

**PCEDC Board Meeting Minutes**

**July 9, 2024**

**9 a.m.**

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

Absent: Don Minichino and Robert Zubrycki

Staff: Kathleen Abels, Rachael Paradise

IDA: Bill Nulk

1. Call to Order
2. Approval of Minutes: *May minutes approved.*
3. Treasurer’s Report: Ms. Abels and Mr. Weiss worked on the 2025 budget proposal for the county. We are asking for a 10% increase. We won’t hear anything back until August. Mr. Wrecher proposed a marketing budget to publicize the fall Breakfast Symposium. He will share the proposal with the board and the board will vote via email for marketing to support the event.
4. Events Committee Report: Planning of the event has been moving along. We have a featured speaker (Joe Cotter) and are working on getting three panelists. Ms. Abels heard back from Adam Bosch who agreed to be on the panel. Mr. Dunkel has been in contact with Mr. Cotter’s office to get a bio and headshot so we can finish the invitation and Mr. Wrecher can write a media release. The main thing is that we get the information on our website and social media. The board then has to get the word out to help increase attendance.
5. Marketing Committee Report: *Report attached.*
6. President’s Report: *Report attached*
7. Meeting was adjourned at 9:35 a.m.

**Next meeting is Tuesday, Sept. 10, 2024, at 9 a.m****.**

**Marketing Committee Report**

**PCEDC Marketing Committee Report**

**Walter Recher**

**Don Minichino**

**Dylan Myoshi**

**Chris Ryder**

**William Dunkel**

**July 8, 2024**

**Developments and Activities**

* Marketing Committee Members Walter Recher, Don Minichino, Chris Ryder, Wiliam Dunkel participated in event planning meeting on Fall 2024 Symposiium
  + Don is working to implement social media campaign
  + Walter is set to draft press release upon receiving keynote speaker bio and headshot
  + All committed to engage colleagus and community to help drive attendees and sponsorship

**President’s Report**

**May 14, 2024 – July 8, 2024**

Continued participating in quarterly Red-Carpet meetings. Attended quarterly meeting on 06/26/24.

Welcomed Tara Keegan, new County Director of Tourism, effective May 28. Tracey Woller Sullivan retired effective December 31, 2023; however, she is remaining on part time. Weekly or bi-weekly collaboration will continue.

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.

3rd Annual Breakfast Symposium –/04/24 – Event Committee (Margie, Bob, Bill, Kimball, Kerrie, Don) met on June 4 & on July 2. Save the Dates sent out twice; venue reserved, Madeo Multimedia on board for audio; working on QR code for tables; keynote speaker Joe Cotter of National Resources locked in. Proposed panelists are Linda Malave, ESD, Carla Castilla, Executive Director of HVRC and Adam Bosch, President & CEO of Pattern for Progress. Facebook Event page being set up. Working on Sponsors. Received $2,500 from NYSEG.

05/16/24 – met with and outsourced EDC’s website maintenance and social media to Alana Green. Follow up meeting with Don Minichino scheduled for later today.

05/20/24 – Met virtually with Bill Nulk of IDA and with realtor Scott Gance regarding a 150-year-old iron works company that is seeking an industrial site to which to relocate. They require 35,000 square feet space with parking for 60 vehicles and at least one flat acre for outside storage for steel fabrication.

05/23/24 – served as a panelist for Hudson Gateway Commercial & Investment Division for “Economic Development Change Makers Roundtable.”

05/30/24 – Conducted Leadership Meeting for PCBC, Tourism, Arts Council, the four Chambers, IDA & EDC at Stonecrop Gardens.

05/31/24 – attended MHREDC meeting in Pomona.

06/03/24 – meet with CE for updates of new businesses, etc.

06/05/24 – attended quarterly HVRC Meeting. Still advocating for Putnam County to contribute their pro-rated annual dues to this organization. Will appear on their behalf tonight at Legislators’ Meeting.

06/18/24 – meet with CE for updates on new businesses, etc. Intro to Alana Daly and Don Minichino to query CE on his vision of the future role of PCEDC.

06/20/24 – met with Tara Keegan and Tracey Sullivan at Tourism Office.

06/21/24 – Submitted Budget proposal to Commissioner of Finance.

06/24/24 – Meet with Valerie Kurtz, Supervisor of Early Intervention and Preschool, Putnam County Department of Health. Tasked with helping her find a location for a school for Put Co Special Needs children. Presently they are being bussed to locations such as Yonkers, Poughkeepsie, White Plains, etc. Cost of Transportation alone is $1.6M annually. Toured InterArts Building on 07/01/24 and former Melrose School Campus on 07/02/24 with Commissioner of Planning Barbara Barosa, Michael Boriskin, Artistic & Executive Director of Copland House, and developer Harold Lepler. Scheduled to do a walk through at former OTB building in Southeast on July 12.

06/27/24 – Attended 2nd Annual HV Entrepreneur Support Organization meeting in Newburgh.

07/08/24 – did outreach to small manufacturers on ESD’s Small Manufacturer Modernization Grant ($10M; up to 20%).

Reached out to Brewster, Southeast and Carmel regarding the Capital Improvement Grants for Pro-Housing Communities Program and achieving Pro-Housing Community certification.