



Economic Development & Tourism Committee

411 Main St.
Catskill, NY 12414

Committee Meeting
<http://greenegovernment.com/>

~ Agenda ~

Monday, November 17, 2014

6:00 PM

Caucus Room 468

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

Call to Order

Proposed Agenda Items:

1. Authorizing Contracts For Professional Consultant Services Economic Development, Tourism And Planning 2015 Roster Of Consultant Services
2. Designating The Official "Tourism Promotion Agency"
3. Authorization To Make Application And Pledging Matching Funds I Love NY Tourism Matching Funds Program
4. Authorizing Economic Development Loan The New York Restaurant, Inc.
5. Authorizing Economic Development Loan Wellness RX, LLC

Information Items:

Business Advisory Committee Meeting Minutes September 4, 2014
Planning Board Meeting Notice And Minutes
Quantum Fund Committee Meeting Minutes September 3, 2014
Quantum Fund Committee Meeting Minutes November 5, 2014
Tourism Advisory Committee Meeting Minutes October 28, 2014

Adjournment



Resolution No.

Authorizing Contracts For Professional Consultant Services Economic Development, Tourism And Planning 2015 Roster Of Consultant Services

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, Media Services for Buy In Greene and Invest In Greene; and on March 7, 2014 for Video and Photographic Production Services; and

WHEREAS, the Department is recommending that the County establish the following roster of professional consulting firms for services anticipated in 2015:

- § 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, NY 12180;
- § KathodeRay Media, Inc., 20 Country Estates Rd., Greenville N.Y. 12083;
- § Xfactor Aerial, 355 Main Street, Beacon, NY 12508.

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 2015 calendar year, subject to review as to form by the Greene County Attorney.

ATTACHMENTS:

- Memo Consultant Services 111714 (PDF)

Meeting History

Current Meeting

11/17/14 Economic Development & Tourism Committee

MEMORANDUM

TO: Patty Handel, Chairperson, Economic Development and Tourism
Shaun Groden, County Administrator

FROM: Warren Hart, Director

DATE: November 17, 2014

RE: Resolution Authorizing Contracts for Professional Consultant Services; Roster of Professional Consultant Services for 2015

The Department of Economic Development has several firms under contract providing professional consultant services for a diversity of Economic Development, Tourism and Planning, and Media Services 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. The Department also issued an RFP on March 3, 2014 for Video and Photographic Production Services. A new Request for Proposals will be prepared and distributed in 2015 to establish the 2016 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)**

Attachment: Memo Consultant Services 11714 (1413 : Authorizing Contracts for Professional Consultant Services)

- **KathodeRay Media, Inc. (Multi-media Services for Buy in Greene/InVest in Greene Campaign; County Website) (Continuation)**

- **Xfactor Aerial (Video and Photographic Production Services for local tourism events)(Continuation)**

Contracting with these firms will establish the Department’s 2015 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.

Attachment: Memo Consultant Services 111714 (1413 : Authorizing Contracts for Professional Consultant Services)



Resolution No.

Designating The Official "Tourism Promotion Agency"

WHEREAS, the New York State Department of Economic Development, Division of Tourism, administers the I Love New York Tourism Matching Funds Program; and

WHEREAS, the Tourism Matching Funds Program requires the Greene County Legislature to designate by resolution the official "Tourism Promotion Agency" as the agency authorized to apply for and receive Tourism Matching Funds.

NOW, THEREFORE, BE IT RESOLVED, that the Greene County Legislature hereby designates the Greene County Department of Economic Development, Tourism and Planning as the official "Tourism Promotion Agency" of Greene County.

Meeting History

Current Meeting

11/17/14 Economic Development & Tourism Committee



Resolution No.

Authorization To Make Application And Pledging Matching Funds I Love NY Tourism Matching Funds Program

WHEREAS, the New York State Department of Economic Development, Division of Tourism, has been appropriated \$3.815 million dollars to award to Tourism Promotion Agencies for the 2015 Tourism Matching Funds Program Year; and

WHEREAS, the purpose of the Tourism Matching Funds Program is to provide matching funds to Tourism Promotion Agencies to market their destination in order to increase the number of visitors to New York State and to stimulate and increase the economic impact of tourism for New York State; and

WHEREAS, the Greene County Department of Economic Development, Tourism and Planning is the official Tourism Promotion Agency designated by the Greene County Legislature to make application for and receive funding through the Tourism Matching Funds Program; and

WHEREAS, the NYS Division of Tourism has released the Tourism Matching Funds Application requiring submission of application forms, county resolutions and commitment of funds.

NOW, THEREFORE, BE IT RESOLVED, that the Director of Economic Development, Tourism and Planning is authorized to make application to the State of New York for I Love NY Matching Funds, for the purposes specified in the Tourism Matching Funds Program; and be it further

RESOLVED, that in the event of funding, the Chairman is authorized to execute, as necessary, a state contract for I Love NY Matching Funds, subject to review and approval as to form by the Greene County Attorney, and to execute all additional assurances and forms as required by the state; and be it further

RESOLVED, that the Greene County Legislature hereby pledges to match up to \$190,750 (maximum of 5% of matching fund program allocation) and not less than the amount of the state grant, as may be awarded under the 2015 Tourism Matching Funds Program Year.

Meeting History

Current Meeting

11/17/14 Economic Development & Tourism Committee



Resolution No.

Authorizing Economic Development Loan The New York Restaurant, Inc.

WHEREAS, Greene County has received Community Development Block Grant funding to establish the County's Microenterprise Assistance Program (MAP) and Quantum Fund Loan Funds (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 November 5, 2014 and recommended that a loan be made to The New York Restaurant, Inc., primarily for purchase of equipment, and secondarily for furnishings & fixtures, inventory and working capital at the facility to be located at 353 Main Street in Catskill.

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 Quantum Fund Committee, and the approval by the Greene County Attorney, to The New York Restaurant, Inc. in an amount not to exceed \$40,000; and be it further

RESOLVED, that this resolution shall expire on February 18, 2015 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.

ATTACHMENTS:

- The New York Restaurant, Inc Cover Memorandum (PDF)
- The New York Restaurant, Inc. Summary (PDF)

Meeting History

Current Meeting

11/17/14 Economic Development & Tourism Committee

MEMORANDUM

TO: Patty Handel, Chairperson, Economic Development and
Tourism Committee
Shaun Groden, County Administrator

FROM: Warren Hart, Director

DATE: November 17, 2014

SUBJECT: Quantum Fund Committee Recommendations; Authorizing
Economic Development Loan; The New York Restaurant, Inc.

The Quantum Fund Committee met on November 5, 2014 and reviewed loan requests being made under Greene County's Economic Development Revolving Loan Program. The Committee recommended that a Quantum Fund Loan for \$40,000 be made to The New York Restaurant, Inc., to be located at 353 Main Street in the Village of Catskill.

Attached is the resolution that will authorize the loan.

The New York Restaurant, Inc.

Project Location

353 Main Street in Catskill, the former Firehouse Tavern.

Summary

Natasha Witka recently purchased the former restaurant and proposes to renovate the space and return it to a popular restaurant for Main Street Catskill. Ms. Witka has substantial experience in the restaurant business, having managed the American Glory Restaurant in Hudson from late 2010 to late 2013. She has a bachelor's degree from University at Albany with a major in business law and a minor in finance. Since early 2014 she has worked as a real estate salesperson for Century 21.

This restaurant has been vacant for many years, and most importantly needs a new roof, which the bank portion of this loan would cover. Ms. Witka and members of her family are in the process of renovating not only the interior first floor for the restaurant, but also the spacious apartment on the second floor.

Ms. Witka plans to focus on healthy menu choices with local and Nuevo American Cuisine with a European flavor. She intends to work closely with local farmers and suppliers. She intends to offer a selection of single malt scotches, gins, vodkas and tequilas, as well as featuring local brewed beers. She plans on being open 7 days/week for lunch and dinner.

The Project

The project has two primary goals – installing a new roof, and purchasing necessary equipment, furniture, fixtures and inventory, as well as providing some initial working capital.

Financing

Bank	\$ 40,000
Quantum Fund	\$ 40,000
Equity	<u>\$ 20,000</u>
Total Project	\$ 100,000

Term

Five (5) years.

Attachment: The New York Restaurant, Inc. Summary (1429 : Authorizing Economic Development Loan - The New York Restaurant, Inc.)

Jobs

Ms. Witka will create at least two full-time positions.

Security

A mortgage on the building, a continuing personal guarantee from Ms. Witka, life insurance, and any other security deemed necessary by the County Attorney.



Resolution No.

Authorizing Economic Development Loan Wellness RX, LLC

WHEREAS, Greene County has received Community Development Block Grant funding to establish the County's Microenterprise Assistance Program (MAP) and Quantum Fund Loan Funds (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 November 5, 2014 and recommended that a loan be made to Wellness RX, LLC, at their facility to be located at 5980 Main Street in the Village of Tannersville.

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 Quantum Fund Committee, and the approval by the Greene County Attorney, to Wellness RX, LLC in an amount not to exceed \$80,000; and be it further

RESOLVED, that this resolution shall expire on February 18, 2015 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.

ATTACHMENTS:

- Wellness RX, LLC Cover Memorandum (PDF)
- Wellness RX, LLC Project Summary (PDF)

Meeting History

Current Meeting

11/17/14 Economic Development & Tourism Committee

MEMORANDUM

TO: Patty Handel, Chairperson, Economic Development and
Tourism Committee
Shaun Groden, County Administrator

FROM: Warren Hart, Director

DATE: November 17, 2014

SUBJECT: Quantum Fund Committee Recommendation; Authorizing
Economic Development Loan

The Quantum Fund Committee met on November 5, 2014 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 \$80,000 be made to Wellness RX, LLC, to be located at 5980 Main Street in the Village of Tannersville.

Attached is a resolution that will authorize the loan.

Attachment: Wellness RX, LLC Cover Memorandum (1421 : Authorizing Economic Development Loan - Wellness RX LLC)

Wellness RX

Project Location

Wellness RX will be located at 5980 Main Street (the old Astor home) in Tannersville. The building is currently owned by the Hunter Foundation.

Project Summary

This project is the direct result of a targeted marketing campaign by the Hunter Foundation to bring a pharmacy to Tannersville. The owner of the new pharmacy will be Pharmacist Edward Ullman. My Ullman has a long and varied background in his profession. He owns the Wellness RX in High Falls, advertised as a patient-centered and natural products center, and developed to look and feel like an old fashioned apothecary. This is a lease to own contract.

Financing

Bank	\$ 120,000
Hunter Foundation	\$ 91,000
Quantum Fund	\$ 80,000
Equity	\$ 10,000
Total Project	\$ 301,000

Jobs

1 full time job, and 6 part time jobs will be created.

Security

Personal guarantee of Mr. Edward Ullman, second mortgage on Mr. Ullman's primary residence at 40 Miller Road in Mt. Tremper, NY, promissory note from the Hunter Foundation, and Key Man Life Insurance from Mr. Edward Ullman.

Attachment: Wellness RX, LLC Project Summary (1421 : Authorizing Economic Development Loan - Wellness RX LLC)



BUSINESS ADVISORY COMMITTEE MEETING MINUTES

September 4, 2014
411 Main St. Catskill, NY
9:00 – 10:30 a.m.

Attendance – Ted Banta, Columbia Greene Board of Realtors; Jo-Ann Roscoe, Durham Chamber of Commerce; Lisa Jaeger, Windham Chamber of Commerce; Kay Stamer, Greene County Council on the Arts; Jeff Friedman, Greene County Chamber of Commerce. Chambers not represented – Catskill, Heart of Catskill Association; Cairo Chamber of Commerce; Coxsackie Regional Chamber of Commerce. (Second Meeting was arranged for those Chambers not attending).

Staff – Warren Hart, Teri Weiss, Karl Heck, Frank Alguire, Heather Bagshaw, Patty Austin,

Others in Attendance - Kathleen McQuaid, KathodeRay Media Inc.

An additional meeting was held on September 17, 2014 for those Chamber members that were unable to make the original meeting. Attending were Mike McCrary of the Hunter Chamber, and M.A. Tarpinian, from the Cairo Chamber. We also taped the meeting for Janet Brooks that wasn't able to make it.

Warren Hart opened the meeting by welcoming everyone and thanking them for attending. He asked everyone to introduce themselves.

Warren reviewed the agenda and the materials that had been distributed prior to the meeting which consisted of, our agenda and the partnership with the Chambers description.

Warren gave a brief history with the County's on-going efforts to assist small businesses, including the Main Street Revitalization Program, the Microenterprise Program, and the Buy Local Program, all three of which have had great success and are the primary tools that the County has to assist small businesses and entrepreneurs. He spoke about the similarities of those programs and the new program that we're launching, which is called Buy In Greene/Invest In Greene. "Greene County's Office of Economic Development has always had a strong focus and a priority on small businesses". This new program is a reinvigoration of our current Think Big, Buy In Greene campaign, with the introduction of a new component, "Invest in Greene", advertising and marketing campaign specifically targeting new businesses to locate in our downtowns.

He then went on to explain about the formation of the Business Advisory Committee (BAC) and its intended dual roles with the new Buy In Greene/Invest In Greene program. The BAC has been formed to provide input and advice on the county-wide campaign as well as a delivery mechanism at the local level with the membership organizations that represent the businesses within the County. We recognize the

need to work closely with the Greene County Chamber of Commerce and all the local chambers to make this program a success. Warren explained how our downtowns are our business and tourism anchors and how important they are to our local economy and tourism. He also spoke about the success of the Tourism Advisory Committee, and the support that the Greene County Legislature has committed to that committee. The BAC is intended to function in a similar capacity. The Legislature has capitalized this campaign and hopes to have the same success as the TAC.

Jeff Friedman of the Greene County Chamber applauded the effort and loves the idea. Jo-Ann Roscoe from the Durham Chamber said it was a wonderful idea and very important to this area.

Ted Banta, from the Columbia Greene Board of Realtors, mentioned that we should reach out to a “sub-market”, not only bricks and mortar storefronts but the aspiring artist, and a sub-category of people who are moving upstate but can’t afford Columbia County. He also recommended a basic instructional template to distribute to new businesses and clients. It would also be good to engage other local organizations within the community to help bring awareness to the program.

Jo-Ann Roscoe, agreed with Ted, and suggested creating a tutorial package for businesses, or a “one sheet” with basic information on the program.

Kathleen McQuaid from KathodeRay Media is the media and marketing consultant for the program and has been the creative influence since the inception of the Buy In Greene program. Ms. McQuaid will continue working with the county on this new campaign. The importance of educating the businesses and creating a template sheet to help the businesses increase awareness needs to be emphasized and collateral materials will be created after the launch of the site.

Ms. McQuaid then presented the PowerPoint presentation that she prepared describing both the Buy In Greene Campaign, which primarily targets the consumer and the Invest In Greene Campaign that will target business attraction, and highlighted the creative and website work to date.

Ms. McQuaid discussed the timing of the soft launch of the new website in October, giving Google time to conduct the necessary search crawling functions prior to the purchase of paid advertising. Ms. McQuaid reviewed the scope of services and budget for the two campaigns, including: the launch of a new Adaptive/Responsive Website; Search Engine Optimization; Advertising (Digital Ads, PPC, Social Ads, such as LinkedIn and Facebook); and Public Relations.

Warren spoke about the new website and explained what a responsive website is and the functionality of it as it sizes to the device people are using to view it on. He also talked about the experiences and comparisons to the Great Northern Catskills tourism website. He told about some of the additional collateral material that we will be distributing are part of the campaign, the required support that the County will need from the Chambers, including sharing of their databases, collateral distribution, and providing the County with current logos and link on websites.



The Chambers have the direct business-to-business connections that will help us create awareness of the new program. Additionally, from the Chambers we will need to know what type of advertising your doing, your approximate marketing budget and where you are directing your advertising dollars. The marketing that we will be doing for the new program will support the Chambers' marketing efforts. The local Chambers will be asked to support this new program and assist with execution.

Finally, it was discussed how the lead generation from both organic and search advertising would work between County staff and the local Chambers. He also spoke about our current efforts on inventorying our downtown vacant buildings and lots that Karl and Teri have compiled and continue to work on. "Inquiries coming into our office will be directed to Teri. She'll collect the details of the call, search our inventory database and disseminate the information to the appropriate chamber member for their follow-up". This will be a joint effort to land new business and create small business growth.

Lisa Jaeger, from the Windham Chamber of Commerce, felt this is a brilliant grassroots program working from the bottom up, and was happy that the Chambers we asked to participate in it with the County. Her next Chamber meeting is on September 16th and she will be addressing the program with the Windham Chamber members at that time.

Following the soft launch of the website, the next meeting of the BAC would be set, most likely in November with some of the agenda items to include: discussion on whether to keep the Discount Card or to modify or replace with a new offering; review of the collateral materials; review of the media plan.

The meeting adjourned at 10:32 a.m.



GREENE COUNTY PLANNING BOARD

MEETING NOTICE

Greene County
Economic Development,
Tourism & Planning

411 Main Street, Suite 419
Catskill, New York 12414

Warren Hart
Director

November 19, 2014
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!



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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 October 15, 2014 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
Jim Dymond, Prattsville
Anthony Paluch, Athens T
George Carroll, Durham
John Cashin, New Baltimore
Harold Goldberg, Hunter V.
Mitchell Smith, Catskill V.
Cynthia LaPierre, Jewett

Absent:

Lee McGunnigle, Tannersville
Arnie Cavallaro, Greenville
Eva Atwood, Catskill T
Elizabeth Hansen, Cairo
Peter Alberti, Athens V.
Josephine Michaud-Urhik, Hunter T.
Jennifer Cawein, Lexington

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

Attachment: Planning Board Meeting Notice And Minutes (1428 : Planning Board Meeting Notice And Minutes)

GREENE COUNTY QUANTUM FUND COMMITTEE MEETING

Minutes of September 3, 2014

Those present were Allen Austin, Patty Handel, Mark Maraglio, Steve Nelson, Rick Rasmussen and Martin Smith. Linda Overbaugh and Karen Deyo were excused. Ed Kaplan, from the County Attorney's office, also attended. Staff present were Warren Hart, Karl Heck and Frank Alguire. The meeting began at 4:00 p.m. in Room 427 at the Greene County Office Building.

The minutes of the July 2, 2014 meeting was approved on a motion by Mr. Rasmussen, seconded by Mr. Smith and unanimously approved.

Microenterprise Application from Catching Rays. The committee reviewed a Microenterprise loan application from Catching Rays, a start-up business proposed for Main Street, Cairo. Mr. Maraglio moved to deny the loan application, seconded by Mr. Rasmussen. Motion carried unanimously.

Quantum Fund Application from Ross Site Development Corp. The committee reviewed a proposal from the applicant to purchase machinery and equipment, as well as provide working capital. Mr. Rasmussen moved to approve the application, seconded by Mr. Maraglio. Motion carried unanimously with Mr. Austin, Mr. Nelson and Mr. Smith abstaining.

Quantum Fund Loan	\$ 160,000
Bank financing	\$ 190,000
Owner cash	<u>\$ 272,000</u>
Total	\$ 622,000

Term 15 years

Security: The loan will be secured by a 2nd mortgage on the property, life insurance on the owner, and any additional collateral required by the County Attorney.

Personal guarantees: Edward A. Ross III and Dorean Day.

Hawksby Housing Program Subordination. The Committee reviewed a request from the owner for a subordination. After discussion, Mr. Nelson moved to approve the request based on the proposed lending terms for the new bank, seconded by Mr. Smith and carried unanimously.

Mr. Hart reviewed the 2nd quarter 2014 financial statement. On a motion by Mr. Maraglio, seconded by Mr. Rasmussen, the committee approved the report. Mr. Hart then reviewed the monthly revolving loan fund portfolio account payments and delinquencies. Mr. Hart also briefed the committee on developments with Field Goods, and the new Business Attraction Program being developed by the County.

Mr. Maraglio again briefed the committee on progress with the estate related to Cameo's Restaurant in Athens. Once the estate settles and the property is sold, the County will recover any funds over and above what the estate owes the bank.

Mr. Rasmussen moved to adjourn the meeting at 4:40, seconded by Mr. Nelson. Motion carried unanimously.

GREENE COUNTY QUANTUM FUND COMMITTEE MEETING

Minutes of November 5, 2014

Those present were Allen Austin, Karen Deyo, Mark Maraglio, Steve Nelson, and Linda Overbaugh. Patty Handel, Rick Rasmussen and Martin Smith were excused. Ed Kaplan, from the County Attorney's office, also attended. Staff present were Warren Hart, Karl Heck and Frank Alguire. The meeting began promptly at 4:00 p.m. in Room 427 at the Greene County Office Building.

The minutes of the September 3, 2014 meeting were unanimously approved on a motion by Mr. Austin, seconded by Ms. Overbaugh.

Quantum Fund Application from Wellness RX. The committee reviewed a proposal from the applicant to purchase equipment, furniture & fixtures, pay for soft costs, as well as provide working capital. Ms. Overbaugh moved to approve the application, seconded by Mr. Nelson. Motion carried unanimously.

Quantum Fund Loan	\$ 80,000
Bank financing	\$ 120,000
Hunter Foundation	\$ 91,000
Owner cash	<u>\$ 10,000</u>
Total	\$ 301,000

Term 10 years

Security: The loan will be secured by a 1st mortgage on property (or certificate of deposit in the amount of \$80,000), life insurance on the owner, and any additional collateral required by the County Attorney.

Personal guarantee: Edward Ullman.

Quantum Fund Application from New York Restaurant. The committee reviewed a proposal from the applicant to purchase equipment, furnishings & fixtures, pay for fees & soft costs, and as well as provide funds for inventory and working capital. Ms. Deyo moved to approve the application, contingent on bank financing, seconded by Ms. Overbaugh. Motion carried unanimously.

Quantum Fund Loan	\$ 40,000
Bank financing	\$ 40,000
Owner cash	<u>\$ 20,000</u>
Total	\$ 100,000

Term 5 years

Security: The loan will be secured by a 2nd mortgage on the property, life insurance on the owner, and any additional collateral required by the County Attorney.

Personal guarantee: Natasha Witka.

Quantum Fund Application from Field Goods. The committee reviewed a proposal from the applicant to purchase property on Schoharie Turnpike in Athens. Ms. Deyo moved to approve the application, contingent on bank financing, seconded by Ms. Overbaugh. Motion carried unanimously with Mr. Austin and Mr. Nelson abstaining.

Quantum Fund Loan	\$ 160,000
Bank of Greene County	\$ 275,625
Grant	\$ 129,000
Owner cash	<u>\$ 80,375</u>
Total	\$ 645,000

Term 15 years

Security: The loan will be secured by a 2nd mortgage on the property, life insurance on the owner, and any additional collateral required by the County Attorney.

Personal guarantee: Donna Williams.

Lawyer's General Store. As the owners are three months past due on their Quantum Fund loan, Mr. Maraglio moved to have the County Attorney pursue repayment of the loan, seconded by Ms. Overbaugh, and unanimously approved.

Mr. Hart briefed the committee on the new Business Attraction web site, noting that it would be accessible to the public within days. He requested members review it and provide feedback.

Ms. Deyo moved to adjourn the meeting at 5:10, seconded by Ms. Overbaugh. Motion carried unanimously.



Greene County Tourism Advisory Committee Meeting Minutes

**Date: Tuesday, October 28, 2014 - 9:30 a.m.
Blackthorne Resort**

Attendance:

Committee Members Attending –Patty Handel County Legislature, Economic Development and Tourism Committee; Russ Coloton, Hunter Mountain; Chuck Tomajko, Fairlawn Inn B&B

Legislators in Attendance – Eugene Hatton

Staff –Warren Hart, Heather Bagshaw, Teri Weiss, Karl Heck

Warren opened the meeting and thanked Patty Handel for hosting. Warren spoke about the 2015 County budget, and was pleased to say that the TAC funds are included in the 2015 Draft Budget. The County Administrator wanted to reinforce that the promise to increase funding for tourism has been fulfilled and will continue each budget cycle. Warren shared that “the most recent labor department figures reported that Greene County had the highest percentage of job increase in the State, 1.2% which estimates to approximately 300 new jobs”. In 2013, Greene County also had the highest percentage of job increase in rural counties outside of metro areas, 2% or approximately 400 jobs. The increase is not solely due to new businesses opening within the County but also newly created jobs that are needed as part of the tourism industry. Ferguson Enterprise will be opening in 2015 with 100 new jobs. This is just an example that tourism is a driving force within the county and a substantial contributor of tax revenue. The County will be relying heavily on sales tax revenue for the 2015 budget. Warren also expressed how well tourism is doing, with increased overnight stays and the growth of large events contributing to the increase in spending dollars. Over the years, the TAC funding has allowed us additional advertising for broadcast television, adventure tourism advertising, wedding advertising, and the launch of our new adaptive/responsive website launched in April of this year.

Heather added, these funds have allowed us additional opportunities to focus on priority projects, advertising and marketing campaigns, and targeted markets that we would not have otherwise been able to accomplish with our baseline funding. Many of these campaigns have now been integrated into our annual marketing plan.

Heather then went through the Draft 2015 TAC Marketing Campaign and budget allocation figures. As currently proposed, the 2015 TAC Campaign is divided into two categories, being described as new campaigns and a continuation of previous campaigns. The New TAC Campaigns are planned to include: Beverage (Travel); Motorsports/Touring (Outdoor, Travel, Event); and Safety Messaging (Outdoor). The

Continuation TAC Campaigns include: TV Advertising (Skiing & Travel); Weddings (Travel); Mobile Tour (Travel). Each of the campaigns were discussed by Heather and the TAC with the following feedback and comments.

Heather spoke about the creation of a Greene County beverage campaign. Greene County will soon have seven breweries and possibly two wineries for the creation of the campaign. Greene County Tourism will be supporting a dual function with regard to the campaign. The Tourism Office will be creating a landing page, establishing an advertising campaign, a media buy, and any collateral, such as a rack card. The second task will be coordinated with Economic Development and the County Chamber to assist the beverage producers with the establishment of a "beverage trail". Heather explained the steps that are required with the State for the formal approval of a beverage trial. The producers will run the formal trail, and operate as independent entity. To date, Carlo and Dominique DeVito, from Hudson Chatham Winery have been assisting the County and the beverage producers with their knowledge and experience on the formation of beverage trails and marketing of the Hudson Berkshire Beverage Trail. Forming the trail will also entitle the producers and the County to apply for grants. The TAC agreed to the campaign goals.

Heather spoke about the creation of a Greene County Motorsports/Touring Campaign. This campaign will focus primarily on motorcycles and motorsports, both on-road touring and off-road activities, in response to the county's growing market in this segment. It was agreed by the TAC that this is an excellent growth opportunity for the county. A list of current on-road and off-road motorsports activities and events that would be represented through this campaign is included in the PP presentation. It was discussed that a web landing page would be created to represent this segment, establishing one or more driving trails throughout the county, and that advertising funds would be increased to support the campaign. Warren stated the goal is to get more people here to ride and take advantage of our riding related events. We will be creating one or more themed riding trails and driving tours to market with a specific name, like the Tail of the Dragon in North Carolina and the Cabot Trail in Nova Scotia. Gene Hatton mentioned that the Catskill Mountain region has its own legacy and we need a good tag line, similar to Arches National Park, he could envision touring being symbolic of Greene County.

The discussion then turned to the Safety Messaging Theme and tourism safety issues, primarily relating to the Kaaterskill Falls, and the recent events that have taken place during the summer season. Heather talked about the safety message that the tourism office is considering and current research that her department is doing. The goal is to create a catchy tagline that doesn't deter visitors from hiking rather reminds them to be mindful of their surrounding and how to keep themselves safe while hiking. There was considerable discussion on whether safety messaging would create a positive or negative response. The question was also raised as to whether it is the responsibility of County Tourism to be involved in leading a safety theme. Russ Coloton and Patty Handel both weighed in on limiting our role in this. Heather discussed our current safety messaging, what we currently do on our website and how we link to the DEC and the hiking organizations. It was agreed that it would be removed from the TAC budget and treated the same as creative and messaging for the outdoor campaign in the general budget. No additional funds would be used for the safety theme. Safety issues will be addressed on the website

hiking landing page, in partnership with the hiking clubs and organizations, and it will address the different levels of hikes throughout the County.

Gene Hatton suggested that we seek legal advice whether the County or DEC is liable if we decide not to have safety signage on the different hiking trails through the County. It was also discussed and agreed by staff that the advertising for Kaaterskill Falls may have reached a saturation point, and that the Kaaterskill Clove Experience campaign is a good method of dispersing the tourists to all of the stops along the trail.

Discussion ensued regarding the percentage of spending on the campaigns. Russ mentioned the pie only being so big and we need to look at our "low hanging fruit" like motorcycles. It was agreed that an increase percentage of advertising would go towards the two shoulder seasons, spring and fall. A discussion ensued on our target markets, the amount of funds allocated for PPC by ad group, cost per day, and how we breakout the campaigns by demographic, target audience and season.

Heather proceeded with the PowerPoint presentation covering TV advertising, weddings, and the mobile tour. The mobile tour will be scaled down from this past year; we'll still have prizes, more middle of the road ones, and ones that encourage overnight stays. The tour will become more of a mobile visitor center, only going to our top events, and using Twitter to help increase our awareness.

Russ Coloton made the suggestion of tying the mobile tour and our campaigns to the use of discount coupons, or pay-to-play. A discussion took place with many ideas on its merits and how to accomplish this. Heather is going to do look into this further.

Chuck Tomajko mentioned Air B & B, voicing his concerns and the concerns of the state tourism associations over Air B&B's not contributing to sales tax and the difficulties associated with tracking spending and visitor spending. He asked if we could look into state association efforts and possible support of future legislation. Warren agreed to look into this further. Chuck also mentioned and supported the success of the County's Tourism Website Assessment Program, and suggested we consider continuing the program.

Warren briefed the TAC on CATS activities. CATS will be interviewing for a Tourism Agency of Record for 2015 professional services. CATS is doing cooperative advertising in 2015 through ILNY for a Brand USA Campaign with significant international advertising. Heather is providing video and photographic assets. Warren has arranged for CATS to meet with Trip Advisor for development of a 2015 Regional Trip Advisor Catskills Webpage, similar to what the Poconos do as a travel region.

Warren concluded the meeting mentioning that Heather and the team have worked very hard and smart in the April launch of the new tourism website, as well as the soft launch of the new Kaaterskill Clove Experience website in October. He also spoke about the creation of the Business Advisory Committee (BAC) and the funding that the Legislature has committed towards the newly revised Buy in Greene/Invest in Greene campaign. We are still hopeful that the County will also receive additional funding through a CFA Grant that we applied for.

The next meeting will be held on November 25th at Bavarian Manor