

ECONOMIC DEVELOPMENT AND TOURISM COMMITTEE MEETING

AGENDA

December 16, 2013

Committee Chairperson Lewis called the meeting to order at _____ p.m.

Economic Development And Tourism Committee Members: Chairperson Lewis, Legislators Handel, Overbaugh, Hitchcock, Gardner, H. Lennon and Seeley.

AGENDA ITEMS:

1. Proposed Resolution “Authorizing Contract Extension For Advertising, Marketing And Public Relations Services With Adworkshop & Inphorm (Lake Placid Advertiser’s Workshop, Inc.)” Backup Attached.
2. Proposed Resolution “Authorizing The Department Of Economic Development, Tourism & Planning To Enter Into Contracts For Professional Consultant Services.” Backup Attached.
3. Proposed Resolution “Authorizing Economic Development Loan – C&C Excavating, Inc. Backup Attached.
4. Proposed Resolution “Reappointing Member – Quantum Fund Committee”
5. Proposed Resolution “Authorizing Out Of State Travel – Greene County Economic Development, Tourism & Planning – Nancy Petramale.” Backup Attached.
6. Proposed Resolution “Authorizing Out Of State Travel – Greene County Economic Development, Tourism & Planning – Nancy Petramale.” Backup Attached.

INFORMATIONAL ITEM:

- A. Greene County Planning Board Meeting Notice For December 18th, 2013 Along With Minutes Of The November 20th, 2013 Meeting.
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Ec Dvlp

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December 18, 2013

RESOLUTION NO.

AUTHORIZING CONTRACT EXTENSION FOR ADVERTISING,
MARKETING AND PUBLIC RELATIONS SERVICES WITH ADWORKSHOP
& INPHORM (LAKE PLACID ADVERTISER'S WORKSHOP, INC.)

Legislator offered the following resolution
and moved its adoption:

WHEREAS, the Greene County Department of Economic Development,
Tourism & Planning (the Department) released a Request for Proposals (RFP) on
August 20, 2010 for procurement of professional consultant services to engage an
Agency of Record for marketing, advertising and public relations services; and

WHEREAS, the Greene County Legislature selected Adworkshop & Inphorm
as Greene County's Advertising, Marketing and Public Relations Agency of
Record and contracted with Adworkshop & Inphorm pursuant to Resolution No.
532-10; and

WHEREAS, it is uniformly recognized that tourism advertising, marketing and
public relations is a Greene County economic development priority, which
provides for a mechanism of delivery of information about Greene County as a
visitor destination; and

WHEREAS, the Director of the Department of Economic Development,
Tourism and Planning recommends that the Agency of Record contract with
Adworkshop & Inphorm be extended;

NOW, THEREFORE, BE IT RESOLVED, that the Greene County Legislature
authorizes the Chairman of the Greene County Legislature to extend said contract
with Adworkshop & Inphorm (Lake Placid Advertiser's Workshop, Inc.) as
Greene County's Advertising, Marketing and Public Relations Agency of Record,
subject to review and approval as to form by the Greene County Attorney.

Seconded by Legislator

Ayes Noes Absent CARRIED.

Approved by Economic Development and Tourism Comm.:
Approved by Finance Comm.:

MEMORANDUM

TO: Kevin Lewis, Chairperson, Economic Development and Tourism
Shaun Groden, County Administrator

FROM: Warren Hart, Director *W.H.*

DATE: November 26, 2013

SUBJECT: Authorizing Extension of Professional Services Contract with Adworkshop & Inphorm (Lake Placid Advertiser's Workshop, Inc.) for Advertising and Marketing, Paid Media, Search Engine Optimization, and Public Relations

The attached resolution authorizes a professional services contract extension with Adworkshop & Inphorm (Lake Placid Advertiser's Workshop Inc.) as the County's Agency of Record to provide tourism destination advertising and marketing, paid media, search engine optimization, and public relations services.

Adworkshop was selected through a very thorough and highly competitive Request for Proposals. Adworkshop has assisted the county in redefining and launching a fully integrated destination marketing and advertising program with demonstrated successes in both website performance and public relations. The Bi-weekly Analytics and Public Relations reports provided to the Legislature and the TAC clearly demonstrate the effectiveness of our Agency of Record.

Our 2014 Marketing Plan, developed and supported by our Tourism Advisory Committee, will include several new web developed initiatives to improve the user functionality of the site and provide additional outbound traffic directly to our tourism businesses and attractions. (e.g. - Responsive website for integrating desktops, tablets and mobile devices). Adworkshop is exceptional at web design, site optimization, and digital marketing. Their services are critical to delivering our 2014 campaigns.

Services rendered by Adworkshop are professional, timely and competitive. I am recommending that Adworkshop's contract be extended for the 2014 calendar year.

December 18, 2013

RESOLUTION NO.

AUTHORIZING THE DEPARTMENT OF ECONOMIC DEVELOPMENT,
TOURISM & PLANNING TO ENTER INTO CONTRACTS FOR
PROFESSIONAL CONSULTANT SERVICES

Legislator offered the following resolution
and moved its adoption:

WHEREAS, the Department of Economic Development, Tourism & Planning issued Requests for Proposals on October 19, 2011 for Multi-Disciplinary Professional Consultant Services in Economic Development, Planning, Engineering, and Media Services for Buy In Greene; and

WHEREAS, the Department is recommending that the County establish the following roster of professional consulting firms for services anticipated in 2014:

- H. Sicherman & Company, Inc., 5852 Forest Creek Drive, East Amherst, N.Y. 14051;
- Delaware Engineering, P.C., 28 Madison Avenue Extension, Albany, N.Y. 12203;
- Kaaterskill Associates, P.O. Box 1020, Cairo, N.Y. 12413;
- Elan Planning & Design, Inc., 18 Division St., Room 304, Saratoga Springs, N.Y. 12866
- River Street Planning and Design, 639 Pawling Avenue, Troy, N.Y. 12180
- KathodeRay Media, Inc., 20 Country Estates Rd., Greenville, N.Y. 12083.

NOW, THEREFORE, BE IT RESOLVED, that the Greene County Department of Economic Development, Tourism & Planning is hereby authorized to enter into contracts for professional consulting services, with said consulting firms, for the 2014 calendar year, subject to review as to form by the Greene County Attorney.

Seconded by Legislator

Ayes Noes Absent CARRIED.

Approved by Economic Development and Tourism Comm.:
Approved by Finance Comm.:

MEMORANDUM

TO: Kevin Lewis, Chairperson, Economic Development and Tourism
Shaun Groden, County Administrator

FROM: Warren Hart, Director W.H.

DATE: November 26, 2013

RE: Resolution Authorizing Contracts for Professional Consultant Services; Roster of Professional Consultant Services for 2014

The Department of Economic Development has several firms under contract providing professional consultant services for a diversity of Economic Development, Tourism and Planning projects and on annual basis establishes a roster of firms for consulting services anticipated in the coming year. Resolution No. 364-11 authorized the Department to release a Request for Proposals to establish the roster which was issued on October 19, 2011. This will be the third year that the roster has been extended under the existing RFP. A new Request for Proposals will be prepared and distributed in 2014 to establish the 2015 roster.

I am recommending that the Legislature authorize the Department of Economic Development, Tourism and Planning to enter into contracts with the following roster of consulting firms:

- **H. Sicherman & Company, Inc. (Federal and State CDBG Regulations, Loan Portfolio Management) (Continuation)**
- **Delaware Engineering (Engineering Services) (Continuation)**
- **Kaaterskill Associates (Engineering Services) (Continuation)**
- **Elan Planning & Design Inc. (Planning Services) (Continuation)**

- **River Street Planning and Design (Planning Services)
(Continuation)**
- **KathodeRay Media, Inc. (Multi-media Services for Buy in
Greene Marketing Campaign; County Website)
(Continuation)**

Contracting with these firms would establish the Department's 2014 consultant roster for these disciplines. The contracts do not obligate or otherwise commit the county to any minimum amount of service. It gives the department the flexibility to use the firms on an as needed basis, subject to individual signed scopes of services, and also commensurate with funds appropriated in the Department's budget. Most importantly, the roster enables the Department to quickly identify a project without having to issue individual RFP's for every project that may be initiated throughout the year. Many of the contractual services are paid for out of State Grants, and Community Development Fund Accounts.

A resolution authorizing the department to enter into contracts with these firms is attached. Thank you.

Ec. Dev
(3)

December 18, 2013

RESOLUTION NO.

AUTHORIZING ECONOMIC DEVELOPMENT LOAN
C&C EXCAVATING INC.

Legislator offered the following resolution and moved its adoption:

WHEREAS, Greene County has received Community Development Block Grant funding to establish the County's Quantum Fund (Federal and State); and

WHEREAS, the County's procedure for making loans from this loan fund requires that the Quantum Fund Committee review all loan applications and develop appropriate conditions for each of the loan proposals; and

WHEREAS, the Quantum Fund Committee met on October 8, 2013 and recommended that a loan be made to C&C Excavating, Inc., located in the Town of Jewett;

NOW, THEREFORE, BE IT RESOLVED, that the Greene County Department of Economic Development, Tourism & Planning be authorized to make a loan, subject to the availability of funds, the loan approval requirements and stipulations of the Greene County Economic Development Committee, and the approval by the Greene County Attorney, to C&C Excavating, Inc. in an amount not to exceed \$60,000; and be it further

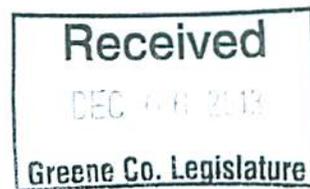
RESOLVED, that this resolution shall expire on March 18, 2014 and the loan approval thereby be rescinded, unless the Director of Economic Development, Tourism & Planning, in consultation with the Greene County Attorney, thereafter determines that there is sufficient reason to extend the term for loan closing and/or draw down of funds.

Seconded by Legislator

Ayes Noes Absent CARRIED.

Approved by Economic Development and Tourism Comm.:
Approved by Finance Comm.:

(3)



MEMORANDUM

TO: Kevin Lewis, Chairperson, Economic Development and Tourism
Committee
Shaun Groden, County Administrator

FROM: Warren Hart, Director W.H.

DATE: December 16, 2013

SUBJECT: Quantum Fund Committee Recommendation; Authorizing
Economic Development Loan

The Quantum Fund Committee met on October 8, 2013 and reviewed a loan request being made under Greene County's Economic Development Revolving Loan Program. The Committee recommended that a Quantum Fund loan for \$60,000 be made to C&C Excavating, Inc., located in the Town of Jewett.

Attached is a resolution that will authorize the loan.

C&C Excavating

Project Location

The property sits at the southeast intersection of Routes 296 and 23C, and is the former Windham Equipment property. It sits directly adjacent to the Jewett Town Hall and highway department.

Project Summary

Chad & Corey Benjamin are brothers born and raised in Greene County. Chad attended BOCES in high school for heavy equipment operation, and worked for another excavating company before going into business with his brother in 2004 as sole proprietors. The brothers started with a small single axle dump truck and mini excavator and no other employees. Today they have three tractor trailers, three dump trucks, one single axle dump truck, a small and a large excavator, bull dozer, back hoe, skid steer and employ four people. As an excavating company, they do general trucking, site work, land clearing, demolition, septic systems, driveways, snowplowing & sanding, and oil & stone paving. The project has one primary goal – purchase of the property they currently lease.

The Quantum Fund Committee noted the applicants' conservative financial nature, including very low debt versus substantial equipment assets, a steady increase in gross receipts, and very strong credit ratings for both brothers. Their business has been steadily increasing, and projections, while conservative, show continued growth. The company has been in business ten years, and is highly regarded through the community, in part due to their volunteer work and donations of time and equipment.

Financing

Quantum Fund	\$ 60,000
Bank	\$ 210,000
Equity	<u>\$ 10,000</u>
Total	\$ 280,000

Term: Ten (10) years.

Security: Second mortgage on property, security filings on major equipment, personal guarantees.

Jobs: There are currently four positions – the two owners and two laborers, one full-time and five part-time positions. The owners will create three full-time positions, another laborer, a driver & laborer, and an office clerk.

December 18, 2013

RESOLUTION NO.

REAPPOINTING MEMBER – QUANTUM FUND COMMITTEE

Legislator offered the following resolution
and moved its adoption:

BE IT RESOLVED, that **Mark Maraglio** be reappointed a member of the Quantum Fund Committee representing Bank Loan Officer for a four year term, which shall expire December 31, 2017.

Seconded by Legislator

Ayes Noes Absent CARRIED.

Approved by Economic Development And Tourism Comm.:

(5) ECD

December 18, 2013

RESOLUTION NO.

AUTHORIZING OUT OF STATE TRAVEL
GREENE COUNTY ECONOMIC DEVELOPMENT,
TOURISM & PLANNING
NANCY PETRAMALE

Legislator offered the following resolution and moved its adoption:

BE IT RESOLVED, that Nancy Petramale, Sr. Tourism, Sales & Marketing Coordinator, from the Greene County Economic Development, Tourism & planning Department be authorized to travel to King of Prussia, PA, January 24th through January 26th, 2014 to attend The Philadelphia Inquirer Travel Show; and

BE IT FURTHER RESOLVED, that the cost of this travel show will be paid from the Greene County Economic Development, Tourism & Planning Department's travel budget.

Seconded by Legislator

Ayes Noes Absent CARRIED.

Approved by Ec. Dec. & Tourism Comm.:
Approved by Finance Comm.:

TRAVEL/CONFERENCE REQUEST AND REIMBURSEMENT FORM

TODAY'S DATE: December 9, 2013

REQUEST FROM: Warren Hart, Economic Development, Tourism & Planning

NAME(S) OF PERSON(S) Nancy Petramale
ATTENDING CONFERENCE: Philadelphia Inquirer Travel Show

DATE(S) AND TIME(S) OF CONFERENCE: January 24-26, 2014

PLACE OF CONFERENCE: King of Prussia, PA

TOPIC OF CONFERENCE: Consumer Travel Show

REGISTRATION FEE: Jeep has been approved to bring into show and registration fee is waived.

HOTEL/MOTEL ACCOMMODATION FEE REQUESTED: Yes X

HOTEL/MOTEL ESTIMATED COST: \$301

TRAVEL EXPENSE REQUESTED: YES X NO

PERSONAL CAR MILEAGE, PARKING & TOLLS ONLY

COUNTY CAR (if available) X TOLLS (If applicable)

AIR FARE ESTIMATED COST ROUND TRIP:

TRAIN/BUS ESTIMATED COST ROUND TRIP: Provided Free

MEAL EXPENSE REQUESTED: YES X NO

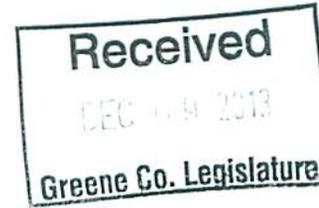
CONTINUING EDUCATION CREDIT: YES NO X

ADDITIONAL INFORMATION: 12 hours OT

APPROVED NOT APPROVED

APPROVED NOT APPROVED

APPROVED NOT APPROVED



5 Out of State Dec 31

Direct Supervisor

Department Head

County Administrator

Reimbursements are to be claimed on a monthly basis using this form and a voucher. Please list all reimbursable expenses, including meal costs, the cost of tolls and parking expenses, related meeting expenses, and personal automobile reimbursement. Both forms must be clearly itemized, approved by the Department Head, accompanied by actual receipts and are subject to audit by the Deputy Budget Officer before payment can be made. **All requests for travel reimbursements are required to be submitted within sixty (60) days after the expense is incurred, pursuant to IRS Rule 1.62-2(c)(5).**

OUT OF STATE TRAVEL/CONFERENCE REQUIRES A RESOLUTION BY THE LEGISLATURE. PLEASE BE SURE TO REQUEST THIS IN A TIMELY MANNER.

(6) ECDT

December 18, 2013

RESOLUTION NO.

AUTHORIZING OUT OF STATE TRAVEL
GREENE COUNTY ECONOMIC DEVELOPMENT,
TOURISM & PLANNING
NANCY PETRAMALE

Legislator offered the following resolution and moved its adoption:

BE IT RESOLVED, that Nancy Petramale, Sr. Tourism, Sales & Marketing Coordinator, from the Greene County Economic Development, Tourism & planning Department be authorized to travel to Foxborough, MA, March 7th through March 9th, 2014 to attend the AAA New England Marketplace 2014; and

BE IT FURTHER RESOLVED, that the registration cost of this travel show will be reimbursed by the show worker rebate program with all other expenses being paid from the Greene County Economic Development, Tourism & Planning Department's travel budget.

Seconded by Legislator

Ayes Noes Absent CARRIED.

Approved by Ec. Dec. & Tourism Comm.:

Approved by Finance Comm.:

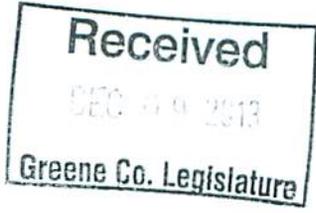
TRAVEL/CONFERENCE REQUEST AND REIMBURSEMENT FORM

Dec 38

TODAY'S DATE: December 9, 2013
REQUEST FROM: Warren Hart, Ec Dev Tourism and Planning

6 Out of State

NAME(S) OF PERSON(S) Nancy Petramale
ATTENDING CONFERENCE: AAA New England Marketplace 2014



DATE(S) AND TIME(S) OF CONFERENCE: March 7-9, 2014

PLACE OF CONFERENCE: Foxborough, MA

TOPIC OF CONFERENCE: Consumer Travel Show

REGISTRATION FEE: \$200 (Will be receiving a check for \$225 from show worker rebate program)

HOTEL/MOTEL ACCOMMODATION FEE REQUESTED: YES x NO

HOTEL/MOTEL ESTIMATED COST: \$ 160.00

TRAVEL EXPENSE REQUESTED: YES x NO

PERSONAL CAR MILEAGE & TOLLS ONLY

COUNTY CAR (if available) x TOLLS (If applicable)

AIR FARE ESTIMATED COST ROUND TRIP:

TRAIN/BUS ESTIMATED COST ROUND TRIP:

MEAL EXPENSE REQUESTED: YES x NO

CONTINUING EDUCATION CREDIT: YES NO x

ADDITIONAL INFORMATION: 12 hours OT

APPROVED NOT APPROVED

APPROVED NOT APPROVED

APPROVED NOT APPROVED

Heather D. Sawyer

Direct Supervisor
[Signature]

Department Head
[Signature]

County Administrator

Reimbursements are to be claimed on a monthly basis using this form and a voucher. Please list all reimbursable expenses, including meal costs, the cost of tolls and parking expenses, related meeting expenses, and personal automobile reimbursement. Both forms must be clearly itemized, approved by the Department Head, accompanied by actual receipts and are subject to audit by the Deputy Budget Officer before payment can be made. All requests for travel reimbursements are required to be submitted within sixty (60) days after the expense is incurred, pursuant to IRS Rule 1.62-2(c)(5).

OUT OF STATE TRAVEL/CONFERENCE REQUIRES A RESOLUTION BY THE LEGISLATURE. PLEASE BE SURE TO REQUEST THIS IN A TIMELY MANNER.

Info Item

A

Please note: The December meeting of the County Planning Board will be preceded by the Planning Achievement Awards program to be held at 6:30 PM in the Greene County Legislative Chambers (4th floor, opposite elevators). Following the Awards ceremony, members will go to Room 427 for the County Planning Board meeting.



**Greene County
Economic Development,
Tourism & Planning**

411 Main Street, Suite 419
Catskill, New York 12414

Warren Hart
Director



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GREENE COUNTY PLANNING BOARD

MEETING NOTICE

December 18, 2013
Greene County Office Building, 411 Main Street, Catskill
Room 427
6:30 PM

AGENDA

1. Planning Achievement Awards – to be held prior to the meeting at 6:30 PM in the Greene County Legislative Chambers (4th floor, opposite elevators)
2. Roll call – to be held at approximately 7:00 – 7:15 PM, following planning achievement awards program
3. Approval of Minutes
4. Planning and Zoning Referrals
5. Member Networking/Information Exchange
6. Correspondence
7. Other business
8. Adjournment

Please note the following procedures for attending meetings that begin after 5pm:

1. Please use the Water Street entrance to the building.
2. Please stop at the security desk and sign in, provide your name, date, time and room number for this meeting.
3. Please stop at the security desk to sign out when the meeting is adjourned.

Thank you for your cooperation.

REMINDER: Due to our quorum requirements it is imperative that you call at least 24 hours prior to the meeting if you are unable to attend!



**Greene County
Economic Development,
Tourism & Planning**

411 Main Street, Suite 419
Catskill, New York 12414

Warren Hart
Director



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GREENE COUNTY PLANNING BOARD

Minutes of November 20, 2013 Meeting (Cancelled due to lack of quorum)

Attendance was taken at 6:45 PM. Members present and absent were:

Present:

Thomas Poelker, Windham
Erik Allan, Ashland
Eva Atwood, Catskill T
Jim Dymond, Prattsville
Elizabeth Hansen, Cairo
Arnie Cavallaro, Greenville
Anthony Paluch, Athens T
Jonathan Harris, Hunter V
John Cashin, New Baltimore

Absent:

Mitchell Smith, Catskill V.
Lawrence J. Connolly, Coxs. T
Lawrence J. Connolly, Coxs. V.
Lee McGunnigle, Tannersville
Sarah Killourhy, Hunter T
Robert Hermance, Lexington
Herman Reinhold, Athens V

Also in attendance was Ed Diamante of the Greene County Department of Planning and Economic Development.

Due to lack of quorum, the meeting was not called to order.

Respectfully Submitted,

Ed Diamante, Secretary