

**PCEDC Board Meeting Minutes**

**November 12, 2024**

**9 a.m.**

**Legislative Conference Room & via Zoom**

Present: Alana Daly Mikhalevsky, Don Minichino, Richard Weiss, Chris Ryder, Walter Recher, Kerrie Mehalakes, Marjorie Keith, Dr. Mark Hirko, Bob Zubrycki and Bill Dunkel

Absent: Dylan Myoshi, Kimball Gell

Staff: Kathleen Abels

Guest: Bill Nulk, PCIDA

1. Call to Order: 9:01 a.m. by Chair, Alana Daly Mikhalevsky
2. Approval of Minutes: Richard Weiss made a motion to approve the minutes of September 10, 2024. Marjorie Keith seconded the motion. September minutes unanimously approved.
3. Treasurer’s Report: Richard Weiss stated that our budget was in line and that the 2025 budget meeting with the legislature went very smoothly. Our Breakfast Symposium in October was a success with a preliminary net profit of over $9k, which is up about 32% from last year. Alana Daly Mikhalevsky noted that the EDC’s relationship with the County Administration and the credibility of our organization were factors in this. Kathleen Abels mentioned that the Chair of this year’s Legislative Economic Development Committee, Bill Gouldman, is an experienced Legislator and has a solid relationship with this organization
4. Discussion of Board Terms: Richard Weiss went through the list of Board members and the expiration of their terms. Richard’s fourth 3-year term will expire in January. He wishes to close out his duties as Treasurer for a smooth transition. Marjorie Keith asked about replacing Richard with another CPA, namely Lisa Oros, who could then to be Treasurer. Other Board Members whose terms will be expiring in 2025 but who will not be termed out (Kimball Gell, Alana Daly Mikhalevsky and Chris Ryder) may be reelected at the Annual Board Meeting in January. The Governance Committee (Alana Daly Mikhalevsky, Richard Weiss, Don Minichino and Walt Recher) will schedule a meeting in December to ensure a smooth transition into the new year. Richard Weiss will send out the chart of terms of offices and excerpts from our bylaws to all Board members
5. Event Committee Report: Marjorie Keith stated that the Symposium was a success. There were many last-minute registrations and walk ins and lots of positive feedback. As there were AV issues with the County equipment, she recommended that next year both audio and the visual presentation should be outsourced.
6. Marketing Committee Report: Walt Recher thought that the committee did a good job marketing the Symposium Event. He received 726 post and 20 likes. We had a good speaker and a good topic. Next year we should invest more on marketing to attract more people and new people to our annual event. Media releases before and after the event were effective. Don Minichino noted that Joe Cotter, our keynote speaker who died suddenly and unexpectedly shortly after the Symposium was a titan of industry. He recommended FB ads for next year and more social media advertising. Bill Dunkel reported that the passing of Joe Cotter will result in delays for the Village of Brewster revitalization project, iPark Brewster-Brewster Crossing. Bill Nulk reported that the IDA received the iPark Brewster-Brewster Crossing application for IDA benefits
7. President’s Report: Report attached
8. New Business: None
9. Adjournment: Richard Weiss made a motion to adjourn. Marjorie Keith seconded the motion. Meeting was adjourned at 10:05 a.m.

**Next/Annual meeting is Tuesday, January 14, 2025, from 9 a.m****. to 10:30 am.**

**President’s Report**

**September 10, 2024 – November 11, 2024**

Continued participating in quarterly Red-Carpet meetings.

Continued in person collaborations with Tourism.

Continued serving on Boards of Directors for Town of Southeast Cultural Arts Coalition. Recently resigned from the Board of Directors 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.

Continued working with contractor Alana Green of Alana Green Designs on our website and on Symposium invitations, placards, agenda, flyers, advertisements and social media outreach. New Interactive Map completed November 7, 2024. Sent to Board for suggestions.

09/09/24 – on boarded new administrative assistant Jonathon Cerini. Not a good job fit. Jon resigned on 09/25/24. Advertising with NYSDOL, Westchester and Dutchess Community Colleges, Putnam County towns, our website and with LinkedIn.

09/19/24 -Attended PCBC Business Leadership Summit in Mahopac.

09/25/24 - Participated in Red Carpet Team quarterly meeting.

Attended HVSF groundbreaking ceremony in Garrison for their new permanent home. Governor Kathy Hochul was a featured speaker.

09/30/24 – Attended NYSEG Community Leaders Meeting at TOPs Building in Carmel

10/03/24 - 3rd Annual Breakfast Symposium

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| * Event Committee: Margie, Bob, Bill, Kimball, Kerrie & Don
* Excellent keynote speaker & panel
* Attendees – 126, up 59-1/2% from 79 last year
* Total Sponsorship Revenue - $11,750, up $1,500 (14.6%) from $10,250 last year
* Preliminary Net Profit - $9,225.35, up $2,226.35 (31.8%) from $6,998.99 last year
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10/15/24 – Symposium critique

Met at Put Valley Grange Hall with Grange members, PV Librarian, Town Supervisor and Tourism to brainstorm uses for building for possible revenue streams.

10/22/24 – Met with Danielle Cylich, Associate of Putnam Ambassador George Whipple and representative for the Society to Preserve Putnam County, Antiquities and Greenways, a/k/ Preserve Putnam. Preserve Putnam would like to be involved with REV 250 celebrations of our nation’s 250th birthday. Began setting up a Summit.

10/29/24 – Interviewed candidate for Admin position

10/31/25 – Conference call with Tom Deacon of Fable Foods. He wants to relocate his farm and market from Yorktown to the former Zipkin Farm on Route and Baldwin Road in Mahopac. Began connecting Tom with Tourism, Cornell Cooperative Extension, USDA, HV Agribusiness Development, Eastern NY Commercial Horticulture Program and Town of Carmel Supervisor.

11/04/24 – Interview with candidate for Admin Position. Candidate no show.

Made an offer to a very promising candidate; however, she declined in order to remain working in school system with her small children.

EDC update meeting with Co Exec, Tourism and IDA canceled again.

11/06/24 – Summit on REV 250 at Southeast Museum with County Historian Jennifer Cassidy, SE Museum Director of Education and Programming Debbie Oswald, Tara Keegan & Tracey Sullivan from Tourism, Danielle Cylich from Preserve Putnam and Kathleen Abel, EDC. Absent: Put Co Museum Acting Director Kara Matteson