



PCEDC Board Meeting Minutes
March 12, 2024
9 a.m.

Present: Alana Mikhalevsky, Chris Ryder, Don Minichino, Richard Weiss, Kimball Gell, Walter Recher, Dylan Miyoshi, Marjorie Keith, Dr. Mark Hirko, Bill Dunkel and Robert Zubrycki

Absent: Kerrie Pratt

Staff: Kathleen Abels, Rachael Paradise

Guests: Bill Nulk (PCIDA)

1. Call to Order
2. Approval of Minutes: *The Annual EDC Board Meeting minutes were unanimously approved.*
3. Treasurer's Report: Richard Weiss said the books have been updated. Last year's records have been finalized and will be sent to the CPA for our annual audit. We had a surplus of \$30,000 with an increase of cash reserves. Our numbers are not very different from the prior year with the exception of a small increase in our grant from the county. *A motion was made to accept the Treasurer's Report. Unanimously approved.*
4. Marketing Committee Report (*draft RFP attached*): In hiring an outside marketing agency, the EDC will focus on attracting new business, supporting other agencies and complimenting their strategies and assist existing businesses. Mr. Weiss stressed that the EDC hired an outside agency to assist with marketing and public relations about 7 years ago and that it wasn't successful, but that we have learned from that experience and will be more prepared this time. It was agreed that verbiage in the draft must make it clear that EDC is leading and funding this endeavor and not Putnam County. Board members added that we need to make sure we are aligning with our partners like the IDA, Tourism and Putnam County in terms of goals. Walter Recher noted that the approach is a long-term contract of about \$36,000 a year. During the discussion, Don Minichino noted that the first thing that needs to be addressed is our branding issue and Margie Keith added that it's important to build on being part of a team (with IDA and Tourism). Alana Daly Mikhalevsky suggested that the Marketing Committee tighten up the language in the draft and that EDC communicate with its partners (IDA, Tourism and the county) about the proposal. The board will also need to add an addendum to the budget and develop the cost for the next year with a 3-year projection.

5. Expiration of Dr. Mark Hirko's term March 8: *A motion was made to extend Dr. Hirko to another term on the board. Approved.*
6. President's Report (*attached*)
7. New Business:
 - a. Bill Nulk said that they are in search of a new administrative assistant for IDA.
 - b. Mr. Minichino discussed the real estate market in the Hudson Valley. People aren't moving due to higher mortgage interest rates. Commercial loans are also becoming harder to get. However, the industrial market is still going well.
 - c. Ms. Keith noted that she was recently asked to be part of a committee, put together by the county executive, to go over the county charter and code.
 - d. Bill Dunkel said he met with developer Joe Cotter and Brewster Crossing is moving forward.
 - e. There was discussion about the EDC annual breakfast symposium. The events committee will set up a meeting to discuss planning the event and finding speakers. *A motion was made to move forward with the event. Approved.*
8. Meeting was adjourned at 10:26 a.m.

Next meeting is Tuesday, May 14, 2024, at 9 a.m.

PCEDC Draft RFP



Prepared for
Putnam County

March 8th, 2024

Prepared by:

PCEDC Marketing Committee
Walter Recher
Don Minichino
Dylan Myoshi
Chris Ryder

Introduction

Following a meeting of the Putnam County EDC board in November 2023, members of the Putnam County EDC marketing committee have met to review the development of an RFP to be issued in 2024 to help provide professional resources in the form of marketing strategy and support.

Purpose

The objective for the development of this RFP is to contract with a marketing and communications firm or individual to engage them to work with the PCEDC leadership and staff as a resource in the development and implementation of a marketing strategy.

This marketing strategy is designed to increase the opportunities for PCEDC to attract new businesses and retain and grow opportunities for those businesses currently operating in Putnam County.

Outcomes

Following the issue of the RFP and upon securing a contract with the winning bidder, the marketing contractor will work with PCEDC leadership, staff and Board to achieve the following goals:

1. Improve the PCEDC capability to attract new businesses to relocate to Putnam County
2. Enhance the PCEDC effort to support and promote existing business
3. Support other Putnam County agencies in the generation of revenue, including the Putnam County Office of Tourism, the Putnam County IDA and the County Executive's Office

DRAFT LETTER/PUBLIC POSTING

The Putnam County Economic Development Corporation (PCEDC) has issued a formal Request for Proposal (RFP) to provide consulting services to market Putnam County as a location for businesses to promote commercial growth, from enticing startups, business relocations, franchises and hospitality sector businesses, to supporting existing businesses located in the county.



Putnam County, New York is a great place to live, work and visit. Putnam County is a community that offers a unique combination of business venues offering products and services in a bucolic setting, a wide variety of indoor and outdoor activities, and a population with the lowest unemployment rate and highest median income rate in New York State- all within easy access to major transportation including commuter trains

and Amtrak, major highways, located less than 60 miles from NYC and the largest park system in the U.S.

We are looking for a partner or partners who can take this jewel and tell its story in a way that draws businesses looking to relocate and valuing a highly educated and trained workforce as well as people, whether they are interested in moving here or just visiting; and to provide a marketing resource to small businesses and other commercial properties located in Putnam.

The RFP seeks vendors willing and able to effectively offer:

- Marketing expertise, including traditional, digital and Search Engine Optimization to assist with strategy for marketing and promoting Putnam County;
- Social media services, including photography, videos and graphic artwork capability; and
- Production of short videos showcasing Putnam County's strengths and unique assets
- Implementation of marketing and communication strategy

The PCEDC, through funding approved by the **Putnam County Government**, will award contracts to the responsible and eligible vendor or vendors whose proposal is responsive to the RFP and is deemed by the PCEDC to be the most advantageous to and in the best interest of the PCEDC, according to the request. The lowest bid is a consideration but not the determining factor. The evaluation will identify those proposals which offer the best combination of expertise and value.

Service providers interested in submitting a proposal can find the RFP at the [PCEDC website](#). All proposals must be received by 5 p.m., Eastern Standard Time, April 15, 2024.

About Putnam County EDC

The Putnam County Economic Development Corporation is a 501(c)(6) Public-Private Corporation formed in 1996 to promote the economic vitality of Putnam County. 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.

Background and Description:

Putnam County is seeking proposals to establish a qualified consultant to provide assistance to the Putnam County Department of Economic Development (PCEDC) and other County Departments as may be designated. The PCEDC is an economic development agency that implements a variety of programs and activities for community and economic development.

PCEDC administers the Economic Development Program for Putnam County. The PCEDC is now accepting proposals from qualified firms with relevant experience in communications and media services.

Project Scope:

The consultant(s) will provide Putnam County EDC with the following services:

- **Communication and Media Services for the Department's "Grow Putnam" business and consumer programs**, including management of Putnam County Economic Development website, digital paid advertising, and social media campaigns. The selected entity shall act as the County's Agency of Record (AOR) for these economic development services; and
- **Communications and Media Services for the County's public information platform**, including management of the County's website(s), press releases, digital paid and social media campaigns, and other special reports and projects as needed.

It is anticipated that PCEDC will enter into a contract with a consultant. All assignments shall be on an as needed basis, and the scope and fee associated with each assignment will be based on an approved contract remuneration schedule during the contract period.

Form of Proposal:

Three copies of the following shall be provided:

- **Letter of Proposal** indicating the consultant's interest;
- **Consultant Services Contact Form** providing the name and contact information of the consultant;
- **Consultant Services Response Form** specifying the categories in which the consultant is proposing to provide services;
- **Brief Description** of the firm's qualifications, principals, number of employees, and areas of particular expertise;
- **A List of Clients and Relevant Projects;**
- **A Remuneration Schedule** showing hourly rates for project team members and any other supplemental expenses typically incurred for the described services, which will become the fee schedule for the contract period.
- **Contract** will be for a one-year period and include remuneration schedule;
- **NYS Vendor Certification(s), as applicable**, on the NYS Contract System for any vendor that is certified as a Minority or Women-Owned Business Enterprise (MWBE) or Service-Disabled Veteran Owned Business Enterprise. If applicable, provide the Vendor DBA, Certification Types, and Certification numbers;
- **Incorporation Form;**
- **Debarment Form**

Consultant Selection:

Staff of the PCEDC, PCEDC Board of Directors Marketing Committee, and Putnam County Tourism will review consultant proposals. Putnam County may conduct interviews with one or more respondents. The Putnam County Legislature will authorize the PCEDC to enter into contracts with the chosen consulting firm. All respondents will be notified of the selection as soon as possible after the submission deadline.

Special Conditions:

- The selection of a consultant shall not guarantee any minimum amount of services under the contract;
- Putnam County reserves the right to reject any or all proposals; to negotiate any elements of a proposal; to conduct interviews at its sole discretion; and to solicit and/or select contractors outside of the scope of this RFQ;
- Putnam County assumes no responsibility or liability for costs incurred by respondents to this RFQ, including any requests for additional information, interviews, or negotiations; and
- All applicable State and Federal rules and regulations must be adhered to by the consultant including stipulations on equal opportunity employment, affirmative action, nondiscrimination, civil rights, Americans with disabilities, and record keeping.
- Putnam County anticipates that this RFQ will meet its needs for a consultant to complete the aforementioned professional services, and is conducting this process in accordance with the procurement rules and procedures established and known at the time of the release of this RFQ. Contract language with the successful consultant (s) shall include the appropriate State and Federal language regarding the provision of services to the County.
- Putnam County, in accordance with Title VI of the Civil Rights Act of 1964 and 78 Stat. 252, 42 USC 2000d-d4 and Title 49, Code of Federal Regulations, Department of Transportation, Subtitle A, Office of the Secretary, part 21, Nondiscrimination in federally assisted programs of the Department of Transportation issued pursuant to such Act, hereby notifies all bidders that it will affirmatively ensure that any contract entered into pursuant to this advertisement, minority business enterprises will be afforded full opportunity to submit bids in response to this invitation and will not be discriminated against on the grounds of race, color, sex or national origin in consideration for an award.
- Putnam County requires its consultants working on New York State funded projects (when applicable) to meet any employment and business goals imposed on grant awards through Executive Law 15-A for the State's Minority and Women Owned Business Enterprise contracting Putnam County also

requires its consultants working on New York State funded projects to meet any employment and business goals imposed on grant awards (when applicable) through Executive Article 17-B for participation by Service Disabled Veteran Owned Businesses. Certified Minority and/or Women Owned Business Enterprises as well as Service-Disabled Veteran Owned Businesses are encouraged to respond to the RFQ.

- Submissions in response to this RFQ shall be considered public documents and, with limited exceptions, all submissions will be available for inspection and copying by the public. If a firm considers any portion of its proposal to be protected under the Freedom of Information Law governing access to public documents pursuant to Article 6 of the Public Officers Law, the firm shall identify each such portion as Confidential, Proprietary, or Business Secret. If a request is made for non-disclosure, Putnam County will determine whether the material should be made available under the law. If the material is not exempt from public disclosure law, the County will notify the firm of the request and allow the firm five days to take whatever action it deems necessary to protect its interests. If the firm fails or neglects to take whatever action within said period, the County will release portions of the submission deemed subject to disclosure. By making a submission, the firm assents to the procedure outlined in this paragraph and shall have no claim against Putnam County on account of actions taken under such procedure.

Evaluation Criteria:

Putnam County EDC shall contract at its sole discretion with the most qualified firm, based on the evaluation of the following criteria:

- Relevance of previous experience;
- Prior experience with the County of Putnam and/or comparable experience working with municipalities and local agencies, and business entities;
- Prior experience working with State or Federal agencies, especially: US Department of Housing and Urban Development, US Department of Agriculture, NYS Office of Community Renewal, NYS Department of State; NYS Department of Environmental Conservation, NYS Department of Transportation, and NYS Empire State Development;
- Demonstrated capacity to complete assignments and manage complex projects;
- Established track record for successful client grant awards;

- Minority and/or women owned business enterprise or service-disabled veteran business certification (if applicable); and
- Cost effectiveness of proposed remuneration schedule.

Release Date: February 15, 2024 (PROPOSED)

Deadline for Submission

Proposals are due no later than 4:00 p.m. on April 15, 2024, and shall be directed to Kathleen Abels, Executive Director, Putnam County Department of Economic Development. Inquiries may be addressed to info@PutnamCountyedc.org TEL #

Bidders Conference

All eligible bidders will be invited to a Bidders Conference on DATE TBD. During this conference, bidders will be able to submit/ask questions about the details involving the completion of the RFP

Contract Award

The winning bid will be announced on DATE TBD, and will commence within 2 weeks of the award communication.

President's Report
January 9, 2024 - March 11, 2024

Continued participating in quarterly Red-Carpet meetings. Attended quarterly meeting 01/24/24.

Continued weekly, in person collaboration meeting with Tourism. Tracey Woller Sullivan retired effective December 31, 2023; however, she is remaining on part time as the search for a new Director continues.

Continued serving on Boards of Directors for Town of Southeast Cultural Arts Coalition (attended TOSCAC Retreat on 01/10/24) and for Friends of Lasdon Park and Arboretum (in person meeting on 02/09/24).

Sent out several site searches for Empire State Development.

Film Putnam – continued working with Tourism and with HV Film Commission on locations and on attracting filmmaking to Putnam County. Sent out HVFC annual report to Board. Reached out again to Sheet Metal Workers Union about having their space designated as a Qualified Production Facility. Potential purchaser is looking to buy 320 acres of land along Ballyhack Road in Patterson to create film studios and production center.

01/25/24 – Participated in Pattern for Progress Meeting and did outreach for the upcoming programs. Began working with Adam Bosch on planning an event to raise awareness of the Childcare Crisis in the business community. Will be assisting with Pattern's *Own Where You Work* program to be held at SUNY Orange at their Newburgh Campus from 9 a.m. to 12:30 p.m. on March 21.

01/26/24 – Met with Deputy County Executive and Commissioner of Finance and the IDA regarding IDA restructuring requests.

01/30/24 – reached out to Palumbo Soccer Academy at request of CE regarding using this venue for the State of the County Address in March.

01/31/24 - site visits with County Director of Communication, Chris Formisano, to Community Based Services in Patterson and to Bluestone Farm in Southeast (former Melrose School) as potential venues for State of the County Address.

02/7/24 – Zoom meeting with Werlatone in Patterson and Bill Nulk of the IDA. They are looking for incentives to remain in Putnam County.

02/07/24 - Reached out to Laura and Michael Endico of AceEndico to congratulate them on their incentives received from the IDA. Suggested that other incentives for which they may qualify for their expansion including Excelsior Program, Capital grant funding opportunity, ReCharge NY, NYSDERA and the JDA Loan Program.

02/13/24 -02/14/2024 – Attended 2-day NYSEDC's 2024 Economic Development Conference in Albany.

02/21/24 – spoke with Debra Fosssatti of Fossatti Plumbing in Southeast. She is looking for financial assistance and incentives.

03/05/24 – moved to new offices.

03/06/24 – Attended HV Regional Council meeting representing CE. Received unanimous approval from directors to award Rachael a much-deserved raise.

03/07/24 – Attended in State of the County Address at Tilly's Table

03/11/24 - Website refresh in progress since last June went live.