

**Rockland Economic Development Corporation**

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**MINUTES OF THE BOARD OF DIRECTORS' MEETING  
WEDNESDAY, MAY 17, 2017 – 5:00 P.M.  
LAMONT DOHERTY EARTH OBSERVATORY, PALISADES, NY**

**Present:**

Debra Boening \*

Timothy Cawley

Stephen A. Coyle

Scott R. Goldstein

Sandra D. Grannum, Esq.

Bruce M. Mason

Malcolm G. McLaren

Thomas M. Rau

Robert E. Seaman, III

Sr. Kathleen Sullivan

James B. Tully

Jill A. Warner

Steven M. Yassky

**Absent:**

Karim A. Abood \*\*

Ed J. Day \*

Vincent L. DeLucia

Eric Dranoff \*

Toney Earl \*

Rafael Espaillat

William F. Helmer

Jack F. Holt \*\*

Jonathan Kupperman

Marjorie Lang

Dr. Mary P. Leahy

John A. Maraia, Jr. \*

Dr. Mary Jean Marsico \*

Donald T. McNelis \*\*

Marian Rokeach

Mark D. Rothenberg

Meghan Taylor

Quinton C. Van Wynen

Dr. Cliff Wood

Alan Yassky \*\*

\* Denotes Ex-Officio Directors

\*\* Denotes Director Emeritus

**Staff:**

Jeremy L. Schulman, Jayne Nichols, Zacha Tuttle

**Guests:**

Lucy Redzeposki, Rockland County Director of Economic Growth and Tourism, Dr. Arthur Lerner-Lam, Lamont Doherty Earth Observatory

Lamont Doherty site tour commenced at 5:00 PM

The meeting of the REDC Board of Directors was called to order by Chair Stephen A. Coyle at 5:32 pm. and a quorum was present.

► **Motion:** A Motion to accept the Minutes of the March 22, 2017 conference call meeting. Motion by Robert Seaman and seconded by Steven Yassky. Motion passed unanimously.

Chair Stephen Coyle welcomed Debra Boening, Chair of the RBA Board.

Jeremy Schulman welcomed everyone and thanked Dr. Lerner-Lam for hosting REDC's May meeting at the impressive Lamont-Doherty Observatory overlooking the Hudson River. We received an amazing tour of the Core Lab where we viewed millions of years of documented geological history. Continues our tradition of rotating meetings in different venues to showcase Rockland businesses and resources. Open to future suggestions.

## COMMITTEE REPORTS:

**Treasurer's Report:** Chair Steven Coyle presented in the absence of Quinton Van Wynen: Financials are in order. Received 1<sup>st</sup> payment from County. This year's budget for our Annual Luncheon is \$140,000. Our first check was received in the amount of \$15,000 from TD Bank, our exclusive event sponsor. All monies in from 2016 Annual Luncheon. The County Office of Economic Growth offered flexibility with contract payment schedule. O&R and Crystal Run committed to corporate sponsorships. Mr. Goldstein suggested a budget format that shows year-to-date numbers compared to budgeted amounts through the same period. REDC has a fairly decent cushion.

► **Motion:** A Motion to accept the Treasurer's Report. Motion by Timothy Cawley and seconded by James Tully. Motion passed unanimously

**Board Development Committee Report:** Chair James B Tully: Welcomed Dr. Lerner Lam, PhD, Deputy Director gave a brief history of Lamont Doherty and Comer Geochemistry building which is a leading global research facility. We had a good number of qualified candidates for consideration of the open seats on our board. Set and met initial goals regarding Engagement and Diversification.

### Recruited 2 new board members

- Dr. Lerner-Lam, Deputy Director of Lamont-Doherty Earth Observatory
  - Pillar institution in the earth sciences
  - Scientist won prestigious award this month on work on the forces behind El Nino
- Marcelo Reggiardo, President of Alianza
  - Certified Minority Business Enterprise
    - At a National Minority Supplier Development Council Awards Dinner tonight
  - Rep. of small business world with large corporate contracts (e.g., Comcast, NBA, etc.)
  - Member of the National Hispanic Business Group
  - PTAC program participant

Dr. Lerner-Lam and Marcelo Reggiardo, President of Alianza are candidates up for a vote to join REDC's board. Mr. Schulman and Dr. Lerner-Lam are both Board members on Rockland Community College's Innovative Task Force. Mr. Reggiardo was unable to attend as he is at the National Minority Supplier Development Council Awards Dinner. Assigned every active, voting member to a committee. If there is another committee you would like to join, please let Mr. Tully or the committee chairperson know. Designated names for a Tactical Response Group to be able to respond to issues that warrant immediate attention. Mr. Tully asked Board for suggestions for any other nominees. Working towards greater geographic representation, as well--North Rockland, for example.

► **Motion:** A Motion to accept the nomination of Dr. Lerner-Lam and Marcelo Reggiardo as new Board Members. . Motion by Bruce Mason and seconded by Jill Warner. Motion passed unanimously

**Presidents Report:** Jeremy L. Schulman reported: LCM branding contract which Sandra Grannum, Esq. vetted from the legal standpoint:

### Branding Campaign

- Marketing Brochure - Released revised brochure better reflecting who we are; Marketing Campaign - Received final contract with LCM digital media company; Daily News Outdoor Rockland Ad Supplement - REDC is placing an ad and supporting the county in promoting tourism

### Programming

- Rockland Networking Night - Success with 90 attendees! Received very positive feedback and some tangible results in biz attraction.
  - Stack street coffee company connected with AYS Catering as a potential supplier
  - NYC Fashion industry looking at Garner Arts for trade shows
  - Rockland Web Design potentially added new account
- Accommodations Round Table - Supported this county event to help hotels position themselves optimally for international visitors and the upscale mkt.
- PTAC "Meet the Buyer" event
- CFA Info Session; Bricktown Beerfest - REDC is working with local stakeholders to support Rockland's first ever craft beerfest in October

## **Business & Real Estate Support**

**NYS Consolidated Funding Application** – Ms. Redzeposki spoke about garnering more applicants to the CFA process through greater awareness. REDC assisting by sending info to county businesses and the board so that they can forward it. She spoke about Rockland’s hot film production market and a bill that would enable equal access to tax incentives. REDC will write a letter in support. She also informed the board about the NYS Empire Trail Project in which Rockland was excluded. REDC has been working collaboratively with the county to overcome these hurdles that hinder local tourism and economic development efforts.

## **RETENTION**

- Frontline Data Center – Assisted them with obtaining permission from our partner O&R for a secondary meter which would provide a reliable backup safeguarding critical data in case of main power line failure
- Crystal Run Healthcare – Liaison with the Village of Airmont re: building permit schedule for their new 2,000 SF office
- Garner Arts Center & Historic District
  - REDC encouraged them to apply for a Hudson River National Heritage historic site designation and wrote a letter of support which will bolster future greenways grant applications
  - Nominated them as a “Great Place in America” via the American Planning Assoc. to highlight this terrific resource and raise their global profile
- Charm14 – Participated in our Manuf. Round Table and is now using The Accelerator’s tech equipment & engineering expertise to help them manufacture their products in Rockland
- HVEDC Referral – Referred a participant in their “Bet on My Business Academy”--Screamin’ Onionz--to the Rockland Boulders about selling their product into the stadium

## **ATTRACTION**

- Smart Grid Solutions (division of Aclara based in Missouri) – Moved into 9 Holt Drive in Stony Point
  - New 10,000 SF location
  - 35 jobs at full capacity
- District 96 Beer Factory – Latest craft brewery in New City (Food & Bev. Sector expanding = Tourism)
- Sierra Trading Post – First in the State of NY; outdoor “lifestyle store” in 25,000 SF of the former Nanuet Pathmark

## **RECRUITMENT**

- RPC - NYC Film Studio toured site and will be making an offer to purchase land
- Certified Film Production Facility – With the help of LCM and CBRE, Blue Hill Plaza just became host to space that was designated as the County’s 3<sup>rd</sup> certified stage and the first in a Class A office building.
- Letchworth Village - (Haverstraw) - Hired Cushman Wakefield to market this 173-acre property
- Former Verizon Site - 100 Corp. Drive in Orangeburg (200,000+ SF bldg. on 38 acres) on the market
- Former TEVA Site - potential buyer

## **Municipal & Non-Profit Collaboration**

- Dominican College – Mentoring Business Formulation Course on Hospitality & Tourism project
- Pattern for Progress Superintendent’s Forum – Secured a spot for Suffern School District
- RCC York Labs – Joined other local and regional officials at Rockland’s first Startup NY facility in Nyack
- RCC Culinary Center – Proud that 2 of our board members—Dr. Wood and Bill Helmer are working together to bring this project to fruition

## **Announcements**

Thank you to Dr. Cliff Wood, President of Rockland Community College for stellar tenure on our board and for being our Distinguished Awardee at last year’s Annual Luncheon. His retirement from RCC has led to his service time with us ending June 30<sup>th</sup>. And congratulations to Member Rau for receiving the Rockland Business Association’s Pinnacle Award.

► **Motion:** A Motion to adjourn the meeting. Motion by Jill Warner seconded by Sandra Grannum. Motion passed unanimously. Meeting was adjourned 7:00 pm.