



Board Meeting Agenda  
November 14, 2023  
Legislative Conference Room #318 and via Zoom

**Present:** Marjorie Keith; Dylan Miyoshi; Chris Ryder; Kimball Gell; Dr. Mark Hirko; Robert Zubrycki; Richard Weiss; Alana Daly Mikhalevsky; Kerrie Pratt; Don Minichino; and Walter Recher

**Absent:** John Kraus

**Staff:** Kathleen Abels and Rachael Paradise

**Guest:** Bill Nulk

1. Call to Order
2. Approval of September Minutes: *Minutes unanimously approved*
3. Treasurer's Report:
  - Went before the county Legislature. Our budget was submitted and, after discussion with the legislators the budget was put back into the county's overall budget. It was approved.
4. Marketing Committee Report (attached):
  - In addition to the attached report, the Marketing Committee discussed a hope to hire an expert to help with marketing and capitalize on what the EDC can offer the community. The Marketing Committee will draft a statement of work that would need to be done. All agreed that working with an outside expert would be beneficial to the EDC from helping optimize our website and making it easier to find when using search engines to analyzing and reaching our target audience.
5. President's Report (attached)
  - Bill Nulk updated the board on the Alexandrion Distillery project which now includes a plan to build a hotel and conference center.
  - Ms. Abels discussed our recent Breakfast Symposium. We are still awaiting three sponsorship checks. It was decided that the symposium needs to end earlier as a number of people left by 10 a.m. or so.
  - Website is being updated by Caroline Genovese. We hope to have it completed by the end of the year.
6. New Business: No new business
7. Adjournment: Meeting was adjourned at 10:10 a.m.

**Next meeting is January 9, 2024 at 9 a.m.**

## **Marketing Committee Report**

### **Developments and Activities**

- Marketing Committee met to review fall marketing focused on creating awareness about the PCEDC following the Fall Symposium, agreed to develop plan to recommend hiring a marketing contractor and invest PCEDC funds to help grow awareness of our organization activities, events, membership
- Marketing Committee Member Minichino developed report on Facebook post to help promote registration for Fall Symposium
- Marketing Committee Chair posted thank you to sponsors and speakers on LinkedIn about Fall Symposium
- Marketing Chair Recher drafted press release on Symposium

**President's Report**  
**September 13, 2022 – November 7, 2022**

Continued participating in monthly Putnam County Solid Waste Management Plan Renewal Focus Group.

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

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.

Continued working on Breakfast Symposium Event scheduled for September 29.

*Film Putnam* – Stetson Apparel filmed a commercial at Veterans Memorial Park and at Tilly Foster Farm on 10/27/22 and

Filming for *A HOLIDAY SPECTACULAR*, which was produced by Choice Films, took place during the first quarter of 2022 in Garrison, Kingston, Newburgh, and Staatsburg, as well as Radio City Music Hall and a few other NYC locations. Cast and crew included many Hudson Valley locals. The film, which features Ginna Claire Mason, Derek Klena, Eve Plumb and the iconic Ann-Margret, premieres on the Hallmark Channel this November 27.

The story is set in 1958. Maggie (Mason) is an heiress from Philadelphia who puts her high-society wedding plans on hold to make her secret dream come true: dancing live on stage in the Christmas Spectacular at Radio City Music Hall. [www.tinyurl.com/hallmarkspectacular](http://www.tinyurl.com/hallmarkspectacular)

A local commercial realtor has contacted me regarding an entity that is trying to buy +-300 acres in Patterson to build a QPF and film lots. Property is presently zoned residential.

09/14/22 – virtual meeting with Carla Castillo, new Interim Executive Director of Hudson Valley Regional Council.

09/15/22 - attended Cold Spring Chamber of Commerce meeting at the boathouse at Glynwood. Attended evening grand opening of Promenade 6 in Carmel.

09/26/22 – participated in virtual meeting with the attorney for and the proposed purchasers of NYSEG building in Terravest Corporate Park in Southeast.

09/28/22 – Red Carpet team meeting; prep and set up for Breakfast Symposium.

09/29/22 – Breakfast Symposium. 76 attendees, 9 no shows, \$12k in sponsorships and a net profit of \$6,719.25.

10/06/22 - Attended Pattern for Progress' Annual Main Street Conference in Middletown .

10/07/22 – Presented 2023 Proposed Budget at Friday night Legislature Meeting.

10/14/22 - Attended Mid-Hudson Regional Economic Development Council Meeting in Newburgh to represent the County.

10/19/2022 – in person meeting with new Hudson Valley Regional Director, Steve Kollias, for the Office of U.S. Senator Kirsten Gillibrand, Tourism and Deputy County Executive.

10/20/22 – Rachael and I completed State Book Training made available through HVRC's EDA-funded CARES Project. This allows us free access to this data platform program through the end of the calendar year.

11/04/22 – field checked proposed \$120M Hudson Highlands Fjord Trail from Cold Spring to Beacon. Although this appears to be a very well-thought out and beneficial project, there are some concerns about it from the westerly side of the county.

11/07/22 – Attended Hudson Gateway Association of Realtors meeting in Mahopac.

### **New Projects:**

Brewster - Brewster Crossings revitalization project moving forward. Town of Southeast is actively working on selling 1 & 67 Main Street properties to developer. On 11/02/22, the Town Board passed a negative declaration on a full EIS. Next steps are public hearing(s), a 30-day stay for permissive referendums and then to go to contract.

Patterson – new hotel proposed at Route 311 and Fair Street. Went before Town Board on 11/02/22.

Put Valley - met with property owner and hotelier regarding proposal for Barger Street. Zoning, road widening, and site prep make this cost prohibitive. Will try to connect hotelier with another hotel property owner.

Megara project is moving forward. This for-profit project will include Renaissance Fairgrounds, a sewer treatment plant, a solar farm, a cell tower, a hotel and hopefully a Qualified Production Facility. Current property owner is Mirash Dedvukaj, GMJJ LLC. Property is now in foreclosure and Megara plans to purchase it at auction from the County.

Southeast – land is being cleared for new Subaru dealership and staging area  
Lots of work in progress on expanding Pugsley Road for new warehouse and for ProSwing  
Former Bull & Barrell to become retail on ground and second floor and jazz club/performing arts center on top floor.  
Former Melrose School is for sale (2 parcels totaling 23.35 acres) with a few interested purchasers.