

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, MARCH 16, 2016 – 5:00 P.M.
IRG CAMPUS, PEARL RIVER, NY**

Present:

Timothy Cawley	Malcolm G. McLaren	James B. Tully
Stephen A. Coyle	Thomas M. Rau	Quinton C. Van Wynen
Kevin P. Duignan	Marian Rokeach	Jill A. Warner
Marjorie Lang	Burt Steinberg *	Steven M. Yassky
Bruce M. Mason	Sr. Kathleen Sullivan	

Absent:

Karim A. Abood **	William F. Helmer	Robert E. Seaman, III
Raja R. Amar	Jack F. Holt	Serge Seguin
Ed J. Day *	Jonathan Kupperman	Meghan Taylor
Vincent L. DeLucia	Dr. Mary P. Leahy	Alden H. Wolfe *
Eric Dranoff *	John A. Maraia, Jr. *	Dr. Cliff Wood
Rafael Espaillat	Dr. Mary Jean Marsico *	Alan Yassky **
Scott R. Goldstein	Donald T. McNelis **	
Sandra D. Grannum, Esq.	Mark D. Rothenberg	

Staff:

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

Guests:

John Cunningham, Colliers International, Don McKnight, IRG, Lucy Redzeposki, Director of Economic Growth and Tourism

* Denotes Ex-Officio Directors

** Denotes Director Emeritus

The regular meeting of the REDC Board of Directors was called to order by Chair Stephen A. Coyle at 5:02 pm. and a quorum was present.

► **Motion:** A Motion to accept the Minutes of the January 20, 2016 meeting. Motion by William Helmer and seconded by Marion Rokeach. Motion passed unanimously.

Treasurer's Report: Quinton Van Wynen reported that we are waiting for the first check from the county; cash account is balanced; we are in good shape financially and the reserves are in good shape.

► **Motion:** A Motion to accept the Treasurer's Report. Motion by William Helmer and seconded by Malcolm McLaren. Motion passed unanimously.

Committee Reports:

Executive Committee: Chair Stephen A. Coyle reported: “Call to Action” – “Why Rockland” – up-dating of the website to reflect this; people who are thinking about moving and looking at our website should see what it is REDC offers and see a glimpse of the Hudson Valley lifestyle; we need to create a revenue stream; outbound cold calling and marketing.

Audit Committee: No report

Board Development Committee: Jim Tully reported: need to recruit new members; entire county needs to be represented on the board noting that North Rockland is not represented and also there is no diversity on the board.

Marketing Committee: Tom Rau reported: strongly endorsed and supported the “Why Rockland” stressing the talent pool, new TZ Bridge and the Lifestyle.

Interim President’s Report: Rick Struck reported: 17 active prospects; discussed the proposed marketing plan; do these marketing items reflect the Mission Statement;

Discussion: Burt Steinberg and Jim Tully spoke about getting people involved at the beginning of the marketing campaign; Mal McLaren commented that we need to look at new players from surrounding counties; Marjorie Lang commented that we need to bring in other people to participate; Tom Rau commented that we need to be able to show perspective sponsors the benefit of participating; Jill Warner commented that when you do market, you need to stress the benefits first; Burt Steinberg commented the REDC should start with the Real Estate Council; Jim Tully commented that we need to focus on the stakeholders and show them the material benefits of participation and spoke about regarding Quarterly Business Meeting, REDC should tie in with, for example, Dominican College when they have the Feds making presentations; Tim Cawley commented that because it is March and budgets are already in place for 2016, consider being flexible with perspective “sponsors” regarding funding at a given sponsorship level in 2016, then focus on the next cycle for up-grade and/or changes in their funding and sponsorship level; Steve Yassky talked about in-kind contributions stating that only stakeholders give money and that big firms are not giving large contributions and that REDC should be catering programs for brokers.

► **Motion:** A Motion to accept the Interim Presidents Report. Motion by Jim Tully and seconded by Steve Yassky. Motion passed unanimously.

ABO Compliance: Phyllis Tucker addressed the following ABO Compliance items needing to be adopted: REDC 2015 Achievements, Measurements and Operations, 2016 Mission Statement and Performance Goals, January 1 – December 31, 2016, 2016 Board of Directors, 2016 Committees, 2016 Organization chart, 2015 Audit Report prepared by Korn Rosebaum, LLP.

► **Motion:** A motion to adopt the above mentioned ABO Compliance Items. Motion by Quinton C. Van Wynen and seconded by Tom Rau. Motion passed unanimously.

At this point, Rick Struck and staff were asked to leave the room. PT remained to take the minutes and register the motion. Chair Stephen A. Coyle led the discussion regarding the results of the CEO search and the Executive Committees recommendations. Chair Coyle recommended Richard M. Struck be appointed for a term to expire December 31, 2016 with a year to year performance evaluation.

► **Motion:** A motion to accept the recommendation of the Executive Committee. Motion by Quinton C. Van Wynen and seconded by Tom Rau. Motion passed unanimously.

John Cunningham’s Presentation:

► **Motion:** A Motion to adjourn. Motion by Quinton C. Van Wynen and seconded by Marion Rokeach. Motion passed unanimously. Meeting was adjourned at 6:26 p.m.