

Rockland Economic Development Corporation

One Blue Hill Plaza, Lobby Level, PO Box 1575

Pearl River, New York 10965

P 845.735.7040

F 845.735.5736

MINUTES OF THE BOARD OF DIRECTORS MEETING

WEDNESDAY, JULY 19, 2017 – 5:00 P.M.

BLUE HILL PLAZA CAFÉ – ATRIUM AREA

Present:

Timothy Cawley

Stephen A. Coyle

Rafael Espaillat

Scott R. Goldstein

William F. Helmer

Sabrina HoSang Jordan

Marjorie Lang

Arthur Lerner-Lam

Marcelo Reggiardo

Marian Rokeach

Mark D. Rothenberg

Robert E. Seaman, III

James B. Tully

Quinton C. Van Wynen

Jill A. Warner

Christine Wise-Vazquez

Absent:

Karim A. Abood **

Debra Boening *

Ed J. Day *

Eric Dranoff *

Toney Earl *

Sandra D. Grannum, Esq.

Jack F. Holt **

Jonathan Kupperman

Dr. Mary P. Leahy

John A. Maraia, Jr. *

Dr. Mary Jean Marsico *

Bruce M. Mason

Malcolm G. McLaren

Donald T. McNelis **

Thomas M. Rau

Sr. Kathleen Sullivan

Meghan Taylor

Alan Yassky **

Steven M. Yassky

* Denotes Ex-Officio Directors

** Denotes Director Emeritus

Staff:

Jeremy L. Schulman, Phyllis W. Tucker, Jayne Nichols, Lin Simeti, Zacha Tuttle

Guests:

Lucy Redzeposki, Director of Economic Growth and Tourism, Scott Salotto, Director of Communications & Governmental Relations, BOCES of Rockland County, Eric S. Warren, Senior Project Manager, Rockland, Westchester & Putnam, Empire State Development, Shinu Thankachan, Chief Business Officer The ABN Group

The regular meeting of the REDC Board of Directors was called to order by Chair Stephen A. Coyle at 5:07 pm. and a quorum was present.

► **Motion:** A Motion to accept the Minutes of the May 17, 2017 meeting. Motion by Robert Seaman and seconded by Bill Helmer. Motion passed unanimously.

Welcome by James B. Tully, CBRE: talked about good momentum they are experiencing at Blue Hill; introduced a new tenant, Shinu Thankachan, The ABN Group, who talked about his Import/Export Business.

Treasurer's Report: Quinton Van Wynen reported: 1st quarter payment received from the county; talked about the Actual, Balance Remaining and Percentage Remaining as it appears on the Monthly Reconciliation Budget; discussed a sub-total for salaries with % remaining identified; Scott Goldstein reported on his correspondence with Kevin Cramsie from our accounting firm who had drafted a different way of presenting revenue and expenses; a suggestion was made to compare year-to-date numbers to the budgeted amounts through the same period; the Board discussed that although it may appear we are under projections for certain quarters, they are aware this is due to the timing of predictable revenue transactions so there are no issues; the changes were duly noted for circulation at the next board meeting reflecting the modified format.

► **Motion:** A Motion to accept the Treasurer’s Report. Motion by Mark Rothenberg and seconded by James B. Tully Motion passed unanimously.

Board Development Committee Report: Committee Chair Tully that Sabrina HoSang Jordan be approved for the REDC Board of Directors.

► **Motion:** A Motion to accept the recommendations of Chair Tully. Motion by Mark Rothenberg and seconded by Jill Warner. Motion passed unanimously.

Committee Chair Tully recommended that Christine Wise-Vazquez be approved for the REDC Board of Directors.

► **Motion:** A Motion to accept the recommendations of Chair Tully. Motion by Quinton Van Wynen and seconded by Marjorie Lang. Motion passed unanimously.

Marcelo Reggiardo welcomed the opportunity to serve on the board and talked about the fact that he works with small to medium-sized businesses and that he manages projects all over the county and feels that he brings a different perspective to the board; he also spoke about a Minority Business Working Group and engaging younger business owners.

Marketing Committee Report: In the absence of Chair Tom Rau, Stephen Coyle reported: REDC’s Branding Campaign is being handled by LCM; the Marketing Committee met and received a presentation by LCM of the new website and saw the new look and digital format; the site will be very visual, have analytical capability with a platform that is highly flexible and done by staff; themes proposed for the Home Page were “Rockland is Right for...; “Why are you looking at Rockland County”; “Your Business Starts Here” (using the Rockland map as an arrow); the Committee also recommended that REDC’s Mission be on the Home Page; Jeremy also spoke about the Sponsorship Packages, which are more tailored and customizable.

Jim Tully commented that LCM went through the process of deciding to open their business in Rockland County.

Mark Rothenberg commented that we should keep tracking hits on the website and was pleased that the new website is convenient to up-date.

Scott Goldstein suggested “Grow within Rockland”.

Annual Luncheon Honorees were discussed:

- Service Provider of the Year – Rockland County YMCA or Mental Health Association – No decision was made; a vote will take place via email.
- Manufacturer of the Year: Caribbean Food Delights Inc.
- Entrepreneur of the Year: Robin Rosenberg, Garnerville Arts & Industrial Center.

Jeremy discussed the possibility of a “Transformational Award” and proposed 7 Lakes Village. Questions arose as to the status and timing of the redevelopment project.

► **Motion:** A Motion to delay 7 Lakes Village candidacy. Motion by Jim Tully and seconded by Mark Rothenberg. Motion passed unanimously.

Marjorie Lang requested information regarding the Sponsorship Program be sent to her; Jill Warner commented that the awards REDC gives out to the Business community should have the “wow” factor.

Lin Simeti, CPP, Program Director, REDC PTAC gave the board an overview of the work and accomplishments of the PTAC program

President’s Report: President & CEO Jeremy L. Schulman discussed the following: talked about the Garner Arts Center’s designation as a Heritage Site designation, nominated to APA Great Places in America and collaboration with Pattern for Progress; talked about how REDC is helping to propel village center/corridor revitalization projects such as the one along Red Schoolhouse Road in Chestnut Ridge; Jeremy discussed Real Estate Opportunities: Aclara in Stony Point, a renewable energy co., NYC Soccer Football Club Pro Team Training Facility under construction in Orangetown, an elevator company expansion, large food manufacturer and aero parts manufacturer; Jeremy also discussed the following prospects: RPC, Letchworth Village, Bai Mar Property, the former 38-acre Verizon site, the

former Teva site transition; Jeremy also discussed the following expansion & retention opportunities: PDI, Par, Chartwell, Turtle Bay Financial services, Brosnan Risk Consulting and CRF Skirball Center for Innovation, which used an REDC statement in support for the Orangetown PB. Jeremy initiated “Real Estate Coffee & Conversations” to discuss the market and explore germane topics. Jeremy then discussed Staff Development & Training: REDC PTAC had a summer intern from Nanuet High School; congratulations to Lin Simeti for being Certified as a Procurement Counselor and for being accepted into the upcoming Leadership Rockland Class; Phyllis Tucker for joining the Leadership Rockland Board (also for being elected President-elect to the board of Child Care Resources of Rockland); and Jeremy for graduating from Pattern for Progress Leadership Fellow Class. Jeremy also discussed the need to schedule a Governance Committee meeting to perpetually evaluate REDC’s foundational documents to ensure they reflect organizational culture, values and direction. REDC staff will follow up.

► **Motion:** A Motion to adjourn. Motion by Jill Warner and seconded by James B. Tully. Motion passed unanimously. Meeting was adjourned at 6:35 PM