



Economic Development & Tourism Committee

411 Main St.
Catskill, NY 12414

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

~ Agenda ~

Tuesday, January 20, 2015

6:00 PM

Caucus Room 468

Economic Development and Tourism Members: Chairperson Handel; Legislators Overbaugh, Hitchcock, Gardner, Van Slyke, and Seeley

Call to Order

Proposed Agenda Items:

1. Authorizing Partial Release Of Mortgaged Premises To Facilitate A Boundary Line Agreement
2. Greene County Economic Development, Tourism, Planning - "Invest In Greene"
3. Authorizing Out Of State Travel - Greene County Economic Development, Tourism & Planning - Nancy Petramale, Sr. Tourism, Sales & Marketing Coordinator
4. Authorizing Out Of State Travel - Greene County Economic Development, Tourism & Planning - Nancy Petramale, Sr. Tourism, Sales & Marketing Coordinator
5. Appointing Member - Quantum Fund Committee

Information Item:

Planning Board Meeting Notice And Minutes

Adjournment



Resolution No.

Authorizing Partial Release Of Mortgaged Premises To Facilitate A Boundary Line Agreement

WHEREAS, on January 20th, 2010, the Greene County Legislature adopted Resolution No. 18-10, which authorized an Economic Development Loan to Hair-Tique Salon; and

WHEREAS, Spring Kelsey executed and delivered a mortgage to the County of Greene in the amount of Sixty Thousand (\$60,000.00) Dollars dated March 29, 2010 to purchase 255 Mansion Street, Coxsackie, NY, renovate the building and locate and operate the Hair-Tique Salon at said location; and

WHEREAS, said mortgage was duly recorded in the Office of the Greene County Clerk on March 30, 2010, in Liber 2773 of Mortgages at Page 22; and

WHEREAS, the County of Greene subsequently entered in an agreement with National Bank of Coxsackie dated August 18, 2010 so that the mortgage held by the County of Greene be and shall continue to be subject and subordinate in lien to the lien of the mortgage of National Bank of Coxsackie (which was \$90,000.00 at the time of the agreement); and

WHEREAS, subsequent to the above-referenced agreement, a minor boundary line property dispute developed between Spring Kelsey and her neighbors, John and Judith Halsted, which involves a small strip of land; and

WHEREAS, National Bank of Coxsackie has agreed to execute a Partial Release in order to facilitate settlement of the above-mentioned boundary line dispute; and

WHEREAS, counsel for Spring Kelsey has requested that Greene County execute a Partial Release to facilitate settlement of the above-mentioned boundary line dispute; and

WHEREAS, Spring Kelsey has been and remains current on any and all payments due and owing to Greene County relative to the above-mentioned mortgage.

NOW, THEREFORE, BE IT RESOLVED, that the Chairman of the Greene County Legislature is hereby authorized to sign the attached indenture releasing the relevant portion of land, referenced above, from the lien of mortgage dated March 29, 2010 and recorded in the Greene County Clerk's Office on March 30, 2010 in Liber 2773 of Mortgages at Page 22.

Meeting History

Current Meeting

01/20/15 Economic Development & Tourism Committee



Resolution No.

Greene County Economic Development, Tourism, Planning - "Invest In Greene"

WHEREAS, the Greene County Legislature has authorized the "Invest in Greene" 2015 Campaign in the amount of \$120,000.00; and

WHEREAS, this campaign is a business attraction initiative which will use social media and paid advertising to attract new and expand existing business development. This component will engage investors in local business opportunities by advertising properties that are for sale or lease in our downtowns thereby creating more opportunities for consumers to shop locally and keep revenue and investment within our county. The campaign will align with our three internal regions; Mountaintop Towns, Historic River Towns, and Valley Towns. The implementation steps will include the creation of an inventory of vacant store fronts, and commercial spaces that are ready for occupancy by new businesses;

BE IT RESOLVED, that the Greene County Treasurer be authorized to use \$45,000.00 from A 899 80202 Restricted Fund Balance - Economic Development and to increase the following account:

INCREASE APPROPRIATION:

A 8020 4705	Invest in Greene	\$45,000.00
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ATTACHMENTS:

- 2015 Marketing Campaign scope of work (PDF)

Meeting History

Current Meeting

01/20/15 Economic Development & Tourism Committee

**BUY
GREENE**

**INVEST
GREENE**

Buy in Greene/Invest in Greene

2015 Marketing Campaign Scope of Work Project Schedule

Prepared for:

Warren Hart, Director of Economic Development, Tourism and Planning
Greene County Economic Development

411 Main Street, Catskill, New York 12414
518-719-3290

January 8, 2015



KathodeRay
MEDIA INC

20 Country Estates Road
Greenville, NY 12083
T: 518-966-5600 x101
F: 518-966-5629
www.kathoderay.com

Attachment: 2015 Marketing Campaign scope of work (1535 : GRC Economic Development, Tourism, Planning - "Invest in Greene")

Scope of Work Summary 2015

Project Budget:	\$120,000
Website:	
Website Updates:	\$15,000
Search Optimization:	\$4,800
Domain registrations:	\$125
Collateral:	
Creative:	\$1,575
Production:	\$1,000
Social:	
Posts:	\$6,000
Advertising Creative:	\$2,500
Advertising:	\$15,000
Digital and Print Ads:	
Creative:	\$5,500
Advertising:	\$52,000
PR and Promotion:	\$16,000



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Attachment: 2015 Marketing Campaign scope of work (1535 : GRC Economic Development, Tourism, Planning - "Invest In Greene")

Project Schedules

Responsive Website:

Additions, modifications and updates as requested by Economic Development, or as deemed necessary by KathodeRay Media, Inc. on an ongoing basis throughout the year.

Website Updates: \$15,000

Each month our Search Optimization team evaluates the websites appearance on search, and makes modifications to improve results.

Search Optimization: \$4,800

Registration of the domain names used to promote the program, including: buyinggreene.com, buyinggreene.org, buyinggreene.net, investinggreene.com, investinggreene.org, investinggreene.net, thinkbig.com.

Domain Registrations: \$125

Timeline: January – December

Collateral

Most of the initial collateral needed has been created in the 2014 year. We have allocated a small percentage of the budget to opportunities that may present themselves as the year progresses.

Timeline: TBD

Creative: \$1,575

Production: \$1,000



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Social

- Post 2-4 times per week with local business news, business spotlights and other stories relevant to consumers and business owners in Greene County, on all social networks registered for the campaign. Twitter, Linked In, Facebook, Google Plus, Pinterest and YouTube.
- Advertising spend begins in January 2015

Facebook Ad Campaign

- 16,000 Greene County residents remain untapped on Facebook over the age of 18, with an additional 1,400 people between the ages of 13-18.
- 4,200 facebook users within 25 miles of Cairo manage small business pages on Facebook.
- 70,000-80,000 facebook users in New York, New Jersey, Connecticut, Massachusetts who are interested in entrepreneurship or small business with no children in their home and earn more than 100k per year.

Twitter Ad Campaign

- Twitter has released new business outreach tools, which we will evaluate to utilize to the campaign's advantage.

Timeline: January – December

Posts:	\$6,000 (\$500/month)
Advertising Creative:	\$2,500
Advertising:	\$15,000



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Digital Advertising

Banner, search and display advertising will be created to attract interest from residents and investors. Digital advertising will direct targets to specific landing pages that complete the messaging. Photographs and videos of local businesses and owners will be taken and edited for advertising, print and social media uses.

Residents will be reached by advertising on the Daily Mail, Register Star and Chronogram website. Potential investors and relocators will be reached by Upstater.com, Bkmag.com and other similar digital magazines.

People who are researching small business ownership will be reached by Google Adwords Pay Per Click and Google Adwords Display Campaigns.

Once a visitor has come to the buyinggreene/investinggreene website they will continue to see advertising on the Google network for up to 3 days after visiting the website. (This is called remarketing)

Timeline: January – December

Creative:	\$5,500
Advertising:	\$52,000

PR and Promotion

Information dissemination is the key to having a strong social presence. On the new site, we have a highlights section that is used to promote new businesses, information about new services and products offered by thriving local businesses, as well as opportunities for business growth in our community. These press releases and articles will be sent to local and regional media, and distributed through our social channels.

Timeline: January - December

PR and Promotion:	\$16,000
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Approved _____ Date: _____



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Resolution No.

Authorizing Out Of State Travel - Greene County Economic Development, Tourism & Planning - Nancy Petramale, Sr. Tourism, Sales & Marketing Coordinator

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 Boston, MA, February 5th through 8th, 2015 to attend Boston Globe Travel Show; and

BE IT FURTHER RESOLVED, that registration cost and all other expenses for this travel show will be covered by Greene County Economic Development, Tourism & Planning Department's travel budget.

ATTACHMENTS:

- Nancy Travel - Boston(PDF)

Meeting History

Current Meeting

01/20/15 Economic Development & Tourism Committee

TRAVEL/CONFERENCE REQUEST AND REIMBURSEMENT FORM

3.a

TODAY'S DATE: December 4, 2014

OUT OF STATE

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

NAME(S) OF PERSON(S) ATTENDING CONFERENCE: Nancy Petramale

DATE(S) AND TIME(S) OF CONFERENCE: Feb. 5-8, 2015

Received
370 10
Greene Co. Legislature

PLACE OF CONFERENCE: Boston, MA

TOPIC OF CONFERENCE: Boston Globe Travel Show

Doc. I.D. # 1507

REGISTRATION FEE: \$1,000

HOTEL/MOTEL ACCOMMODATION FEE REQUESTED: No X (included w/registration)

HOTEL/MOTEL ESTIMATED COST:

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: Co-oping with Green Lake Resort, Bringing Jeep to be part of booth inside convention center. 17 Hours OT.

APPROVED _____ NOT APPROVED _____

APPROVED NOT APPROVED _____

APPROVED NOT APPROVED _____

Direct Supervisor
W

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.

Attachment: Nancy Travel - Boston (1507 : Authorizing Out Of State Travel - EDT & P - N Petramale)



Resolution No.

Authorizing Out Of State Travel - Greene County Economic Development, Tourism & Planning - Nancy Petramale, Sr. Tourism, Sales & Marketing Coordinator

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, February 20th through February 22nd, 2015 to attend the Philadelphia Inquirer Travel Expo; 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.

ATTACHMENTS:

- Nancy - Travel - PA (PDF)

Meeting History

Current Meeting

01/20/15 Economic Development & Tourism Committee

TRAVEL/CONFERENCE REQUEST AND REIMBURSEMENT FORM

4.a

TODAY'S DATE: December 4, 2014

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

NAME(S) OF PERSON(S) Nancy Petramale
ATTENDING CONFERENCE:

Out of State

DATE(S) AND TIME(S) OF CONFERENCE: Feb. 20-22, 2015

PLACE OF CONFERENCE: King of Prussia, PA

TOPIC OF CONFERENCE: Philadelphia Inquirer Travel Expo

Received
Greene Co. Legislature

REGISTRATION FEE: \$500

HOTEL/MOTEL ACCOMMODATION FEE REQUESTED: Yes X

HOTEL/MOTEL ESTIMATED COST: \$310.00 (approx.)

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: ⁵⁰⁰ Co-oping with Green Lake Resort and Sunny Hill resort. Jeep will be inside on display. 14 Hours OT.

APPROVED _____ NOT APPROVED _____

APPROVED X NOT APPROVED _____

APPROVED h NOT APPROVED _____

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 a 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 Office 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.

Attachment: Nancy - Travel - PA (1508 : Authorizing Out of State Travel - EDT & P - N Petramale)



Resolution No.

Appointing Member - Quantum Fund Committee

BE IT RESOLVED, that **Brad Cummings** be appointed a member of the Quantum Fund Committee representing Local Businessperson for a four year term, which shall expire December 31, 2018. (He replaced Martin Smith);

Meeting History

Current Meeting

01/20/15 Economic Development & Tourism Committee



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

411 Main Street, Suite 419
Catskill, New York 12414

Warren Hart
Director



**GREENE
BUSINESS**



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GREENE COUNTY PLANNING BOARD

MEETING NOTICE

January 21, 2015
Greene County Office Building, 411 Main Street, Catskill
Room 427
6:30 PM

AGENDA

1. Roll call
2. Approval of Minutes
3. Planning and Zoning Referrals
 - 15-01 Village of Coxsackie
Re: Site Plan
4. Member Networking/Information Exchange
5. Correspondence
6. Other business
7. 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: Please call at least 24 hours prior to the meeting if you are unable to attend!



Attachment: January 20th, 2015 - Planning Board Meeting Notice And Minutes (1538 : Planning Board Meeting Notice And Minutes)



GREENE COUNTY PLANNING BOARD

Minutes of December 17, 2014 Meeting

Attendance was taken at 6:30 PM. Members present and absent were:

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

411 Main Street, Suite 419
Catskill, New York 12414

Warren Hart
Director

Present:

Absent:

Thomas Poelker, Windham
Erik Allan, Ashland
Eva Atwood, Catskill T
Jim Dymond, Prattsville
Elizabeth Hansen, Cairo
Anthony Paluch, Athens T
John Cashin, New Baltimore
Harold Goldberg, Hunter V.
Mitchell Smith, Catskill V.
Cynthia LaPierre, Jewett
Jennifer Cawein, Lexington

Peter Alberti, Athens V.
Arnie Cavallaro, Greenville
George Carroll, Durham
Josephine Michaud-Uhrik, Hunter T.
Lee McGunnigle, Tannersville

Also in attendance were Darrin Elsom of Kaaterskill Associates, and Warren Hart and Ed Diamante of the Greene County Department of Economic Development, Tourism & Planning.

Chairman Allan called the meeting to order at 6:30.

On a motion by Ms. Hansen seconded by Mr. Goldberg, and with all in favor, members approved the minutes of the November 19, 2014 meeting.

The Board considered the following planning and zoning referrals:

14-42 Town of Catskill, Local Decision: Area variance regarding construction of a single family home a 2 Tool House Road. On a motion by Mr. Goldberg, seconded by Mr. Poelker, and with all in favor (except Mr. Cashin, who abstained), members designated the referral a local decision with the standard local concerns disclaimer.

Please note: An approval and/or local decision designation by the County Planning Board should not be construed as a recommendation that the referring agency approve the referral in question. An approval does not indicate that the County Planning Board has reviewed all local concerns; it indicates that the referral has met certain countywide considerations. Evaluation of local criteria is the responsibility of the referring agency.

14-43 Town of Windham, Approve: site plan regarding a multi-phase residential development located to the north and east of Windham Mountain Ski



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Center. On a motion by Mr. Dymond, seconded by Mr. Smith, and with all in favor (except Mr. Poelker, who abstained), members approved the referral with comments as follows:

1. This is a significant project that could have many positive benefits to the Town of Windham – and a significant impact on the Town. The challenge is to insure that the siting and scale fits with the character and environmental features of the mountain location and the Town of Windham. It's important that the project be carefully and thoroughly vetted. It is also important that planned phases and stages of the project be clearly defined and considered so that they can be independently successful in the event that the latter stages of the project do not happen as planned.

Impacts on the Town's water and sewer resources and potential environmental impacts should be carefully reviewed by the Town's engineer. In addition, necessary bonding for improvements, road maintenance agreements and the private transportation corporation documents should be reviewed by the Town's Attorney.

2. Please note: An approval and/or local decision designation by the County Planning Board should not be construed as a recommendation that the referring agency approve the referral in question. An approval does not indicate that the County Planning Board has reviewed all local concerns; it indicates that the referral has met certain countywide considerations. Evaluation of local criteria is the responsibility of the referring agency.

14-44 Town of Catskill, Disapprove: site plan regarding regarding Primax Properties, LLC's plans for a 9,100 square foot Dollar General retail store to be sited on the southwesterly side of NYS Route 32A in Palenville, approximately 220 feet southeast of the intersection with NYS Route 23A. On a motion by Mr. Goldberg, seconded by Mr. Poelker, and with all in favor (except Mr. Cashin, who abstained), members disapproved the referral with comments as follows:

1. The proposed business is to be located within the historic hamlet of Palenville along Route 23A. Route 23A in Palenville is a "gateway corridor" to the Catskill Mountain Clove, a scenic byway and entrance to the Catskill Park. The Palenville Hamlet "America's First Art Colony" is significantly historic, and includes many historic structures. Given the setting, it is important to carefully consider the scale, architectural design and building placement to insure it is appropriate to the area. Attention should be given to the compatibility of the design of the proposed structure and the height, sizing and design of its signage - and compatibility with nearby

historic structures. Landscaping and lighting appropriate to the hamlet setting should also be considered as appropriate.

2. The Town of Catskill Comprehensive Plan encourages walkable, vibrant, and hamlet-scale (not highway-scale) commercial development in hamlet centers and includes the following hamlet design guidelines:
 - Parking behind or on the side of buildings
 - All buildings orient front doors and display windows to the street
 - A streetside build-to line (rather than a setback line) to bring buildings up to the street and make them accessible to pedestrians, especially window shoppers.
 - Building exteriors should reflect the character of their surroundings.
 - Design details should be human-scale and consistent with the scale of surrounding buildings, such as roof lines and window spacing.

The Town plan notes several examples of national companies that have tailored their building design, siting, landscaping and signage to complement the communities in which they locate. The plan specifically indicates that parking should be placed behind buildings noting that parking lots in front of commercial buildings "strip a community of the character found in its buildings". The plan also notes the importance of the Town's hamlets and core gateways.

The site plan as currently proposed is not consistent with these guidelines and is not compatible with the character of the hamlet. The site plan is also not consistent with recent planning efforts focused in the hamlet. A complete redesign tailored to the hamlet is recommended.

3. Please note: An approval and/or local decision designation by the County Planning Board should not be construed as a recommendation that the referring agency approve the referral in question. An approval does not indicate that the County Planning Board has reviewed all local concerns; it indicates that the referral has met certain countywide considerations. Evaluation of local criteria is the responsibility of the referring agency.

14-45 Town of Catskill, Local Decision: Area variance regarding an addition to a dwelling on Tool House Road. On a motion by Ms. LaPierre, seconded by Mr. Dymond, and with all in favor (except Mr. Cashin, who abstained), members

designated the referral a local decision with the standard local concerns disclaimer:

Please note: An approval and/or local decision designation by the County Planning Board should not be construed as a recommendation that the referring agency approve the referral in question. An approval does not indicate that the County Planning Board has reviewed all local concerns; it indicates that the referral has met certain countywide considerations. Evaluation of local criteria is the responsibility of the referring agency.

In other, business, Mr. Hart encouraged members to visit the Department's website at www.greatnortherncatskills.com (which has a link for information on the Kaaterskill Clove at the "what to do" tab. He discussed new programs including a new website for the county business attraction program "Invest in Greene", a new craft beverage trail campaign, a motorcycle campaign, a new business advisory committee and new efforts to market and advertise downtowns.

On a motion by Mr. Goldberg, seconded by Mr. Poelker and with all in favor, the meeting was adjourned at 7:50 PM.

Respectfully Submitted,



Ed Diamante, Secretary