



**PCEDC Board Meeting Minutes**  
**September 10, 2024**  
**9 a.m.**

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

Absent: Alana Daly, Robert Zubrycki

Staff: Kathleen Abels, Jonathon Cerini

Guest: Bill Nulk, PCIDA

1. Call to Order: 9:01 a.m. Don Minichino substituted for Alana Mikhalevsky who was out of town on business.
2. Kathleen Abels introduced new Admin Assistant, Jonathon Cerini
3. Approval of Minutes: Richard Weiss made a motion to approve the minutes of July 2024. Marjorie Keith seconded the motion. July minutes unanimously approved.
4. Treasurer's Report: Treasurer's Report: Richard Weiss announced that no major expenses were made recently and discussed positive feedback from a meeting with Kathleen Abels, Commissioner of Finance Mike Lewis and County Executive Kevin Byrne. After presenting the budget for 2025, Weiss expressed optimism about future rapport and relationships with Legislators. Weiss says PCEDC should continue to maintain dialogues and focus on preparing for upcoming events.
5. Event Committee Report: Marjorie Keith acknowledged that things have moved into the marketing phase with a focus on the annual Breakfast Symposium to be held on October 3, 2024. Keynote speaker and panelists are said to be top notch and should make the experience a great time. President Kathleen Abels noted that registration looks disappointing currently with only thirty-four registrations thus far. However, VIP invites have been sent out in the last few days. Keith continued to discuss press releases and print newspaper advertising. It was acknowledged by Don Minichino that there are more sponsorships than last year already. \$10,500 in sponsorships has been pledged so far.
6. Marketing Committee Report: *Report attached.*
7. President's Report: *Report attached*

8. New Business:

- Upcoming ribbon cutting for Keeler Williams Real Estate in Mahopac on September 17 at 5:30 p.m.
- Walter Recher suggested that “A Taste of New York” in Putnam County would work well

9. Meeting was adjourned at 9:54 a.m.

**Next meeting is Tuesday, November 12, at 9 a.m.**

## **PCEDC Marketing Committee Report**

**Walter Recher  
Don Minichino  
Dylan Myoshi  
Chris Ryder  
William Dunkel**

**September 10th, 2024**

### **Developments and Activities**

- Marketing Committee members Ryder, Minichino, Myoshi and Dunkel participated in event planning meeting on Fall 2024 Symposium
- Minichino developed social media campaign on Facebook
- Marketing Chair Recher drafted press release, shared with Hudson Valley Magazine, MidHudson News, Westfair media
- Chair Recher posted on his LinkedIn page on Symposium

### **President's Report**

**July 9, 2024 – September 9, 2024**

Continued participating in quarterly Red-Carpet meetings.

Continued in person collaborations with Tourism. Visitor Spending in the Hudson Valley is up 8.0%.

Continued serving on Boards 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 on locations and on attracting filmmaking to Putnam County. Various filmmakers will be shooting a remake of *The Four Seasons* in Put Valley, an indie film scene on the Historic Courthouse steps, a Netflix project that plans to shoot in Cold Spring, Nelsonville and Philipstown this month and a short film on a trail off of Waywayanda Court in Kent Cliffs in which four friends venture into the woods and run into a mysterious peril.

3<sup>rd</sup> Annual Breakfast Symposium – Event Committee (Margie, Bob, Bill, Kimball, Kerrie & Don) met on August 5 and September 3. VIP paper invites sent out Sept 3, email invites sent out on Sept 9, newspaper ads locked in, tickets on sale on Eventbrite and through me and \$10,500 in sponsorships are locked in.

07/10/24 – presented on Westchester-Putnam virtual CFA seminar. Sent out available opportunities to businesses and not-for-profits.

07/10 & 07/12 – continued field inspection of potential site for a county special needs school. Presently, young children are being bussed to locations such as Yonkers, Poughkeepsie, White Plains, etc. Cost of Transportation alone is \$1.6M annually.

07/11/24 – Rachael Paradise's last day with the EDC. Created admin assistant job description and began advertising with NYSDOL, Westchester and Dutchess Community Colleges, Putnam towns and our website. Accepted resumes and conducted job interviews.

08/05/24 – Met with realtor Clayton Livingston of McGrath Realty and HGAR to discuss projects and properties.

08/06/24 – Attended the ESD's Downtown Revitalization Meeting at the Paramount Theater in Peekskill.

08/09/24 – Follow up conference call with contractor Alana Green and Don Minichino regarding EDC's website maintenance and social media outreach, particularly regarding our 3<sup>rd</sup> Annual Breakfast Symposium. to Alana Green. Follow up meeting with Don Minichino scheduled for later today.

08/12/24 – attended evening Town of Southeast Planning Board meeting.

08/20/24 – met with Louis Scamardella of HV Small Business Development Center. They have received some grant money, and he would like me to do a media release. He has yet to provide any specific information.

08/26/24 – Richard Weiss and I did our 2025 Budget meeting with the CE, deputy CE, and Commission of Finance.

08/27/ 24 – Did a virtual meeting with Placer.ai from LA, California. They track foot traffic. Potentially a useful program for retail businesses.

09/03/24 – on boarded new admin assistant, Jon Cerini

09/04/24 – Attended HVRC Quarterly Meeting representing the CE.

09/09/24 – mailed out VIP invitations to Symposium with handwritten notes.

Fun Facts:

- In July, Put County sales tax collected \$7.6M in sales tax receipts in July, up \$900,000 over July 2023 (source: Putnam County News & Recorder 08/28/24)
- Putnam County Population was 98,060 on July 1, 2024, according to the US Census Bureau, down 0.3% as compared with July 1, 2023. Statewide NY has 19,571,216 residents in July 2023, a decline of more than half a million people or 2.7% from the last census. (source: Putnam County News & Recorder 08/28/24)
- Single-family homes sales are up in the Hudson Valley. Putnam County took the lead in closed sales for single-family homes in July, with a 44.1% surge over last year. Median sales also grew by 5% to \$530,000 over last year's July median of \$363,000. (source: Southeast-Brewster Patch, 08/31/24, and Hudson Gateway Association of Realtors).