

Rockland Economic Development Corporation

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**MINUTES OF THE BOARD OF DIRECTORS MEETING
WEDNESDAY, SEPTEMBER 16, 2015 – 5:00 P.M.
HILTON PEARL RIVER**

Present:

Timothy Cawley	Sandra D. Grannum, Esq.	Mark D. Rothenberg
Vincent L. DeLucia	William F. Helmer	Robert E. Seaman, III
Kevin P. Duignan	Jonathan Kupperman	James B. Tully
Rafael Espaillat	Malcolm G. McLaren	Quinton C. Van Wynen
Scott R. Goldstein	Thomas M. Rau	

Absent:

Karim A. Abood **	Kerrin Mahaffey	Sr. Kathleen Sullivan
Raja R. Amar	John A. Maraia, Jr. *	Meghan Taylor
Stephen A. Coyle	Dr. Mary Jean Marsico *	Jill Warner
Ed J. Day *	Bruce M. Mason	Alden H. Wolfe *
Eric Dranoff *	Donald T. McNelis **	Cliff L. Wood
Jack F. Holt	Marian Rokeach	Alan Yassky **
Marjorie Lang	Serge Seguin	Steven M. Yassky
Dr. Mary P. Leahy	Burt Steinberg **	

Guest:

Lucy Redzeposki, Director of Economic Growth

Staff:

Michael DiTullo, Liz Kallen, Jayne Nichols, Lin Simeti, Phyllis Tucker

* 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 5:06 p.m. and a quorum was present.

► **Motion:** A Motion to accept the Minutes of the July 15, 2015 meeting. Motion by Robert Seaman and seconded by Mark Rothenberg. Motion passed unanimously.

Treasurer's Report: Quinton reported that through August 2015 REDC is tracking along budgeting plans. Talked about the Annual Awards Luncheon – goal for 2015 is \$133,000.00. On the expense side, we are well within budget; Employee travel is over budget but PTAC has additional income; Proposed Budget – application for 2016 county funding will be the same amount as 2015. Rest of the budget is in line between 2015/2016. More pressure on ourselves - raise 140,000.00 raising additional funds to government services.

Sandra commented that that the Journal News does not cover the Annual Awards Luncheon; we need to push for participation.

Jim Tully spoke about the Office Space Rental and explained the variance between the lease and the actual rent; explained that it was a Corporate Sponsorship, one year consideration.

► **Motion:** A Motion to accept the Treasurer's Report. Motion by Mark Rothenberg and seconded by Vincent DeLucia. Motion passed unanimously.

External Marketing Committee: Chair of the Committee, Tom Rau, thanked Mal McLaren for hosting the first meeting. The objectives of the committee:

- Focus on mandate, mission and objectives
- Mission Statement: “Mission of REDC External Marketing Committee is to promote value, opportunities and natural beauty of Rockland County through education, marketing and outreach.”
- Identify initiatives
- Recommend structure going forward
- Attraction, Retention, Growth

How can we best tell the story of Rockland County; Rockland County is the gateway to New York; Need favorable PR message/how Rockland can be visualized; educate the public and masses as well as the board and be proactive. The initial theme should be centered on branding.

Talked about structure of the committees. Sandra commented:

- Promote Rockland through young people – in-touch with the community
- Promote colleges/intellectual base. Do we know what each of the board members do? Have them participate in educational piece; invite somebody to present to the board to better educate
- Early morning meetings by telephone

Jim Tully commented: create positive perception of Rockland County – “with the development of the bridge how does this affect the county”.

Vinnie DeLucia commented: Human capital is key; Scott Goldstein commented: “Providing value – what does value mean in the mission statement.”

Liz Kallen commented: Value, what helps businesses grow? PTAC is a great Economic Development tool.

Mal McLaren complimented PTAC - his office met with PTAC and found the session extremely helpful.

Tom Rau commented: You-tube with county could be very beneficial for the providing in-sight into the county

Internal Marketing Committee: Steve Coyle, Chair, was not present so Quinton C. Van Wynen gave the report from the first meeting.

- We need to get the word out
- We might find ourselves in the position of needing to do more and more fundraising – the Annual Luncheon is great but maybe we might think of doing something in the spring

President’s Report: Michael referenced the Outlook notes highlighting activities for the last two months

- Stated that Rockland County gained 1200 jobs year over year.
- REDC & RCC: Innovation Incubator, 10,000 sq. ft. free; early stage companies are good fits

Liz Kallen thanked Lucy for referring Fruit Craze; talked about the meeting with Nita Lowey – they brought in 3 clients; she understands the value of PTAC and it was great that she was there.

Mal McLaren commented that he wants to understand where we lose perspective clients; why did they say no to Rockland County? Where are the companies coming from and what percentage walk away from Rockland County? What do they indicate as the primary reason for them looking elsewhere?

Guest Presentation: Lucy Redzeposky talked about the Career Counseling Center, Workforce Development, demand occupations; talked about new website, www.exploreroacklandny.com

New Business: - nothing to report

There being no further business, the meeting was adjourned at 6:54 p.m.

► **Motion:** A Motion to adjourn. Motion by James B. Tully and seconded by Robert Seaman. Motion passed unanimously.