies. More of a planning process rather than looking at contaminated sites. Looking particularly at growth related areas.
- RFQ is out for the trail project from Kingston to Hurley. Due back October 22nd to hire the consultant to begin the design process.
- Original Main Street Grant - collected \$54K of the \$60K owed the county from the state - wire transferred today.
- Invited to an intergovernmental day to talk about our Main Street Program.
- Looking at trail alternatives within Shawangunk near prison. Trail would run from Kingston to Walden approx. 40 miles long.

Adjournment:

The meeting was respectfully adjourned at 6:05 PM with a motion offered by Legislator Loughran and seconded by Legislator Hayes, with all in favor, carried.

Respectfully Submitted,

James Maloney/nt
Chairman Economic Development & Tourism Committee