



Annual Board Meeting
January 9, 2024

Present: Alana Daly Mikhalevsky, Walter Recher, Kerrie Pratt, Robert Zubrycki, Dylan Miyoshi, Don Minichino, Marjorie Keith, Richard Weiss and Kimball Gell

Absent: John Kraus, Dr. Mark Hirko, Chris Ryder

Staff: Kathleen Abels, Rachael Paradise

Guest: Bill Nulk

1. Call to Order
2. Approval of Minutes: *Approved via email after meeting. A motion to approve policies without change was also put to vote and approved.*
3. Reappointment of Directors: There are no Directors whose terms of office expire this month. However, John Kraus has stepped down as he has retired from Tompkins Bank.
4. Introduction of Bill Dunkel: Mr. Dunkel was introduced to the board and recommended by the Nominating Committee. He is the Senior Vice President and Senior Commercial Loan Officer at Tompkins Community Bank. *A motion was made to appoint Mr. Dunkel to the Board of Directors. Approved.*
5. The following officer were appointed for 2024:
 - Chairman – Alana Daly Mikhalevsky
 - Vice-chair – Don Minichino
 - Treasurer – Richard Weiss
 - Secretary – Walter RecherA proposal was made to keep officers the same, but given Mr. Kraus has resigned, it was proposed that Don Minichino serve as vice-chair. Mr. Minichino accepted the nomination. *A motion was made to elect the above slate of officers. Approved.*
6. The following officers were appointed to committee positions for 2024:
 - Audit Committee – Alana Daly Mikhalevsky, Richard Weiss and Don Minichino
 - Nominating Committee – Alana Daly Mikhalevsky, Marjorie Keith and Walter Recher
 - Marketing Committee – Walter Recher, Don Minichino, Chris Ryder, Dylan Miyoshi and Bill Dunkel
 - Events Committee – Marjorie Keith, Kimball Gell, Robert Zubrycki, Walter Recher and Kerrie Pratt
 - Governance – The 4 officers will be the composition of the committee.*A motion was made to approve the 2024 committee slate. Approved*
7. Rachael Paradise reminded the Board that some members needed to renew/take their ABO Board Training. The board was given a list of possible dates to attend and the registration information.
8. Extension of Kathleen Abels' Employment Agreement: Ms. Abels left the room so the board could discuss her contract. *A motion was made to renew Ms. Abels' 1-year contract with a raise and additional vacation days at the discretion of the Board of Directors. Approved.*
9. Updates to Website: Ms. Abels informed the Board that updates to the EDC website are just about finished.

10. Marketing Plan for 2024: *Attached*. The committee would like to draft an RFP for a marketing/communications firm or individual that can help enhance the EDC's public profile. Initial thoughts from the Board include the cost of this venture and the need to make sure the firm/individual is local. The proposal has been tabled until after Ms. Abels has met with the county.
11. President's Report: *Attached*
12. Meeting adjourned at 9:53 a.m.

Next meeting is March 12, 2024, at 9 a.m.

Marketing Committee Report, January 2024

Developments and Activities

- Marketing Committee developed research on other EDC organization marketing and posting of RFPs
- Marketing Committee met to review 2024 marketing plan
- Marketing Committee met to develop draft RFP for hiring a marketing contractor and invest PCEDC funds to grow awareness of PCEDC activities, events, resources and membership

President's Report November 14, 2023 – January 8, 2024

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 – continued working with Tourism and with HV Film Commission of locations and on attracting filmmaking to Putnam County. Reached out to Sheet Metal Workers Union about utilizing their space as a Qualified Production Facility. Followed up with Community Based Service on the same for their buildings in Patterson.

11/20/23 – Attended and spoke at CE's Press Conference at Highland's Shopping Center on 2- year suspension on County Sales Tax on clothing and footwear costing less than \$110.

12/06/23 – attended HV Regional Council meeting in Newburgh.

12/11/23 – met with Angela Briante to discuss local commercial real estate trends.

12/19/23 – met with Joe Orlando, Southern Hudson Valley Regional Director for the Office of State Comptroller to provide an overview of projects in Putnam County

12/22/23 – attended County Executive's Holiday Luncheon

01/04/23 – Zoom Meeting with Bill Nulk and Lauren Flack of Brooklyn Cannery. She is looking to relocate her business from Brooklyn to Brewster