

Rockland Economic Development Corporation

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**MINUTES OF THE BOARD OF DIRECTORS MEETING
WEDNESDAY, MAY 21, 2014 – 5:00 P.M.
HILTON PEARL RIVER**

Present:

Stephen A. Coyle	William F. Helmer	Burt Steinberg **
Eric Dranoff *	Malcolm G. McLaren	Sara L. Tucker
Kevin P. Duignan	Thomas M. Rau	James B. Tully
Rafael Espaillat	Marian Rokeach	Alden H. Wolfe *
Scott R. Goldstein	Mark D. Rothenberg	Cliff L. Wood
Sandra D. Grannum, Esq.	Robert E. Seaman, III	

Absent:

Karim A. Abood **	Kerrin Mahaffey	Serge Seguin
Raja R. Amar	Paula Mandell	Sr. Kathleen Sullivan
Timothy Cawley	John A. Maraia, Jr. *	Aimee J. Vargas *
Ed J. Day *	Dr. Mary Jean Marsico *	Jill Warner
Vincent L. DeLucia	Bruce M. Mason	Quinton C. Van Wynen
Judith Hershaft	Hector A. May *	Alan Yassky **
Jack F. Holt	Donald T. McNelis **	Steven M. Yassky
Jonathan Kupperman	A. Jon Prusmack	
Dr. Mary P. Leahy		

Staff:

Michael DiTullo, Phyllis W. Tucker, Lin Simeti, Pauline Drakopoulos, Jayne Nichols

* Denotes Ex-Officio Directors

** Denotes Director Emeritus

The regular meeting of the REDC Board of Directors was called to order by Chair Sandra Grannum at 5:08 p.m. and a quorum was present.

► **Motion:** A Motion to accept the Minutes of the March 19, 2014 meeting. Motion by Thomas M. Rau and seconded by William Helmer. Motion passed unanimously.

► **Motion:** A Motion to accept the Treasurer's Report. Motion by Stephen Coyle and seconded by James B. Tully. Motion passed unanimously.

► **Motion:** A Motion to adjourn. Motion by James Tully and seconded by William Helmer. Motion passed unanimously.

Treasurer's Report

Chair Grannum spoke on behalf of Quinton Van Wynen, Treasurer. The budget, as of this date, was within the budgeted amounts, revenue is ahead of schedule, Westchester increased PTAC funding, and the External Marketing funds went into the 2014 budget.

President's Report

Michael talked about Liz Cranston's farewell party and acknowledged Steve Yassky and Steve Coyle for covering the expense for the evening.

Michael discussed the May 6th Press Conference "Address for Success" with County Executive Ed Day, Chair Sandra Grannum and 5 media outlets present. Went very well and since the story has broken he received calls from Nyack Press, Bergen Record, LoHud and FIOS TV. There have been 300 hits on YouTube commercial. The spots are running in Bergen, Long Island and West Connecticut, on WINS 88 and CBS Radio. The spots are not running in Rockland. Sandra suggested that we add more search words to make it easier for people to find the "Address for Success" campaign.

The Annual Awards Luncheon is November 14th @ Palisades Executive Center – Michael acknowledged TD Bank for their continued support and sponsorship. The Forty Under 40 information and Nomination Form is ready to go and will be sent to Database, Social Media and Facebook on Friday or Monday. Request was made to the board for nominations.

Working collaboratively with Ed Day and Calherbe Monel, who have been very active in the External Marketing Campaign. It was noted that the Unemployment Rate is now 4.4% down from 5.3% last month, 1,300 extra jobs year over year. The workforce participation rate is 71% in Rockland verses 57% in NYS.

Chair Grannum praised Michael for speaking engagements – RBA, Leadership Rockland round table event, and graduating class at Marist College.

WIB is a very important part of Economic Development. Explained restructuring of WIB and stressed importance of education and workforce. Working well with Jennifer DeLeon. Calherbe is the Executive Director and is working with Rick Struck.

Discussed initiating a retention program – 88 private sector employers, with 80 or more employees, to approach separated by legislative district.

Cliff Wood talked about CFA funding process and the workshop held at RCC and encourages municipalities to participate, discussing \$80 million in available funding, which can be used for storm damage.

At the request of Chair Grannum, Cliff also talked about the application for Start-Up NY at RCC is in process. It will provide internship and training - Biotechnology at Pfizer, business incubator.

Michael mentioned PTAC – \$35M for Rockland County companies in awards. Talked about up-coming event on May 15th at RCC - PTAC is working with Assemblywoman Ellen C. Jaffee's office to have a Mini-Matchmaker event. This is an opportunity for Rockland County's minority and women-owned small businesses to meet, connect and promote their businesses to NYS government agencies, Rockland County's agencies and large companies who do business with the government.

Committee Reports:

Executive Committee – no business

Business Development Committee – Tom Rau announced that there will be a meeting on June 4th at 8:00 AM. Asked Board members for nominations for the various categories for the Awards Luncheon in November.

Audit Committee – Stephen Coyle reported that we are good for another year.

Public Policy – Bob Seaman talked about 3 up-coming speeches in Rockland – visibility and repetition of the commercial are important.

Legislator Alden Wolfe wanted the board to know that he is always a resource

Ryan McLeod – proposals to 3 or 4 Bergen companies – commented that there are 2 interested companies. Jim Tully questioned how the NY package compares with NJ offers? State-wide issue with Rockland County on the front line. It was mentioned that in the case of UPS, for instance, NY offered \$10M, NJ offered \$40M.

Mal McLaren asked Ryan what an incentive package actually consisted of:

- Loan
- Tax Credits
- Sales Tax Exemption
- O&R utility reduction

Jersey is very aggressive and will always out bid NY.

Scott Goldstein said New Jersey is still building and mentioned a newspaper that has a section called “Square Foot” which lists all the buys and sells. Burt Steinberg stated that New Jersey is always very aggressive.

Jim Tully stated that if New Jersey is doing well than so is Rockland County.

Old Business – None to report.

New Business - None to report

Approval of Minutes.

There being no further business, the meeting was adjourned at 6:10 p.m.