

Rockland Economic Development Corporation

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MINUTES OF THE BOARD OF DIRECTORS MEETING

WEDNESDAY, SEPTEMBER 13, 2017 – 5:00 P.M.

HUDSON VALLEY HARLEY-DAVIDSON, NANUET, NY

Present:

Debra Boening *

Stephen A. Coyle

Rafael Espaillat

Sabrina HoSang Jordan

Dr. Mary P. Leahy

Mary Jean Marsico *

Thomas M. Rau

Marcelo Reggiardo

Mark D. Rothenberg

Robert E. Seaman, III

Sr. Kathleen Sullivan

James B. Tully

Quinton C. Van Wynen

Christine Wise-Vazquez

Steven M. Yassky

Absent:

Karim A. Abood **

Timothy Cawley

Ed J. Day *

Eric Dranoff *

Toney Earl *

Scott R. Goldstein

Sandra D. Grannum, Esq.

William F. Helmer

Jack F. Holt **

Jonathan Kupperman

Marjorie Lang

Arthur Lerner-Lam

John A. Maraia, Jr. *

Bruce M. Mason

Malcolm G. McLaren

Donald T. McNelis **

Marian Rokeach

Meghan Taylor

Jill A. Warner

Alan Yassky **

* Denotes Ex-Officio Directors

** Denotes Director Emeritus

Staff:

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

Guest: Liz DiGennaro, Owner of Harley-Davidson, Nanuet and Bergen County.

The regular meeting of the REDC Board of Directors was called to order by Chair Stephen A. Coyle at 5:15 pm. and a quorum was present.

► **Motion:** A Motion to accept the Minutes of the July 19, 2017 meeting. Motion by Robert Seaman and seconded by Dr. Mary Leahy. Motion passed unanimously.

Treasurer’s Report: Quinton Van Wynen reported: New version of financials; look to the last column to reflect Budget vs. Actual; good response for the awards luncheon journal ads.

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

Board News: Jeremy reported on recent news involving board members:

- Mal McLaren: McLaren Engineering Group - Capital District gondola project
- Dr. Mary Jean Marsico: BOCES swimming pool referendum passed for the construction of a new swimming pool
- Sr. Kathleen Sullivan: Expansion begins on Dominican College’s Hennessey Center to construct a state-of-the-art gymnasium and training facility
- Jill Warne: Jawonio celebrated the passage of the ABLE Act, which is a new program that helps New Yorkers with disabilities save money

Jeremy also reported on Annual Luncheon Honorees:

- Garnerville Arts & Industrial Center: Industrial Arts Brewing Company expanding
- fifteenfortyseven Critical Systems Realty acquired space in San Francisco to develop into a premier datacenter, first one in SF in a decade;

Jeremy reported on other Business News:

- Brosnan Risk Consultants opened a new 10,000 sq. ft. national headquarters in Blue Hill Plaza expanding from 25 to a projected 60 employees

Liz DiGennaro made a short presentation: Spoke about the Harley Davidson store in Nanuet and how they are hoping to increase the business over the next year or two, had great cooperation from the Town of Clarkstown which made the permitting process run smoothly and without too many problems, they have different events at night during the week to bring in new clientele, store has a large merchandising area for shopping, they are in a great location and they are a good neighbor.

We were in a beautiful conference room which is available to not-for-profits to host community events.

Board Development Committee Report: Committee Chair Tully reported: Vinnie DeLucia has submitted his resignation from the board and was recognized for his outstanding service; he will now be in the Community Development Division; he has requested that Sterling National Bank remain involved and has expressed an interest partnering with REDC in the future; it is a great story on how they have grown. Chair Tully submitted the nomination of Dr. Michael Baston, the new President of Rockland Community College to join the Board of Directors.

► **Motion:** A Motion to accept the nomination of Dr. Michael Baston. Motion by Mark Rothenberg and seconded by Robert Seaman. Motion passed unanimously. A letter will be sent to Dr. Baston.

Discussion about the website and the new web page dedicated to the Board of Directors. If the board has not already done so, please answer one of the questions previously distributed; proposed Board Mentoring System – staff will follow-up.

Marketing Committee Report: Committee Chair Rau asked staff to provide a recap of the last committee meeting; Jeremy talked about the new website and indicated that we are reviewing changes and working on a new format that includes: a more visual look and data analytics that will be made available to us on both digital and social media. Marcelo asked if there will be rotating tag lines as was discussed in the Marketing Committee Meeting and Jeremy said that the redesigned home and scrollable landing pages and digital campaign will include tailored tag lines, the full REDC mission statement and an abridged version will also be posted in between new images; this contemporary concept will make the website more dynamic and be formatted properly on digital devices; Tom Rau asked about next steps and the launch. Jeremy said that the new site can be operational immediately but is being tweaked per board and staff comments leading towards a soft launch where it will continue to evolve and be updated as warranted.

Governance Committee Report: Jeremy suggested a meeting of the Governance Committee as part of a best practices process to continue evaluate by-laws and mission to ensure alignment and reflection of corporation goals and objectives; staff will follow-up with Chair Bill Helmer to schedule a meeting.

Presidents Report: Jeremy introduced Lin Simeti, CPP REDC PTAC Program Director to talk about the PTAC Program; Lin talked about up-coming events, number of contracts being 521 and the financial impact being \$30 million; Jeremy reported; there was an big up-tick in the number of CFA's due to REDC's work with a wide-cross section of companies and organizations, REDC is partnering with Garnerville Arts & Industrial Center on a master plan charrette (details tba); at a recent RBA Membership Luncheon, the County Executive mentioned REDC's extensive business outreach and cultivation of key industry clusters.

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