

Rockland Economic Development Corporation

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**MINUTES OF THE BOARD OF DIRECTORS MEETING
WEDNESDAY, MARCH 28th, 2012 – 5:00 P.M.
HILTON PEARL RIVER**

Present:

Raja R. Amar	Jack F. Holt	Sue Rutledge representing
Harriet D. Cornell *	Jonathan Kupperman	Hon. C. Scott Vanderhoef *
Stephen Coyle	Bruce W. Mason	Chuck Schneider
Jan Degenshein *	Malcolm G. McLaren	Robert E. Seaman, III
Eric Dranoff *	Donald T. McNelis	Serge Seguin
Sandra D. Grannum	Thomas Rau	Sr. Kathleen Sullivan
William F. Helmer	Marian Rokeach	James B. Tully
Judith Hershaft	Mark D. Rothenberg	Steven M. Yassky

Absent:

Karim A. Abood **	John A. Maraia, Jr. *	Burt Steinberg * **
Karyl Caplan	Mary Jean Marsico *	Quinton C. Van Wynen
Vincent L. DeLucia	Hector A. May	Aimee Vargas *
Rafael Espaillat	Clement Osei	Cliff L. Wood
William Longhi	Philip A. Patterson	Alan Yassky **
Paula Mandell	A. Jon Prusmack	Jeffrey M. Zupan

REDC/IDA Staff:

Liz Cranston, Michael DiTullo, Pauline Drakopoulos, Ronald Hicks, Liz Kallen, Jayne Nichols, and Steven Porath.

* Denotes Ex-Officio Directors; ** Denotes Director Emeritus

The regular meeting of the REDC Board of Directors was called to order by Steven Yassky, Chairman at 5:09 p.m. and a quorum was present.

► **Motion:** A Motion to approve the Minutes of the January 25, 2012 meeting. Motion by Mark Rothenberg and seconded by William Helmer. Motion passed unanimously.

► **Motion:** A Motion to reappoint (10) directors for additional three year terms (names annotated under Board Development Committee report). Motion by William Helmer and seconded by Thomas Rau. Motion passed unanimously.

► **Motion:** A Motion to have all Board of Directors' terms end on December 31. Motion by Jack Holt and seconded by William Helmer. Motion passed unanimously.

Treasurer's Report

Quinton Van Wynen reported that the balance sheet that was distributed, as of February 29th, reflects that REDC is currently operating on reserves. He noted that REDC is waiting to receive funding from the County; the first payment should be received at the end of April-beginning of May. In addition, he noted that there was an increase in the software license for PTAC's WebCATS Client Activity Tracking System, which contributed to an excess (deficiency) of revenues over expenses.

President's Report

As a result of the Authority Budget Office (ABO) compliance issue, Theresa Waivada, has been hired to complete all compliance as it relates to REDC. She will be responsible for reviewing and modifying the 2010 PARIS submission, as well as prepare and report the 2011 PARIS reports. Once completed, REDC should be in full compliance with the ABO.

In addition, Donalee Berard of Berard & Donahue, CPAs has been hired to prepare the monthly financial reports, reconcile all the operating accounts for REDC, IDA and REAC, and to ensure we are financially in compliance.

Hicks introduced Eric Dranoff, Chair, Rockland IDA, who discussed the appointment of Steven Porath, as the new Executive Director. Previously, the position of executive director was held by Hicks, who was also REDC President & CEO. It was approved by the IDA Board to separate the position and hire Porath as the new Executive Director. In addition, Porath is the Executive Director of the Rockland Economic Assistance Corporation (REAC).

Committee Reports

Board Development Committee – James Tully, Chair, put forth a motion to reappoint the following directors for additional three year terms: S. Grannum, J. Kupperman, W. Longhi, P. Mandell, B. Mason, H. May, M. McLaren, Sr. Kathleen, Q. Van Wynen, and J. Zupan. Also, he put forth a motion to end all terms effective December 31st.

Business Development Committee—Nothing new to report.

Public Policy Committee – Robert Seaman, Chair, listed the members of the committee to confirm they will continue to participate in 2012. If anyone else is interested in participating on the committee, contact Bob directly.

Tactical Resource Group – Jack Holt, Chair, was asked by United Water to speak in favor of the Haverstraw plant at a public forum. Those from the TRG that did attend/speak on behalf of the project were not very well received; their support was far outnumbered by the residents that disapprove of the project. Although the TRG spoke about the economic impact, it did not seem to influence the residential community that the plant is necessary.

Old Business—None.

New Business

Steven Yassky, Chair, introduced the new President & CEO, Michael DiTullo. Michael outlined a 10-point 100-Day Action Plan he will initiate immediately. Some of the highlighted points include:

- Meet with developers, builders and commercial brokers to foster a collaborative working relationship that will help successfully market the land and commercial space available.
- Create a Real Estate Council that will meet on a monthly basis to discuss common challenges, opportunities and impending projects.
- Meet with key community leaders in the area of business, education, and healthcare, to begin team building efforts.
- Formulate a development committee solely to raise funds to support a dedicated external marketing initiative.
- Develop an external marketing campaign utilizing media outlets such as the Wall Street Journal and Crain's New York, as well as social media outlets like Facebook and Twitter.
- Launch a Speaker's Bureau to create awareness and support from our internal customers

In addition, Michael noted that REDC and O&R will partner on several initiatives including a Broker Tour in the fall.

There being no further business, the meeting was adjourned at 6:00 p.m.