



Board Meeting Meetings  
September 12, 2023  
Legislative Conference Room #318 and via Zoom

Present: Marjorie Keith; Dylan Miyoshi; Chris Ryder; Kimball Gell; Dr. Mark Hirko; John Kraus; Robert Zubrycki; Richard Weiss; Don Minichino and Walter Recher

Absent: Alana Daly Mikhalevsky and Kerrie Pratt

Staff: Kathleen Abels and Rachael Paradise

Guest: Bill Nulk

1. Call to Order
2. Approval of Minutes: *Minutes unanimously approved*
3. Treasurer's Report:
  - EDC's audit was completed and filed on time.
  - The annual budget was prepared and presented to the county.
  - Kathleen Abels will be having a meeting with Mike Lewis, Putnam County's commissioner of finance, to discuss the budget.
  - EDC has \$200K in the fund balance. Having this money available is important as we move forward. As it stands, if we have no funding from Putnam County, EDC could run for about 2.5 years.
4. Marketing Committee Report (attached):
  - In addition to the attached report, the Marketing Committee discussed a hope to hire an expert to help with a business marketing plan.
  - Kathleen Abels said she would reach out to additional sponsors for the breakfast symposium.
  - Leveraging connections to fill the symposium is important. LinkedIn could be crucial in reaching people.
5. President's Report (attached)
6. New Business: No new business
7. Adjournment: Meeting was adjourned at 10:25 a.m.

**Next meeting is Nov. 14, 2023 at 9 a.m.**

## **Marketing Committee Report**

### **Developments and Activities**

- Marketing Committee Member Minichino met with Event Committee on planning for fall symposium, offered input on marketing strategy
- Marketing Committee met to review fall marketing focused on creating awareness about the Fall Symposium, agreed to share thoughts on investing PCEDC funds to help grow awareness of activities, events, membership
- Marketing Committee Member Minichino developed and shared Facebook post to help promote registration for Fall Symposium
- Marketing Committee Chair Recher posted on LinkedIn about Fall Symposium
- Marketing Chair Recher drafted press release on Symposium

**President's Report**  
**July 11, 2023 – September 11, 2023**

Continue participating in quarterly Red-Carpet meetings.  
Continued weekly, in person collaboration meeting 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.

*Film Putnam* - Coming of age film, *Every Other Weekend*, filming.  
in Mahopac including at Putnam County Golf Course.

*Symposium* –

- Don Minichino created a FB event under his business page and added PCEDC as co-host. Rachael will edit.
- Crystal Award for Bill Nulk ordered from Crown Trophies on 9/8.
- Media Release created 9/7 by Rachael and edited 9/8 by Walt and Kathleen independently. Final to go out today.
- Got second bid for audio sound system service from Madeo Multimedia Inc. Savings of \$429. Locked in and let Double Image know that we hired a different vendor.
- Finalized the 4 panelists:
  - Adam Bosch, President and CEO of Hudson Valley Pattern for Progress
  - Tom LaPerch, Director of Commercial Group at Houlihan Lawrence
  - Heather Mulligan, President and CEO of The Business Council of New York
  - James E. Hanley, senior policy analyst at Empire Center for Public Policy
- Keynote presentation “The Economy, Where We Were, Where We Are and Where We Are Going” by Gus Scacco, Chief Executive Officer & Chief Investment Officer at Hudson Valley Investment Advisors, Inc.
- Bob Z to arrange for musicians.

07/19/23 – Attended Susan B. Anthony ceremony in front of historic courthouse.

07/21/23 – Met with CE Byrne and Chair of Legislature, Paul Jonke, regarding HVRC request for funding from Putnam County

07/11/23 – Drone footage for website refresh shot by Chris Formisano

08/23/23 – attended Webex on “State of Grid.”

08/23/23 – Lunch meeting with Joyce Piccone of Putnam Arts Council and with Tourism to organize a leadership meeting of Putnam County Arts and Cultural groups.

08/24/23 - Garden Street walk through with potential purchasers.

09/06/23 – Meeting with Town of Southeast Supervisor Tony Hay