

**Rockland Economic Development Corporation**

Two Blue Hill Plaza, P.O. Box 1575

Pearl River, New York 10965

Ph: 845.735.7040

Fx: 845.735.5736

**MINUTES OF THE BOARD OF DIRECTORS MEETING  
WEDNESDAY, JANUARY 20, 2016 – 5:00 P.M.  
MCLAREN ENGINEERING GROUP, WEST NYACK, NY**

**Present:**

Raja R. Amar

Stephen A. Coyle

Rafael Espaillat

Scott R. Goldstein

Sandra D. Grannum, Esq.

William F. Helmer

Dr. Mary Jean Marsico \*

Malcolm G. McLaren

Thomas M. Rau

Mark D. Rothenberg

Robert E. Seaman, III

Serge Seguin

Burt Steinberg \*\*

Sr. Kathleen Sullivan

Quinton C. Van Wynen

Dr. Cliff Wood

Steven M. Yassky

**Absent:**

Karim A. Abood \*\*

Timothy Cawley

Ed J. Day \*

Vincent L. DeLucia

Eric Dranoff \*

Kevin P. Duignan

Jack F. Holt

Jonathan Kupperman

Marjorie Lang

Dr. Mary P. Leahy

John A. Maraia, Jr. \*

Bruce M. Mason

Donald T. McNelis \*\*

Marian Rokeach

Meghan Taylor

James B. Tully

Jill Warner

Alden H. Wolfe \*

Alan Yassky \*\*

**Staff:**

Richard M. Struck, Phyllis W. Tucker, Lin Simeti, Jayne Nichols, Zacha Tuttle

**Guests:**

Steven L. Grogg, Ray Fusco and John Lange

\* Denotes Ex-Officio Directors

\*\* Denotes Director Emeritus

The regular meeting of the REDC Board of Directors was called to order by Chair Stephen Coyle at 5:05p.m. and a quorum was present.

Steve spoke about his vision for REDC – “Why Rockland” “Call to Action”; focus on Marketing; Look, Stay & Grow in Rockland; we need to “Grow our Budget” strengthen our budget and revenue sources; need to invigorate the board.

► **Motion:** A Motion to accept the Minutes of the December 9, 2015 meeting. Motion by William Helmer and seconded by Robert Seaman. Motion passed unanimously.

**Treasurer’s Report:** Quinton Van Wynen reported that the County funding has been cut for 2016 by 5%, bringing our total allocation to \$315,875; the DOD funding is also down because Liz Kallen has retired; PTAC will not be working with Westchester & Dutchess Counties; Rockland IDA will be relocating to their own space; the budget reflects an increase in Professional Services and Advertising; talked about the money in reserve.

► **Motion:** A Motion to accept the Treasurer’s Report. Motion by William Helmer and seconded by Robert Seaman. Motion passed unanimously.

**ABO Compliance:** Phyllis Tucker addressed the following ABO Compliance Items needing to be Re-Affirmed: 2015-2016 Investment Report, Whistleblower Policy & Procedure, Property Disposition Policy, Code of Ethics and Procurement Policy.

► **Motion:** A motion to re-affirm the above mentioned ABO Compliance Items. Motion by Mark Rothenberg and seconded by Steve Yassky. Motion passed unanimously.

**Executive Committee Report:** Steve Coyle reported on the move, IDA going to its own space; commented that REDC is a Marketing Organization; talked about the Permanent/CEO position job search.

**Audit Committee Report:** Dave Wemmer called and will be scheduling his time at REDC to do the 2015 Audit.

**Marketing Committee Report:** Tom Rau reported: Internal & External Marketing Committees met together to offer a broader picture and to focus on actionable areas:

- Call to Action – for website and marketing
- “Why Rockland” – gateway, infrastructure, Hudson Valley lifestyle
- Promoting through success stories
- Education – ambassadors of economic development; speakers at board meetings
- Video/Op-Ed

Mal McLaren echoed Steve Coyle related to the website to focus on “Why Rockland”; “Bridge” into Municipalities Serge Seguin spoke about the International Companies/Corporate Headquarters.

Tom Rau shared his meeting with a \$10 million company looking to expand and claiming to Tom that they are looking in NJ because as he drives around he does not see anything suitable. Tom called Rick, who got in touch with the business owner and they are now working together to try to find an appropriate site.

Robert Seaman commented that stability comes with knowledge.

Dr. Cliff Wood talked about the new Automotive School/Non-credit program with Snap-On Tools at the “Technology Center”; also talked about IRG/Start-up NY and York Analytical

Bill Helmer talked about how difficult it is to work with the Building Department.

Scott Goldstein commented that it is a fragile balance; explain to the Town Supervisors the issues that inhibit the process. Conversation then focused on the fact that we are a Home Rule State when it comes to Land Use and that makes everything more complicated.

Raja Amar also commented how difficult it is to deal with the towns.

Burt Steinberg suggested taking on Clarkstown first, since they have a new Supervisor.

**Interim President’s Report:** Rick Struck reported on Team Rockland; referenced handout with information regarding 2015 REDC Assisted Rockland County Success, prior to his being appointed Interim and 2016 Active Prospects; spoke about Potential 2016 Marketing approaches and touched briefly on Potential 2016 Events & Benefits, with a more formal presentation to be given at the March board meeting.

**Malcolm McLaren’s Presentation** followed with a short discussion afterward regarding ways for the board to help Mal get the word out about his proposed project.

► **Motion:** A Motion to adjourn. Motion by Mark Rothenberg and seconded by Robert Seaman. Motion passed unanimously. Meeting was adjourned at 6:50 p.m.