



Board Meeting Agenda
July 11, 2023
Legislative Conference Room #318 and via Zoom

Present: Alana Daly Mikhalevsky; Marjorie Keith; Kerri Pratt; Dylan Miyoshi; Chris Ryder; Kimball Gell; Dr. Mark Hirko; John Kraus; and Walter Recher

Absent: Robert Zubrycki; Richard Weiss; and Don Minichino

Staff: Kathleen Abels and Rachael Paradise

Guest: Bill Nulk

1. Call to Order
2. Approval of Minutes: *Minutes unanimously approved*
3. Vote to formally adopt revised mission statement: “The mission of the Putnam County Economic Development Corporation (PCEDC) is to promote the economic vitality of Putnam County, to retain and grow existing businesses, attract new businesses, broaden the County’s tax base, and increase employment opportunities for County residents. The PCEDC acts as a facilitator, bringing together businesses, government agencies and other stakeholders.” *Motion was made to approve the revised EDC mission statement. Seconded by Marjorie Keith. Unanimously approved.*
4. Marketing Committee Report (attached):
 - The fall Breakfast symposium is in planning. Speakers are being narrowed down with Gus Scacco who has been on Fox Business being the featured speaker. We need to decide whether to have 4 or 5 panelists. Possible dates for the event are Sept. 26, or 28 or Oct. 3 or 5.
 - Constant Contact is up and running
 - Web site updates are on track
5. President’s Report (attached)
6. Treasurer’s Report: Richard Weiss was not in attendance.
7. New Business: No new business
8. Adjournment: Meeting was adjourned at 9:32.

Next meeting is September 12, 2023 at 9 a.m.

PCEDC Marketing Committee

July 11th, 2023

Developments and Activities

- Marketing Chair and Member Chris Ryder met with Event Committee on planning for fall symposium, offered input on keynote speaker, venue, marketing strategy
- Marketing Committee engaged with website management consultant Caroline Genovese on further recommendations on website
- Developed input on best locations for drone photos and discuss marketing plans for events and social media campaign
- Followed up with Nick Madeo of Madeo Multimedia to gather input on a marketing/PR video his company would produce, integrating updated website visuals, last year's PCEDC Fall Symposium
- Submitted photos from Brewster and Cold Spring for website
- Connected with Ace Endico Marketing VP Laura Verzello on sponsorship opportunities

President's Report
May 9, 2023 – July 10, 2023

Continued participating in quarterly Red-Carpet meetings.
Continued weekly, in-person collaboration meetings with Tourism.

Continued serving on Board of Directors for Town of Southeast Cultural Arts Coalition and for Friends of Lasdon Park and Arboretum.

Sent out several site searches for Empire State Development to commercial realtors.

Film Putnam presses on. Portions of *Pokerface* were shot at the Samuel Sloan Estate in Garrison and *Companion* is being filmed in Putnam Valley including at the Durland Boy Scout Camp.

Re-upped our annual membership with Hudson Valley Film Commission.

New improved NYS tax credits include:

- A Program extension through 2034.
- \$700 million in annual funding.
- A 30% base credit with an additional 10% “Hudson Valley” bump.

05/10/23 – Participated in the Business Leadership Exchange.

05/11/23 – Had one-on-one meeting with CE Kevin Byrne at his request.

05/17/23 – Participated in Event Committee Meeting.

05/19/23 – Attended Mid-Hudson Regional Economic Development Council Meeting at the Culinary Institute of America.

05/25/23 – met on site with Community Based Services at their new InterArts buildings on Jon Barrett Road in Patterson. Discussed grant opportunities and the possibility of having the 12,000 square foot building designated as a Qualified Production Facility.

05/31/23 – Met with County Director of Communications Christopher Formisano to get his insights on our website rebuild. Chris offered to take the drone footage that we want at no cost to the PCEDC.

06/05/23 – met on site with the leadership of the Tompkins Corners Cultural Center. They have repurposed the Methodist Church on Peekskill Hollow Rad in Put Valley into a theater an arts center. Discussed grant opportunities and a future collaborative workshop to be coordinated through the Putnam Arts Council.

06/06/23 - Attended ESD meeting at Storm King Arts Center in Goshen for Governor Hochul's announcement regarding a large grant to Storm King.

06/13/23 – Attended the Cold Spring Chamber of Commerce Meeting at Boscobel.

06/14/23 – worked with Empire State Development on Consolidated Funding Application training at the auditoriums of the Tops Building in Carmel.

06/15/23 – Participated in Event Committee Meeting.
-Completed CLE class on the housing crisis.

06/16/23 – Met in person with Legislator Greg Ellner who will be chairing the Economic Development Committee this year.

06/19/23 – Attended the Juneteenth Ceremony at Veterans' memorial Park in Kent.

06/20/23 – Participated in Zoom meeting on website rebuild.

06/21/23 – Spoke with potential Symposium speaker, Ken Pokalsky, Business Council VP
- Attended Put Co Legislature meeting in evening.

06/28/23 – Chaired Red Carpet Team meeting

07/05/23 – worked with Richard Weiss on 2024 budget to be submitted to Mike Lewis, the new Commissioner of Finance.

07/05/23 – volunteered at Town of Southeast Cultural Arts Coalition's Brewster Summer Music Series concert at night.

07/06/23 – Met in person with Carla C. Castillo G., MS/MCP, Executive Director of Hudson Valley Regional Council and with Bridget Gibbons, Director, Economic Development, Westchester County and Paul Jonke, Chair of the Put Co Legislature, to discuss the PCEDC's partnership with HVRC.

07/10/23 – telephone discussion with Gus Scacco, CEO & Chief Investment Officer, Hudson Valley Investment Advisors, Inc. on potentially being the keynote speaker at our Breakfast Symposium.