

**PCEDC Board Meeting Minutes**

**May 14, 2024**

**9 a.m.**

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

Absent: Robert Zubrycki

Staff: Kathleen Abels, Rachael Paradise

1. Call to Order
2. Approval of Minutes: *March minutes were unanimously approved.*
3. Treasurer’s Report:
   1. The Audit Committee went through the final audit paperwork and all financials were approved. According to Mr. Weiss, there were no issues. We had $320K at the end of 2023 and minimal liabilities. Our primary source of income continues to be from the county grant. We made about $7,000 from fundraising. We’ve had more revenue than expenses with those expenses primarily being salaries, web hosting, insurance and membership dues. All our filings – 990, Char report and Paris report were submitted without delay. *A motion was made to accept the audit report. Approved.*
   2. We do have one issue – Bookkeeping maintenance and updating has been done with assistance from Mr. Weiss’s office. He recommends that we look for a bookkeeper to help with Quickbooks and the audit process. This should cost around $5,000 per year. *A motion was made to go out to bid to a minimum of three businesses. Approved.*
4. Events Committee Report: The speaker for our fall Breakfast Symposium will be Joe Cotter, developer of the downtown Brewster project. We need to confirm with him whether Oct. 1 or 3 is better as we have both dates pending at the Putnam Golf Course. Ms. Mikhalevsky will moderate the panel discussion of three experts. We hope to finish at 10 a.m. There will be no breaks and no awards this year. The Events Committee will meet again in June. Sponsorship for the event needs to be worked on. The Marketing Committee recommends that we put $200 toward boosting the breakfast on Facebook and LinkedIn.
5. Marketing Committee Report: *Report attached.*
6. President’s Report: *Report attached*
7. Meeting was adjourned at 10:20 a.m.

**Next meeting is Tuesday, July 9, 2024, at 9 a.m****.**

**Marketing Committee Report**

**PCEDC Marketing Committee**

**Walter Recher**

**Don Minichino**

**Dylan Myoshi**

**Chris Ryder**

**William Dunkel**

**May 14th, 2024**

**Developments and Activities**

* Marketing Committee finalized RFP for hiring a marketing contractor and invest PCEDC funds to develop a branding campaign
* Marketing Committee Members Don Minichino, Chris Ryder, Wiliam Dunkel participated in event planning meeting on Fall 2024 Symposiium
* Reviewed plan to engage in social media campaign to generate registrations and sponsorship for the Fall Symposium

**President’s Report**

**March 12, 2024 – May 13, 2024**

* Continued participating in quarterly Red-Carpet meetings. Attended quarterly meeting 04/24/24 with the MTA as guests.
* Continued weekly, in person collaboration meeting with Tourism. Tracey Woller Sullivan retired effective December 31, 2023; however, she is remaining on part time. At the request of HR & the deputy CE, I sat in on interviews for a new director. A new director has not yet been announced.
* Continued serving on Boards of Directors for Town of Southeast Cultural Arts Coalition and for Friends of Lasdon Park and Arboretum.
* Attended Eclipse Event on 04/08/24 and Arbor Day Event on 04/26/24 at Lasdon Park.
* 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. CBS’s new InterArts Building will have a 12,000 square foot black box theater. I will continue to try to persuade them to get it designated as a QPF when complete.

03/21/24 – Attended *Own Where You Work* Pattern for Progress Event in Newburgh on succession planning and on worker owned businesses. Met afterwards with Carla Castilla, Exec Director of Hudson Valley Regional Council. I have continued working with Carla on accumulating letters of support from Putnam Towns and Villages to present to the Legislature to request financial support from the county for this organization.

03/29/24 – Met with Second Chance Foods’ Exec Director Martha Elder at the former Melrose Campus.

04/03/24 - Provided Letters of Support for both Hudson Valley Shakespeare Festival and for Copland House for their FY 25 Congressionally Directed Funding Community Project requests through the Economic Development Initiative at the Department of Housing and Urban Development

04/04/24 - met with Kendra Ekelund, Executive Director of Hudson Valley Shakespeare Festival at their location in Garrison.

04/08/24 - Met at former Melrose School with Michael Boriskin, Artistic & Executive Director of Copland House.04/09/24 – Met with Deputy CE Jim Burpoe to discuss support for HVRC and future bi-weekly meetings of Planning, General Services, EDC & IDA with Dept of the CE.

04/11/24 – Asked to serve as a panelist for Hudson Gateway Commercial & Investment Division for “Economic Development Change Makers Roundtable” on May 23 in White Plains.

04/12/24 – Met virtually with Jacinta Chen, new Regional Manager for NYS Senator Kirsten Gillibrand. Subsequently introduced Jacinta to Martha Elder, Executive Director of Second Chance Foods.

Set up next Leadership Meeting for PCBC, Tourism, Arts Council, the four Chambers, IDA & EDC for May 30 at Stonecrop Gardens.

04/15/24 – Inaugural bi-weekly meeting of CE Kevin Byrne, Deputy CE Jim Burpoe, Commissioner of Planning Barbara Barosa, Commission of General Services John Tully, Chair of IDA Bill Nulk and the EDC. We also met on 04/22/24 and on 05/06/24.

04/16/24- Met with Nancy Teague owner of new Putnam Service Dogs in Brewster. Spoke with a psychiatric nurse practitioner who wants to start a Wellness & Mental Health Center.

04/26/24 – met onsite in Putnam Valley with new business owners Ramesh & Geetha Deivasigamani at their supermarket at 4 Oscawana Lake Road. The business is suffering due to the Peekskill Hollow Road County Highway Project. Spoke on their behalf with Town Supervisor, Commission of DPW and contractor, ELQ. Gave the business owners updates on the project, some practical suggestions on SBA Loans, SCORE and possibly installing a back door to the business.

05/03/24 – did walk through with County Director of Communications Chris Formisano of InterArts Building for Childcare Meeting the following week.

05/07/24 – Event Committee Meeting

05/09/24 – Hosted Childcare Meetings at InterArts building in Patterson. Presentation by Adam Bosch of Pattern for Progress. Other speakers included CE Kevin Byrne and NYS Assemblyman Matt Slater.

Attended evening ribbon cutting for “Allota Empanadas” in the Village of Brewster

05/10/24 – Attended evening grand opening and ribbon cutting of CBS’s InterArts Building.