

Rockland Economic Development Corporation

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**MINUTES OF THE BOARD OF DIRECTORS MEETING
WEDNESDAY, MAY 22, 2013 – 5:00 P.M.
HILTON PEARL RIVER**

Present:

Harriet D. Cornell*
Stephen Coyle
Rafael Espaillat
Sandra D. Grannum
William F. Helmer
Jonathan Kupperman

Jack F. Holt
Philip A. Patterson
Marian Rokeach
Mark D. Rothenberg
Sue Rutledge representing
Hon. C. Scott Vanderhoef *

Robert E. Seaman, III
Sr. Kathleen Sullivan
James B. Tully
Quinton C. Van Wynen
Steven M. Yassky

Absent:

Karim A. Abood**
Raja R. Amar
Vincent L. DeLucia
Eric Dranoff*
Judith Hershaft
Bruce W. Mason
Hector A. May*

John McAvoy
Malcolm G. McLaren
Paula Mandell
John A. Maraia, Jr.*
Dr. Mary Jean Marsico*
A. Jon Prusmack
Thomas Rau

Serge Seguin
Burt Steinberg**
Aimee Vargas*
Cliff L. Wood
Alan Yassky**

*Ex-Officio Directors; **Director Emeritus

Staff: Liz Cranston, Michael DiTullo, Pauline Drakopoulos, Liz Kallen, Jayne Nichols, and Carol Schmitz

The regular meeting of the REDC Board of Directors was called to order by Sandra Grannum, Chair, at 5:11 p.m. and a quorum was present. Chair Grannum stated that before she commenced the meeting, she wanted to announce that at the preceding Executive Committee (EC) meeting, the EC approved a promotion for Liz Cranston, REDC’s Director of Marketing & Communications to Vice President of Operations.

► **Motion:** A Motion to accept the Minutes of the March 20, 2013 meeting. Motion by Mark Rothenberg and seconded by Robert Seaman. Motion passed unanimously.

► **Motion:** A Motion to accept the Treasurer’s Report. Motion by Jack Holt and seconded by James Tully. Motion passed unanimously.

► **Motion:** A Motion to adopt changes to the REDC By-Laws put forth by the Governance Committee including: Article VI, Section 1; Article X, Section 1; Article XIII – Amendments; and Article XIV – Compliance. Motion by Jack Holt and seconded by James Tully. Motion passed unanimously.

► **Motion:** A Motion to adjourn. Motion by Mark Rothenberg and seconded by Stephen Coyle. Motion passed unanimously.

Treasurer’s Report

Quinton Van Wynen pointed out that the Total Revenues in the current, distributed Budget has been increased by \$2,500 (from \$753,400 to \$755,900), as originally adopted at the January BOD meeting. To date, the revenues that

have been received include fifty percent (\$166,250) from the County, and a portion from the Dept of Defense (DoD) and the Rockland IDA. REDC's financial position is moving forward nicely and he is pleased with the current status for the first half of the year.

President's Report

Michael noted that the funding request to the Westchester County IDA and the Orange County IDA for the PTAC Program was increased by \$6,000 and \$4,000, respectively. He feels very optimistic that the Counties will concur and grant his request.

Support of the external marketing campaign continues. The campaign will kick-off after Labor Day, run for approximately 6-8 weeks, then pick back up the beginning of the year and run into 2Q14. The campaign will target industry specific clusters including pharmaceutical, biopharmaceutical, life sciences and advanced manufacturing, as well as our competitive neighbors—New Jersey, Connecticut and the NY metro region. To date, monies pledged/secured for the campaign total \$48,000.

It's been 15 months since he started and broker and site selector inquiries are at an all time high. Recent economic development activity includes five prospects: Two manufacturers; one distributor and one biotech firm interested in space at the Pfizer Pearl River campus.

There is a big announcement forthcoming regarding a \$700+ million data center in Orangeburg. The Rockland IDA was an integral part in getting the company to come here as well as the site was shovel ready and the high-tech infrastructure with the nearby O&R substation on the Verizon Wireless property. The site is being developed by property owner Russo Development.

Pfizer has exclusively selected to retain Jones Lang LaSalle to solicit proposals for the acquisition of the space available at the Pearl River campus. Representatives from Cushman Wakefield will continue as the leasing agent.

In reference to the Pfizer Pearl River campus, Michael noted that he has been invited to attend a series of meetings/tours with interested parties, domestically as well as from overseas, that are looking at available space at the campus.

Michael thanked the REDC staff for their hard work and noted several accomplishments including: Liz Cranston for her promotion, the positive feedback he has received for the 1Q13 *eNewsletter* that Liz distributed electronically in April, and for her efforts to promote the 2013 40U40 Program. A promo for nominations is included in the Board packets and all directors are encouraged to nominate an eligible candidate. He noted that Provident Bank has agreed to be the sole sponsor of the program, with a \$10,000 sponsorship. In addition, he applauded the efforts of Liz Kallen and read complimentary comments from a letter sent to him from Frank Armstrong at Provident Bank. He asked Liz to say a few words about what the PTAC Program is currently doing. Liz noted a pilot program mastermind group that she is forming for Westchester County. She noted that if all goes well, she hopes to do the same in Rockland County. Also, with Assemblywoman Ellen Jaffee she is coordinating a six-part series on MBWE's. Finally, Liz Kallen introduced the new part-time counselor, Carol Schmitz – who will focus on Westchester County. Michael also thanked Jayne Nichols for updating the major employers list and adding new companies such as Hunter Douglas, Raymour & Flanigan, FedEx Ground, to name a few. Collectively the attractions add approximately 400 new jobs to the County.

Michael noted that on April 24th, he made a presentation to Rockland County Legislature's Economic Development Committee, chaired by Michael Grant. He provided an update on REDC's efforts, accomplishments, priorities and challenges, including a status of the 10-Point Action Plan implemented when he joined REDC April 2012, and the development of the dedicated external marketing fund campaign. He noted that he requested a special allocation from the County, in addition to its annual funding, to support the campaign. A follow-up letter was sent to Hon. Grant memorializing the meeting/presentation and a copy was included in each directors Board packet.

Chair Grannum followed up Michael's reiteration of the meeting with the Legislature and stated that she felt the presentation was well received and Sue Rutledge, from the County Executive's office was in attendance and

suggested that Michael make the same presentation to the County Executive, noting that the 2014 County budget will go through CE Vanderhoef, not the succeeding County Executive.

Lastly, Michael noted that New York State Consolidated Funding Application (CFA) requests will be available online as of June 3rd, with a September 23rd deadline. Rockland has been underrepresented in the past and he would like to see an increase in the number of applications this time around.

Committee Reports

Executive Committee – Sandra Grannum, Chair, reiterated the promotion of Liz Cranston and her previously noted presentation to the Legislature’s Economic Development committee.

Governance Committee – William Helmer, Chair, noted that a redlined copy of the By-laws were included in each directors board packet. He put forth a motion to adopt the following changes: Article VI, Section 1; Article X, Section 1; Article XIII – Amendments; and Article XIV – Compliance.

Board Development Committee – James Tully, Chair, noted that the committee reviewed a list of recommended candidates and the goal is to find four new directors by YE2013. Resumes have been submitted to him but he feels that several areas are underrepresented on the Board including someone from a CPA firm, as well as representation from notable Rockland-based companies including Avon, Hunter Douglas and Raymour & Flanigan, and the following business sectors: hospitality and IT. He wants to find dynamic individuals that have fresh new ideas and enthusiasm. As always, if anyone has someone in mind, please send the names directly to Jim to present to the committee for consideration.

Public Policy Committee – Robert Seaman, Chair, reiterated that he is looking for fellow business leaders that have a real pulse with what is going on in the County and like to speak publicly about the importance of Rockland’s business community. In fact, he will be speaking the following week at a business meeting in Palisades, and he was the keynote speaker for the Memorial Day event in Tappan, a few weeks prior. If anyone is interested, please reach out to Bob directly. He will send out an email with details about upcoming engagements.

Tactical Response Group – Nothing to report.

New Business

Hon. Harriet Cornell, Chairwoman of the Rockland County Legislature, noted that Michael DiTullo’s presentation at the Legislature’s Economic Development committee meeting was very informative and well received; he did a great job. To date, there are 600 fewer County employees and many services have been disposed of, leaving County employees to fill the void and do double duty. However, things are looking up and financial issues are moving along. The Legislature voted to form an LDC to sell the nursing home for the County. The Board has yet to be compiled but she can report that the County Executive is going to appoint four people. Regarding the deficit bond, a bill has been submitted and they are hoping to get approval from the State. A Mass Transit Task Force is being formed to look into and respond to issues related to the bridge and mass transit, such as how to work with what exists vs. increased services. The task force should have recommendations to report by YE2013. Finally, sales tax, retail sales and mortgage filing taxes are all up for 1Q13.

There being no further business, the meeting was adjourned at 5:52 p.m.