



PCEDC Board Meeting Minutes

March 14, 2023

9 a.m.

Via Zoom only due to winter storm

Present: Chris Ryder, John Kraus, Kimball Gell, Walter Recher, Richard Weiss, Don Minichino, Marjorie Keith and Robert Zubrycki

Absent/Excused: Alana Mikhalevsky Daly, Dr. Mark Hirko, Dylan Miyoshi

Staff: Kathleen Abels

Guests: Bill Nulk (PCIDA)

- I. 9:04 a.m. Call to Order by Richard Weiss
- II. Approval of January 2023 Board Meeting Minutes: John Kraus made a motion to approve; Don Minichino seconded the motion; the motion was passed unanimously.
- III. President's Report: *Please see report attached.*
- IV. Marketing Committee (Walt Recher, Don Minichino, Chris Ryder and Dylan Miyoshi)

Report:

- Marketing Committee Chair attended March 8th meeting in Brewster and contributed to discussions on collaboration with Putnam County Business Council and engagement with guest speaker Adam Bosch of Patterns in Progress on EV charging stations
- Developed report and recommendations in advance of PCEDC website review based on research into regional EDC website and social media
- Walt Recher Reached out to Adams Farms on possibility to consider Putnam County for next retail market location
- Walt Recher discussed possibility of membership with local businesses in Town of Kent

Discussion:

Don Minichino suggested a new logo be considered, mixed use development be promoted and a landing page be created on our website for hospitaotiyu

Walt Recher wants to start a branding/re-brandin campaing

Bob Zubrycki cautioned that this should be aligned with the County through its new Communications Director. Proposed video production discussed with former County Executive is on hold.

Marketing committee to review footage of September's Breakfast Symposium for use of portions on social media.

Katheen Abels will set up a meeting with our current website designer to update and refresh.

- V. Other Business – Richard Weiss will meet with Audit Committee – Alana Mikhalevsky, Richard Weiss and John Kraus, after accountant’s audit is complete

Marjorie Keith reminded the Board that it’s time to start planning our Fall event.

Kimball Gell would like to see a new, local entrepreneur as a speaker.

Don offered to Co-Chair this year’s event committee.

Richard Weiss reminded the Board that we need a budget.

- VI. Adjournment – 10:03

Don Minichino made a motion to adjourn; Kimball Gell seconded the motion; the motion was passed unanimously.

Next meeting is May 9, 2023, at 9 a.m.

Location TBD