



# Economic Development & Tourism Committee

411 Main St.  
Catskill, NY 12414

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

## ~ Agenda ~

---

Monday, April 13, 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. Supporting A Four Million (\$4,000,000.00) Dollar Budget Line Item For The Catskill Park And Catskill Forest Preserve Within The New York State Environmental Protection Fund (EPF)
2. Declaring Negative Declaration Of Environmental Impact Under State Environmental Quality Review (SEQR) For Big Valley Trail Breakers Snowmobile Club Snowmobile Trail Development And Maintenance
3. Authorizing State Snowmobile Trail Grant Application
4. Authorizing Agreement Big Valley Trail Breakers Snowmobile Club
5. Authorizing Community Development Loan Honey Hollow Brewery
6. Authorizing Community Development Loan 394 Holding LLC
7. Reappointing Members - Greene County Planning Board

### Informational Items

Greene County Planning Board Meeting Minutes March 18, 2015

Quantum Fund Committee Meeting Minutes April 1, 2015

Tourism Advisory Committee Meeting Minutes March 17, 2015

### Adjournment



## Resolution No.

### **Supporting A Four Million (\$4,000,000.00) Dollar Budget Line Item For The Catskill Park And Catskill Forest Preserve Within The New York State Environmental Protection Fund (EPF)**

**WHEREAS**, the Catskill region is home to the Catskill Park, established by the State of New York in 1904 and the Catskill Forest Preserve lands; and

**WHEREAS**, 705,000 acres of land with the "Blue Line", 287,500 acres of Catskill Forest Preserve land exists for public enjoyment; and

**WHEREAS**, the economic impact of outdoor recreational activities that rely on public and protected lands attracted a total of more than 1.7 million visitors with an estimated economic impact greater than FORTY SIX MILLION (\$46,000,000.00) DOLLARS, supporting 980 jobs; and

**WHEREAS**, all outdoor recreational activities, including both those that rely on public and protected lands and those that rely on private lands, attracted nearly 2.5 million visitors with an estimated economic impact of more than ONE HUNDRED FIFTEEN MILLION (\$115,000,000.00) DOLLARS, supporting 2,413 jobs; and

**WHEREAS**, operations of the New York State Department of Environmental Conservation and the New York City Department of Environmental Protection generated an economic impact of SIXTY TWO MILLION FOUR HUNDRED THOUSAND (\$62,400,000.00) DOLLARS, supporting 1,571 jobs (an estimate judged to be highly speculative with actual impacts presumed to be significantly greater); and

**WHEREAS**, much of the economic activity of the region is focused on the preserved land of the region; and

**WHEREAS**, stewardship and maintenance of these lands are critical for the continued use and enjoyment of the region, to strengthen the economy and to protect the vital ecosystem services of the region.

**NOW, THEREFORE, BE IT RESOLVED**, that the County of Greene, supports the establishment of a budget line item for the Catskill Park and Catskill Forest Preserve within the Counties of Greene, Ulster, Delaware and Sullivan in the New York Environmental Protection Fund, beginning fiscal year 2015-16 and ongoing; and

**BE IT FURTHER RESOLVED**, that the Clerk of the Greene County Legislature shall forward certified copies of this resolution to Governor Andrew Cuomo, Senator John Bonacic, Senator James Seward, Senator Thomas Libous, Senator George A. Amedore, Assemblyman Clifford Couch, Assemblyman Peter Lopez, Assemblywoman Claudia Tenney as well as the Clerks of the Ulster, Delaware and Sullivan County Legislatures.

**Meeting History**

**Current Meeting**

04/13/15 Economic Development & Tourism Committee



## Resolution No.

### **Declaring Negative Declaration Of Environmental Impact Under State Environmental Quality Review (SEQR) For Big Valley Trail Breakers Snowmobile Club Snowmobile Trail Development And Maintenance**

WHEREAS, Resolution 137-07 on April 18, 2007 authorized the County of Greene to act as local sponsor for a snowmobile trail grant program in cooperation with the Big Valley Trail Breakers Snowmobile Club; and

WHEREAS, Article 27 of the New York State Parks, Recreation and Historic Preservation Law establishes a mechanism for allocating funds to local governmental sponsors for the development, maintenance, and use of snowmobile trails designated as part of the State Snowmobile Trail System; and

WHEREAS, having reviewed the criteria contained in 6NYCRR, Section 617.7, Greene County finds that there will be no significant adverse environmental impact resulting from the development, maintenance, and use of said snowmobile trails in cooperation with the Big Valley Trail Breakers Snowmobile Club including application and use New York State Parks, Recreation and Historic Preservation funding for snowmobile trail development and maintenance.

NOW, THEREFORE, BE IT RESOLVED, that the Chairman of the Legislature, be and hereby is authorized to sign a Negative Declaration of Environmental Impact under State Environmental Quality Review (SEQR), Article 8 of the New York State Environmental Conservation Law, stating that there will be no significant adverse environmental impact resulting from the application and use New York State Parks, Recreation and Historic Preservation funding for Snowmobile Trail Development and Maintenance by the Big Valley Trail Breakers Snowmobile Club.

#### **Meeting History**

#### **Current Meeting**

04/13/15 Economic Development & Tourism Committee



**Resolution No.**

**Authorizing State Snowmobile Trail Grant Application**

**Authorizing Grant Application**  
**Snowmobile Trail Development and Maintenance 2015-2016**

WHEREAS, Resolution 137-07 on April 18, 2007 authorized the County of Greene to act as local sponsor for a snowmobile trail grant program in cooperation with the Big Valley Trail Breakers Snowmobile Club; and

WHEREAS, Greene County under Section 27.17 of the New York State Parks, Recreation and Historic Preservation Law is preparing a grant application in cooperation with the Big Valley Trail Breakers Snowmobile Club for Snowmobile Trail Development and Maintenance for the period April 1, 2015 to March 31, 2016.

NOW, THEREFORE, BE IT RESOLVED, that the Chairman of the Legislature, upon review and approval of the County Attorney, is hereby authorized to sign a grant application for funding of the Big Valley Trail Breakers Snowmobile Club Trail Development and Maintenance for 2015-2016; and

BE IT FURTHER RESOLVED, that the Chairman of the Legislature, upon review and approval of the County Attorney, is hereby authorized to sign summary sheets related to the Snowmobile Trail Grant for 2015-2016.

**ATTACHMENTS:**

- Authorizing Memorandum Big Valley Trail Breakers (PDF)

**Meeting History**

**Current Meeting**

04/13/15 Economic Development & Tourism Committee

## MEMORANDUM

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

**FROM:** Warren Hart, Director

**DATE:** April 13, 2015

**RE:** Greene County Application to NYS Parks, Recreation and Historic Places under the NYS Snowmobile Trail Grants Program as the Local Sponsor on Behalf of the Big Valley Trail Breakers Snowmobile Club

The President of the Big Valley Trail Breakers Snowmobile Club (Club), Glenn Howard, has asked Greene County to become the Local Sponsor of the Club under the NYS Snowmobile Grant Program. The Club is currently sponsored by each of the three Towns within Greene County where the trail is presently located: Halcott, Lexington and Prattsville. The transition of the local sponsorship to Greene County will significantly streamline the application, reporting, and administrative requirements of the Club and relieve the Towns of this responsibility. The Towns have been contacted and are in support of the County taking over the sponsorship on behalf of the Club.

Participation of the County and the Club in the NYS Snowmobile Grant Program, allows the Club to access funding for trail development and maintenance, currently around \$3,000. Greene County provides no direct funding; rather state grant funding for the program comes from NYS snowmobile registration fees. The funds are provided by the state to the Club, via the local sponsor per the terms of the program. The Club will be executing a contract with Greene County and providing the necessary insurance through the NYS Snowmobile Association, which insures each of the Clubs participating in the NYS Trail Network.

The Big Valley Trail Breakers is organized as a Not-For-Profit 501(c)(3) with approximately 100 members. Their snowmobile trail goes through Halcott, Lexington, and Prattsville and connects to Delaware County in Roxbury allowing access to the NYS Trail Network.

Attached for authorization by the Legislature are three resolutions necessary for the County's participation as a local sponsor, including:

- Authorizing Agreement between Greene County and Big Valley Trail Breakers Snowmobile Club for 2015-2016;
- Authorizing 2015-2016 Grant Application for Snowmobile Trail Development and Maintenance;
- Declaring Negative Declaration of Environmental Impact under State Environmental Quality Review (SEQRA) for Big Valley Trail Breakers Snowmobile Club Snowmobile Trail Development and Maintenance and Authorize the Chairman of the Legislature to sign the 2015-2016 SEQRA Form.



## Resolution No.

# Authorizing Agreement Big Valley Trail Breakers Snowmobile Club

### Authorizing Agreement Big Valley Trail Breakers Snowmobile Club 2015-2016

WHEREAS, Resolution 137-07 on April 18, 2007 authorized the County of Greene to act as local sponsor for a snowmobile trail grant program in cooperation with the Big Valley Trail Breakers Snowmobile Club; and

WHEREAS, Greene County under Section 27.17 of the State Parks, Recreation and Historic Preservation Law will apply for a grant in cooperation with the Big Valley Trail Breakers Snowmobile Club for Snowmobile Trail Development and Maintenance for the period of April 1, 2015 to March 31, 2016; and

WHEREAS, it is necessary to have an agreement between Greene County and the Big Valley Trail Breakers Snowmobile Club in place to ensure that the club properly performs trail maintenance and grooming of existing trails, and to authorize the County as the local sponsor to transfer funds from the grant to the club for their work for the period of April 1, 2015 to March 31, 2016.

NOW, THEREFORE, BE IT RESOLVED, that the Chairman of the Legislature, upon review and approval of the County Attorney, be and hereby is authorized to sign an agreement with Big Valley Trail Breakers Snowmobile Club for 2015-2016.

### Meeting History

#### Current Meeting

04/13/15 Economic Development & Tourism Committee



## Resolution No.

### Authorizing Community Development Loan Honey Hollow Brewery

WHEREAS, Greene County has received a grant from the State's Office of Community Renewal (NYS CDBG Project ME #477ME9-14) for Community Development Block Grant funding; and

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

WHEREAS, the Economic Development Committee met on April 1, 2015 and recommended that a loan be made to the Honey Hollow Brewery, located in Earlton, Town of New Baltimore.

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, the terms and conditions of the State grant, and approval by the Greene County Attorney, to the Honey Hollow Brewery in an amount not to exceed \$25,000; and be it further

RESOLVED, that if, the project is complete, job goals have been met, and the Borrower has complied with all applicable state and federal statutes and program rules covering this project, and the Borrower having fully complied with all of the covenants, conditions, and obligations of the agreement executed between the Borrower and Greene County, then 60% of the loan shall be forgiven according to the schedule in the lending agreement; and be it further

RESOLVED, that this resolution shall expire on July 15, 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:

- Community Development Loans Cover Memo (PDF)
- Honey Hollow Brewery Summary (PDF)

#### Meeting History

#### Current Meeting

04/13/15 Economic Development & Tourism Committee

**MEMORANDUM**

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

**FROM:** Warren Hart, Director

**DATE:** April 13, 2015

**SUBJECT:** Quantum Fund Committee Recommendations; Authorizing Community Development Loans; Honey Hollow Brewery, and 394 Holding LLC.

The Quantum Fund Committee met on April 1, 2015 and reviewed loan and grant requests being made under Greene County’s Economic Development Revolving Loan Program and the 2014 Microenterprise Assistance Project (MAP) #477ME9-14.

The Committee recommended that one Microenterprise deferred principal & interest loan for \$25,000 be made to 394 Holding LLC (100% grant). All MAP projects involving grants are written as deferred principal and interest loans that convert to grants when the project is complete. Under the terms of this MAP grant from NYS, only new start-up businesses are eligible for 100% grant funding.

The Committee recommended that one Microenterprise deferred principal & interest loan for \$25,000 be made to Honey Hollow Brewery (60% grant, 40% loan).

At the end of the loan terms, if the project is complete, job goals have been met, and the borrower has complied with all of the covenants, conditions, and obligations of the agreement executed between the Borrower and Greene County, then deferred principal and interest loans shall be converted to a grant and forgiven according to the schedule in the lending agreement.

Attached are resolutions that will authorize the loans.

Attachment: Community Development Loans Cover Memo (1663 : Authorizing Community Development Loan Honey Hollow Brewery)

# Honey Hollow Brewery

## Project Location

376 East Honey Hollow Road, Earlton

## Summary

Donna Taormina, a certified Master Gardener, owns Honey Hollow Brewery of Earlton, a nano scale brewery. Her husband Matty is the brewmaster. Currently operating a ½ barrel system, Honey Hollow Brewery looks to purchase necessary equipment to expand to a 2.5 barrel system. The company is very innovative in that they grow their own hops. They operate on 19 acres in Earlton. They started growing hops in 2011, began buying equipment to make beer in 2012, and started actual production of beer in 2013.

Currently the Cask & Rasher in Coxsackie and the Palmer House in Rensselaerville purchase product in 1/6 kegs. May through October they will sell kegs to Sunny Hill Golf Course. They have not been able to keep up with demand. The Brasserie in Greenville, the Beer Diviner in Stephentown and Green Wolf Brewing in Middleburg want Honey Hollow products, but the brewery does not have the capability to produce enough. They also have a strong following locally of individuals purchasing product in growlers.

## The project

Honey Hollow looks to purchase the equipment necessary to expand to a 3 barrel system by buying equipment for a 25. Barrel brew system

## Financing

|                      |                 |
|----------------------|-----------------|
| Microenterprise Fund | \$ 25,000       |
| Cash                 | <u>\$ 2,961</u> |
|                      | \$ 27,961       |

## Jobs

One full-time or 2 part-time positions will be created, for an FTE total of 1

## Security

Machinery & equipment, existing and new.

Attachment: Honey Hollow Brewery Summary (1663 : Authorizing Community Development Loan Honey Hollow Brewery)



## Resolution No.

### Authorizing Community Development Loan 394 Holding LLC

WHEREAS, Greene County has received a grant from the State's Office of Community Renewal (NYS CDBG Project ME #477ME9-14) for Community Development Block Grant funding; and

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

WHEREAS, the Economic Development Committee met on April 1, 2015 and recommended that a loan be made to the 394 Holding LLC, a start-up business that will be located on 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 Economic Development Committee, the terms and conditions of the State grant, and approval by the Greene County Attorney, to 394 Holding LLC in an amount not to exceed \$25,000; and be it further

RESOLVED, that if, the project is complete, job goals have been met, and the Borrower has complied with all applicable state and federal statutes and program rules covering this project, and the Borrower having fully complied with all of the covenants, conditions, and obligations of the agreement executed between the Borrower and Greene County, then 100% of the loan shall be forgiven according to the schedule in the lending agreement; and be it further

RESOLVED, that this resolution shall expire on July 15, 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:

- 394 Holding LLC Summary (PDF)
- Memo For 394 Holding LLC Loan (PDF)

#### Meeting History

#### Current Meeting

04/13/15 Economic Development & Tourism Committee

# 394 Holding LLC

## Project Location

394 Main Street, Catskill

## Summary

Gilbert Scott Bagnell, his wife Mary Ann Bagnell, and son Edmund A. Bagnell have purchased the former Retriever Roasters building on Main Street in Catskill and are renovating it to be a restaurant/café/wine bar. The business will target those seeking pick-me-ups and lighter meals. The dining area will seat 36.

The principal operators of the business and Gilbert and Mary Ann Bagnell, both of whom have been involved in the restaurant business in the past. Currently, along with their son Edmund, they own The Post Cottage, an upscale B&B in Catskill. Both Gil and Mary Ann are very active in the community as well. The owners have to date invested over \$300,000 of their own cash into the project, freeing it from debt.

## The project

The company looks to buy very specific furniture, fixtures and equipment

## Financing

|                      |                 |
|----------------------|-----------------|
| Microenterprise Fund | \$ 25,000       |
| Cash                 | <u>\$ 3,880</u> |
|                      | \$ 28,880       |

## Jobs

While one FTE is required under the microenterprise program, four full-time and five part-time positions will be created, for an FTE total of 6.5.

## Security

\$70,000 certificate of deposit.

Attachment: 394 Holding LLC Summary (1662 : Authorizing Community Development Loan 394 Holding LLC)



**Resolution No.**

**Reappointing Members - Greene County Planning Board**

BE IT RESOLVED, that the following individuals be reappointed as members of the Greene County Planning Board, representing town/village as indicated for three year terms which shall expire March 15, 2018:

NAME:

TOWNS/VILLAGES:

Cynthia La Pierre  
Mitchell Smith  
Peter Alberti

Town Of Jewett  
Village Of Catskill  
Village Of Athens

**Meeting History**

**Current Meeting**

04/13/15 Economic Development & Tourism Committee



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

411 Main Street, Suite 419  
Catskill, New York 12414

**Warren Hart**  
Director



**GREENE  
BUSINESS**

  
DiscoverGreene.com

GREENE COUNTY PLANNING BOARD

Minutes of March 18, 2015 Meeting

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

Present:

Lee McGunnigle, Tannersville  
Erik Allan, Ashland  
Eva Atwood, Catskill T  
Jim Dymond, Prattsville  
Elizabeth Hansen, Cairo  
Anthony Paluch, Athens T  
George Carroll, Durham  
John Cashin, New Baltimore  
Peter Alberti, Athens V.  
Harold Goldberg, Hunter V.  
Mitchell Smith, Catskill V.  
Josephine Michaud-Uhrik, Hunter T.  
Cynthia LaPierre, Jewett  
Jennifer Cawein, Lexington  
Thomas Poelker, Windham

Absent:

Arnie Cavallaro, Greenville

Also in attendance was 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 Mr. Goldberg, seconded by Dymond, and with all in favor, members approved the minutes of the January 21, 2015 meeting.

Officers' elections were conducted as follows:

Mr. Diamante entertained nominations for Chairperson. Mr. McGunnigle nominated Mr. Allan; Mr. Poelker seconded the nomination. On a motion by Ms. Cawein, seconded by Mr. Goldberg, nominations were closed and Mr. Allan was elected chairperson with all in favor.

Chairman Allan entertained nominations for Vice Chairperson. Mr. Carroll nominated Mr. Dymond; Mr. Alberti seconded the nomination. On a motion by Mr. McGunnigle, seconded by Mr. Smith, nominations were closed and Mr. Dymond was elected Vice Chairperson with all in favor.

Chairman Allan entertained nominations for Secretary. Ms. Hansen nominated Mr. Diamante; Ms. Cawein seconded the nomination. On a motion by Ms.

LaPierre, seconded by Mr. Carroll, nominations were closed and Mr. Diamante was elected Secretary with all in favor.

The Board considered the following planning and zoning referrals:

**15-06 Town of Coxsackie, Local Decision:** Zoning Amendment to regulate commercial event venues. On a motion by Mr. Goldberg, seconded by Ms. Atwood, and with all in favor, 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.

**15-07 Village of Athens, Approve:** Code Adoption local law including various minor zoning changes. On a motion by Mr. McGunnigle, seconded by Ms. LaPierre, and with all in favor (except Mr. Alberti, who abstained), members approved the referral 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.

**15-08 Town of Cairo, Disapprove:** further temporary six month moratorium on permits related to the conversion of resorts or similar business activities in the town. On a motion by Mr. Smith, seconded by Mr. Goldberg, and with all in favor (except Ms. Hansen, who abstained), members disapproved the referral based on the CPB's prior recommendation that the town complete work within the prior moratorium period.

**15-09 Town of Cairo, Disapprove:** further temporary six month moratorium on permits related to the establishment of junk yards of similar businesses in the town. On a motion by Mr. Smith, seconded by Mr. Goldberg, and with all in favor (except Ms. Hansen who abstained), members disapproved the referral based on the CPB's prior recommendation that the town complete work within the prior moratorium period.

**15-10 Town of New Baltimore, Local Decision with Comment:** use variance application regarding a request to add auto repair to an existing small engine/tractor repair business in the Residential/Agricultural zone where it is not

allowed located at 970 County Route 54. On a motion by Mr. McGunnigle, seconded by Mr. Goldberg, and with all in favor (except Mr. Cashin, who abstained), members designated the referral a local decision with comment as follows:

The County Planning Board's policy on variances is that they be granted only in accordance with criteria established through Town/Village Law enabling legislation and the zoning law involved. The County Planning Board has generally discouraged the granting of use variances, except in cases where clear proof of hardship has been shown. In cases where hardship has not been shown but the municipality still believes the use is appropriate and desired for the district, the County Planning Board has recommended that the municipality consider whether the zoning law should be amended to add the use to the district use schedule rather than grant a use variance.

New York State Town Law requires that use variances be based on "unnecessary hardship," defined as property that cannot yield a reasonable return if used for the purposes allowed in the zone, where the use would not alter the essential character of the locality, where the plight of the owner is due to unique circumstances and not the general conditions in neighborhood, and where the alleged hardship has not been self-created. The New Baltimore zoning law includes similar criteria in Section 112-88.

The Zoning Board of Appeals is advised to consider whether Town Law and Town Zoning Law (Section 112-88) criteria for use variances has been met when considering this use variance request.

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

**15-11 Village of Tannersville, Local Decision:** Site Plan regarding addition to existing structure at 69 South Main Street for use as a Synagogue. On a motion by Mr. Goldberg, seconded by Ms. LaPierre, and with all in favor (except Mr. McGunnigle, who abstained), members designated the referral a local decision with the following comments:

1. The project plans should be reviewed for compliance with applicable building codes.

- 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

**15-12 Town of Prattville, Approve:** Site Plan regarding Prattville Fire District facility relocation. On a motion by Ms. Hansen, seconded by Mr. Alberti, and with all in favor (except Mr. Dymond, who abstained), members approved the referral 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.

On a motion by Mr. Goldberg, seconded by Mr. Smith and with all in favor, the meeting was adjourned at 7:40 PM.

Respectfully Submitted,



Ed Diamante, Secretary

GREENE COUNTY QUANTUM FUND COMMITTEE MEETING

Minutes of April 1, 2015

Those present were Allen Austin, Brad Cummings, Karen Deyo, Mark Maraglio, Steve Nelson, and Linda Overbaugh. Patty Handel and Rick Rasmussen 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 4:05 p.m. in Room 427 at the Greene County Office Building.

The minutes of the November 5, 2014 meeting were unanimously approved on a motion by Ms. Overbaugh, seconded by Ms. Deyo.

**Microenterprise Application from Honey Hollow Brewery.** The committee reviewed a proposal from the applicant to purchase equipment to expand their farm brewing operation. Ms. Deyo moved to approve the application, seconded by Ms. Overbaugh. Motion carried unanimously. This is a partially state-funded project, with a deferred principal and interest loan for 60% (a "grant"), and a regular Microenterprise loan for the remaining 40% (a "loan").

|                      |           |
|----------------------|-----------|
| Microenterprise Fund | \$ 25,000 |
| Owner cash           | \$ 2,961  |
| Total                | \$ 27,961 |

Term 5 years

Security: The loan will be secured by a blanket security agreement on all equipment, both existing and new, and any additional collateral required by the County Attorney.

Personal guarantee: Donna Taormina.

**Microenterprise Application from 394 Holding, LLC.** The committee reviewed a proposal from the applicant to purchase furniture, fixtures and equipment for their renovation of the former Retriever Roaster's building in Catskill. Mr. Nelson moved to approve the application, seconded by Ms. Deyo. Motion carried unanimously. This is a fully state-funded project, with a deferred principal and interest loan for the entire amount (a "grant").

|                      |            |
|----------------------|------------|
| Microenterprise Fund | \$ 25,000  |
| Owner cash           | \$ 3,880   |
| Total                | \$ 100,000 |

Term 5 years

Security: The loan will be secured by an existing \$70,000 CD, and any additional collateral required by the County Attorney.

Personal guarantee: Gilbert, Mary Ann and Edmund Bagnell.

Mr. Nelson inquired as to where the funds had come from in the past for façade renovation, noting there were many Main Street facades in the County that could use investment. Mr. Hart noted that before the Great Recession, the County had funded Main Street façade renovations on a 50/50 basis. Over 7 years the County allocated \$1 million, of which

Attachment: QF Committee Meeting Minutes 040115 (1669 : Quantum Fund Committee Meeting Minutes April 1, 2015)

\$800,000 was expended on 140 projects, leveraging over 7 million in private investment. The County is currently assisting with state funded Main Street projects in the Village of Hunter and Prattsville.

Mr. Hart reviewed 4<sup>th</sup> quarter 2014 financials with the committee, and followed that with a review of the 2014 Annual Report just recently prepared by the Department, including: 2014 Quantum Fund Loan Activities; Consolidated Funding Applications (CFA's) that had been awarded to the County through the efforts of the Department in 2014; and Direct CDBG Economic Development Projects, both new and on-going.

There was brief discussion of legal actions. Mr. Hart requested Committee action on a delinquent loan for Mountain T's in Catskill. Mr. Hart was going to notify the loan recipient and request payment prior to any legal action. Mr. Maraglio moved to proceed with necessary legal action with Mr. Nelson seconding, and the motion passed unanimously.

Ms. Deyo moved to adjourn the meeting at 4:50, seconded by Ms. Overbaugh. Motion carried unanimously.



**Greene County Tourism Advisory Committee Meeting Minutes**

**Date: Tuesday March 17, 2015 - 9:30 a.m.  
Windham Mountain**

**Attendance:**

**Committee Members Attending** –Carol Schreiber, Baumann's Brookside; Suzanne Oldakowski, Bavarian Manor County Inn; Chip Seamans, Windham Mountain; Denise Kerrigan; Zoom Flume; Russ Coloton, Hunter Mountain

**Legislators in Attendance** – Kevin Lewis, County Chairman; Patty Handle, Chairperson, Economic Development and Tourism Committee; Joe Kozloski; Gene Hatton;

**Staff** –Warren Hart, Heather Bagshaw, Nancy Petramale, Teri Weiss, Karl Heck

Chip welcomed everyone to Windham Mountain, and spoke about current changes, renovations and upgrades that have taken place at the Mountain over the past year. They are currently in the process of hiring a new marketing director. They've had a great winter, with fabulous conditions in spite of the bitter cold. They haven't had to make snow since January, which was a cost saving factor this year. Expected closing date is April 5<sup>th</sup>.

Chip also spoke about their \$11 million dollar infrastructure project taking place over the next two years, including upgrades to the snow making and grooming equipment. They've moved the beginner's area to the front of the main lodge, which created a much better experience for the novice skier and boarder. They've also created a new ski trail, and purchased the Windham Golf Course which now gives them a four season destination. This summer the mountain will transform into a full fledge mountain bike park, that was designed by the company Gravity Logics. The UCI Windham World Cup will once again be back this August, along with the Warrior Dash. They have also renovated the third floor Seasons Restaurant, which will be a contributing factor to the wedding industry growth for the resort. "More and more couples want to get married at the top of the mountain, with the reception following down in the Lodge" Chip said.

Additionally, the Mountain is renovating the Child Learning Center, and has added a full service spa, "Alpine Spa" within the Windham Mountain Resort. Currently under construction is the development of the Whisper Creek Condo project. This will create 41 units which is already over 65% sold.

Heather gave a brief history about our regional partners in tourism; Hudson Valley Tourism (HVT) and the Catskill Association Tourism Services (CATS) and then gave a detailed PowerPoint presentation. It included information regarding the awarding of a Regional Economic Development Council Grant in the amount of \$300,000 through the Capital Region Council. Grant activities centered on the marketing strategies of advertising, website growth, Search Engine Optimization, Facebook, and collateral development. Partnering with organizations like HVT and CATS allows us to attend travel shows on behalf of the county that normally we wouldn't be able to afford. Primarily HVT advertising efforts focuses on the New Jersey and Philadelphia areas. Within the PowerPoint were several examples of online advertising, magazine ads, banner ads and tweets that HVT has placed, along with some of the stats. Heather noted, that during the peak advertising period of the HVT campaign, it was our number referral site to the Great Northern Catskill website. This is proof that our matching funds are working for us.

HVT partnered with the New York Port Authority and Stewart Airport to help secure matching funds that allowed us additional advertising for the Hudson Valley Region. This included adding a new transportation page featuring regional partners on the website. Additional advertising was placed through radio spots, online banner ads and seasonal E-Blasts too. Partnering with HVT has also allowed us to participate in the World Travel Market, travel trade and journalist event as a corporate partner. In addition we also participated in ILNY Travel Writer Workshop, Philadelphia Travel and Adventure show, sponsored by the Classic Hudson Valley, a prestigious travel journalist event, and Brand USA, which is an international program.

Warren elaborated regarding the importance of the partnership with HVT. Partnering with entities such as, the NY Port Authority and Stewart airport has given us "a holistic arm" linking to our region, and by partnering with them our regional funding has helped to enlarge our advertising campaign, which has resulted in increase traffic to our website and visitor to the region. Our participation in HVT also ensures that we are serving the Historic River Towns. Heather is now on the marketing committee with Hudson Valley Tourism.

Heather then continued with the PowerPoint and reviewed with everyone the Facebook stats and SEO performance. She spoke about HVT collateral, including the tradeshow pull up banner, which identifies various stops along the river and a foldout map and rack card to coincide with it.

Some additional items that she spoke about were the Autumn Themed itinerary that was on HVT website this past fall and the results from those pages. She reviewed the Autumn E-blast and the Autumn Themed post card that was mailed to 12K recipients, all of which help to drive consumers to the itinerary page on the website. She also spoke about the online survey that was sent to consumers, with the results. To entice people to take the survey a Visa gift card was offered, and resulted in 85 gift cards being issued, this brought up some discussion regarding gift cards among the committee.

Heather presented another PowerPoint presentation, "Germany Fall 2014 Multi-Channel Campaign" from the Catskill Association Tourism Services (CATS) which Greene County is a regional partner. "This campaign was in hopes of attracting more of the international market. She gave an overview of the campaigns components.

Warren commented, "Partnering with CATS and pooling our resources allows us to promote to the international traveler, and to advertise and work with programs such as Brand USA, and VISA USA".

Talks ensued amongst everyone regarding international travel and the traveler. Warren mentioned that ILNY has made a new commitment to international travel and in a few weeks there is a large international trade show in Ottawa Canada. Many of the County TPA's and regional Groups are attending through cooperative arrangements with ILNY. This would be a cost effective way for Greene County to attend these types of events in the future.

Warren added that Adworkshop is currently working on a new motorcycle campaign and we have growing international motorcycle travelers coming from Canada. "Making a presence in the Canadian market is something that we need to consider for 2016".

Russ commented that the Canadian market is huge and it would be great if we could entice them to stop here for an overnight stay on their way through. During the Canadian holidays, there is big influx of Canadian visitors to the mountain. The Committee was in favor of evaluating Greene's participation at Canadian travel shows.

Gene mentioned that his wife, who is a teacher, has traveled to China with the school a few times, and "that is where the money is". Warren then mentioned that in 2013 ILNY did a 2 day seminar and met with travel writers and tour operators, hoping to attract more visitors from China to the region. ILNY continues to support this market.

Heather said that funding for the international market will be considered in the 2016 budget.

Carol commented about the number of guests that she has coming from Canada to attend a family reunion, and Suzanne also commented on her increased number of international guests that stop overnight and then proceed onto their destination.

Heather stated that starting in April Greene County will be saturating the market with adverting for the Kaaterskill Clove Experience. Warren stated that he was very pleased with the campaign, website and collateral materials and that it is finally officially launched. Many businesses, organizations, and people worked together to bring this campaign together and it was gratifying to see it. He added, that "it is one of the most important cultural and historical trails that we have in Greene County and it is very important to the State's history as well." Marketing for the trail will also be targeting the international traveler.

Warren also mentioned that ILNY has a new mobile application, and we've created a huge presence on that site and have gained more exposure to our county and regionally from it. Nancy is continually populating content, such as events, accommodation listings, packages and photo/video to the ILNY site. "We are usually always ranked on the top of the listing page with them", said Nancy. [http://www.iloveny.com/places-to-go/catskills/#.VR6sp\\_zF-So](http://www.iloveny.com/places-to-go/catskills/#.VR6sp_zF-So)

Warren indicated that the new County Tourism Gateway signs had received regulatory approval by the NYSDOT, that the sign design is at the printers, and County Highway will be installing them. Warren also mentioned that the Kaaterskill Clove Experience signage has been submitted to the NYSDOT for approval and we are waiting for their response.

Heather then announced that the Round Top Mountain Bike trail has just opened. They will have both single and double track trails available, but are for the more experienced rider. Windham Mountain will now be a full service mountain bike riding center, they'll provide a riding experience for everyone from beginner to expert. They'll also have lessons available and a full service shop for rentals and purchases. "With Windham Mountain being on board, this brings more opportunity to the area and an entirely new clientele to the County".

In addition, Heather also mentioned that the 2015 travel guide was printed earlier this year, so that we would have it available for our travel shows that we attend during the winter season. Also produced were an updated Golf Guide and Dining Guide.

Heather mentioned that she and Warren will be attending the Catskills Legislative Round Table reception at the Andes Hotel on April 2<sup>nd</sup>.

The next TAC meeting will be the Tourism Seminar on May 5<sup>th</sup> at the Villa Vosilla in Tannersville.