

**MINUTES OF THE BOARD OF DIRECTORS' MEETING
WEDNESDAY, JULY 18, 2018 – 5:00 PM
PALISADES CREDIT UNION PARK
1 PALISADES CREDIT UNION PARK DRIVE, POMONA, NY**

Present:

Stephen A. Coyle	Thomas M. Rau	Quinton C. Van Wynen
Scott R. Goldstein	Marcelo D. Reggiardo	Jill A. Warner
Sabrina HoSang Jordan	Mark D. Rothenberg	
Dr. Arthur L. Lerner-Lam	James. B. Tully	

Absent:

Dr. Karim A. Abood **	Jack F. Holt **	Dr. Donald T. McNelis **
Dr. Michael A. Baston	Jonathan Kupperman	Marian Rokeach
Debra E. Boening *	Marjorie Lang	Robert Sanchez
Hon. Ed J. Day *	Dr. Mary P. Leahy	Robert E. Seaman, III
Eric Dranoff *	John A. Maraia, Jr. *	SSr. Kathleen Sullivan
Hon. Toney Earl *	Dr. Mary Jean Marsico *	Meghan Taylor
Rafael Espailat	Bruce W. Mason	Christine K. Wise-Vazquez
William F. Helmer	Malcolm G. McLaren	Stephen Yassky

* Denotes Ex-Officio Directors

** Denotes Director Emeritus

Staff: Jeremy L. Schulman, President & CEO, Phyllis W. Tucker, Jayne Nichols, Zacha Tuttle

Guests: Shawn Reilly, Executive Vice President, Rockland Boulders Baseball, Lucy Redzeposki, Director of Economic Growth & Tourism

The regular meeting of the REDC Board of Directors was called to order by Chair Stephen A. Coyle at 5:08 pm and a quorum was present.

► **Motion:** A Motion to accept the Minutes of the May 16, 2018 Board Meeting. Motion by Mark Rothenberg and seconded by Quinton Van Wynen. Motion passed unanimously.

Shawn Reilly's presentation on Rockland Boulders Stadium.

Treasurer's Report: Chair Quinton C. Van Wynen reported: good shape on revenue and expenses; salary line is under budget; on the balance side, we should try to stay under \$500,000, which keeps us in good shape.

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

Marketing Committee Report: Chair Tom Rau reported: Chair Rau reviewed the proposed honorees for the 2018 Annual Economic Development Awards Luncheon:

- Manufacturer of the Year: Pfizer Pearl River
- Entrepreneur of the Year: Brosnan Risk Consultants
- Service Provider of the Year: MHA of Rockland
- Gateway Award: Villages of Haverstraw & Sloatsburg

► **Motion:** A motion to accept the proposed slate of honorees. Motion by Jill Warner and seconded by Sabrina HoSang Jordan. Motion passed unanimously.

Board Development Committee: the 2018 REDC Committees list was amended to reflect Marcelo D. Reggiardo’s appointment to the Executive Committee.

► **Motion:** A Motion to accept the revised 2018 Committees. Motion by Mark Rothenberg and seconded by James B. Tully. Motion passed unanimously.

Before presenting his board report, Jeremy L. Schulman asked board members to share anything that might be of interest to the board.

- Jill Warner, Executive Director, Jawonio: Jill spoke about the July 26th Grand Opening of the first phase of their \$18 million campus renovation - 3 Summer Cabins
- Dr. Arthur L. Lerner-Lam, Lamont Doherty Earth Observatory: Dr. Lerner-Lam spoke about Lamont-Doherty Earth Observatory, which has operated oceanographic research vessels for nearly seven decades, and has submitted a proposal to a private foundation for the development of a new ocean-observing system that would integrate leading-edge aerial and underwater drone technology with advanced ship operations. The new system would vastly improve Lamont’s ability to identify and monitor extreme conditions in the oceans that amplify severe storms, impact the sustainability of fisheries and affect Earth’s climate. If funded, the four-year project would employ about a dozen scientists and engineers with expertise in oceanographic instrumentation, robotics, drone software and hardware, and advanced telecommunications. It would cement Lamont’s international reputation as a leader in ocean observation and science and encourage the development of technology that could be licensed and marketed worldwide.

Lamont has raised private funding to repair and enhance its Hudson River Field Station located on the far end of the Piermont Pier. The external renovation, which has just begun and is expected to be completed in August, will enhance the appearance of the field station and provide additional protection from the severe storms that occasionally strike the region. An external scientific display--encompassing murals created by a local artist, as well as a real-time computer-drive display of local conditions in the river--will inform the many passersby of the importance of the Hudson River and its relationships to the environments of the riverfront communities. Internal renovations--now in the design phase--will provide both laboratory and classroom space, providing another curricular resource for area teachers and students.

President’s Report: Jeremy L. Schulman reported:

- Working on a “**Seasonal Econ. Dev. Scroll**” to publicize business happenings, project and program updates
- “**Business over the Bridge**” Videos – Editing and will roll out around Labor day and announce next CEO
- Explore feasibility of **Doing Business in Rockland billboard ad** along NJ GSP or NJT with info such as:

State	Corporate Tax Rate	Combined State and Federal Corporate Tax Rate
New Jersey	9.0%	28.1%
New York	6.5%	26.1%
- **New Logo/Slogans** – *Rockland has the Right Angle for Business* (utilizing county shape, research/tech triangle, etc. and using it as an arrow for forward direction/momentum AND “*Your Business Starts Here*”
 - Messaging, including annual luncheon materials
 - New interactive format with QR coded videos
- **Office Evolution** (co-work space) **Grand Opening at Blue Hill Plaza:** REDC to participate; hook in entrepreneurs, freelancers, etc.
- **NYS CFA Grants**
 - Working with about 20-25 companies and organizations on CFAs, holding consultations on helping to frame their applications in terms of regional economic impact and writing letters of support
 - **USDA Rural Business Development Grant** for Sloatsburg announcement is forthcoming

Lucy Redzeposki, Director of Economic Growth & Tourism, spoke about an increase in SBA loan amounts to Rockland companies and how local businesses are benefitting and are finding a place to borrow.

Programming

- **Cold Storage Forum**
 - Bring together Food & Pharma companies/Contractors/Industrial Site Reps. to explore the creation of a “Rockland Cold Storage Center” and address a pressing industry need for temperature controlled space and to help retain and grow jobs
 - Profit-making venture that would attract more of these types of companies
 - Lamont Doherty Observatory interested in partnering due to its need to upgrade its 30-year old, 10,000 SF core sample storage facility
 - O&R interested as a potential sponsor – major power needs
 - Complementary Components - Commercial Kitchen Hub and Co-Packing entity for start-ups
 - Help spur the development of a “Rockland Culinary Corridor”
- **Holt Drive Commercial Real Estate Event**
 - Hold real estate breakfast in conjunction with KW Realty and property owner to discuss various ways to market the Holt Drive industrial corridor, including a tour of the facility and vicinity with a short presentation on development potential
- **Health-Tech/Bio-Med Cluster Speed Networking Showcase with Crystal Run** - Planning stage
 - Highlight “Healthiest County in NYS 2018”
 - Invite private medical businesses and manufacturers
- **Leadership Rockland** – REDC to collaborate on Econ. Dev. Impact Day – Jan. 2019
- **First Ever Rockland County Beer Week** from July 25-29th – Rockland’s craft food & beverage sector is growing. Governor Cuomo Announces More than 1,000 craft beverage manufacturers now operating in New York State. The Mid-Hudson region “added the most new craft manufacturers statewide, with 93 new businesses opening.”

Professional Alliances

- **Rockland Community College Culinary Center, Gentle Giant Brewing Co. and Rockland Breweries**
 - REDC is developing concept for a “Rockland Hops Yard” where a consortium of Rockland-based breweries would grow local hops for small batch production and create a Rockland-specific appellation to support the county’s tourism and craft beverage sector; RCC would incorporate a related science course into its curriculum.
 - **Rockland Community College Healthcare Middle Skills Academy** – held first meeting June 19th
 - Align academic training with employer skillset needs
 - Next step to engage companies’ HR units
 - Thanks to Mark Rothenberg for agreeing to represent REDC at next meeting (SCORE connection due to educational/mentoring role)
 - **European American Investment Council (EAIC)** – Membership – first county in NYS and Northeast – they approached REDC. Liked what they can bring to the table. They loved Rockland on my personal tour. Now partnering with County – connect in specific ways with international companies – so Euro companies can gain toehold in U.S./Rockland market and our companies can expand into Europe
 - **Already engaging on specific ideas we’ve suggested:**
 - Sister County econ. dev. exchange program – agreement – with an industry component
 - Connected with their Euro site selector reps
 - Upcoming Italian-U.S. Chamber event in NYC – help with recruitment effort of AEsys
 - Press Release and 2019 Directory to be completed in Nov. – put out there on their LinkedIn/Twitter feeds

Business Retention, Expansion & Attraction

Positive Indicators

- **Attraction**

- Garner Historic District of NY
 - Kojiya Organic Juice Co. – Leased 6,300 SF
 - Hudson Mill Restaurant (former owners of Red Rock) – Opening soon
 - Stack Street Coffee – Expanding into 7,000 SF space
- NYCFC – Opened state-of-the-art soccer training facility April 2018. Working to support sports tourism in the local market.

Old Business: None

New Business: None

▶ **Motion:** A Motion to adjourn. Motion by James B. Tully and seconded by Scott Goldstein. The motion passed unanimously. Meeting was adjourned at 6:44 pm.

Next board meeting Wednesday, October 3rd at Jawonio.