



FULTON COUNTY CENTER FOR REGIONAL GROWTH

Fulton County Center for Regional Growth  
**Minutes of the Meeting of the Board of Directors**  
Friday – January 22, 2021– 8:30 a.m.  
34 W Fulton St. and Zoom conference  
Gloversville, New York

Directors Present: All on Zoom: Timothy Beckett (phone), Terri Easterly (video), Gregory Fagan (video), Dr. Leslie Ford (video), Kent Kirch (phone), Travis Mitchell (phone), Geoffrey Peck (phone), Grant Preston (video), Bryan Taylor (phone)

Directors Absent: None

Staff Present: Ronald Peters, Ken Adamczyk, James Hannahs, Desirée Perham

Other Attendees: Michael Albanese, Esq., Legal Counsel; Joe Semione, Fulton County IDA; Ashley Onyon, Leader Herald

***Public Session***

**Call to Order: 8:34 a.m.**

***I. Welcome and Call to Order***

- a. The meeting was called to order at 8:34 a.m.

***II. Roll Call***

- a. Roll call was taken by Desirée Perham and all nine directors were present, exceeding the five needed for a quorum.

***III. Meeting Minutes***

- a. Timothy Beckett asked the Board if there were any corrections to the December 18, 2020 CRG Board Meeting Minutes and the December 18, 2020 CRG Organizational Meeting Minutes. No changes were mentioned and the Board accepted both sets of minutes as presented.

***IV. Announcements***

- a. None

## V. **Reports**

### a. **Chair Report**

#### **Timothy Beckett:**

The chair welcomed everyone to the start of 2021 and a few brief comments were made as there was a lot of ground cover. The expectation is that this year will be similar to 2020 as the economy recovers from the pandemic. It was noted that Ron and the CRG team did an amazing job under the circumstances and put a lot of effort forward to have a successful year. The marketing conducted to get in front of the public, updating the website, and producing the downtown Gloversville guide and the new *Initiatives* magazine were all great accomplishments. CRG is now being recognized as a source to contact for assistance.

The Board replaced Ronald Olinsky who completed his three terms and did a phenomenal job monitoring and directing CRG's cash position over the years; keeping the organization in the black and moving forward.

Bryan Taylor was brought in as a new member on the Board and CRG and the Board are looking forward to his contributions. Timothy Beckett will set up a meeting with Bryan Taylor to assist him with getting up to speed regarding the organization and its mission and to review any questions he may have.

There are two long time board members going into their last year of their third term, Geoffrey Peck and Gregory Fagan. Both have been an integral part of the organization having been Chairs and active contributors throughout their terms. Geoffrey Peck will be taking on the Secretary role for 2021 and Gregory Fagan has already stepped into the role as Chair of the Finance Committee.

Later in this meeting, Ronald Peters will be covering some of his accomplishments in assisting small and large businesses. One of the best successes of last year is the completion of The Center through finishing the building modifications. In a meeting following this one, the Board will be reviewing plans for the building and the organization going into the future in addition to Ron's current goals. CRG's mission will be reviewed in the Governance meeting and although CRG has been helping "one business at a time", the Board needs to look at how CRG works with other organizations so resources are not spread too thin while still maintaining a powerful message out to the business community.

Conclusion of Chair Report

### b. **Committee Reports**

- **Executive Committee** – This Committee has not met since the last Board meeting.
- **Governance Committee** – This Committee has not met since the last Board meeting.
- **Finance** – (Gregory Fagan)
  - The Finance Committee met on Wednesday, January 20, 2021; a quorum was present.
  - Brennen Parker with Alliant Insurance Services, Inc. made a presentation to the Finance Committee about coverage options for CRG. The details of this contract will be covered in

Executive Session. A proposal for Cyber Insurance is forthcoming and D&O coverage limits, which renews midyear, may be increased from one million to two million.

- Financials are in good shape, including the loan fund. A \$324,000 grant payment for the 34 W Fulton St renovation project was received and will be used to pay off a portion of the Community Loan Fund loan.
- **Audit Committees** – (Gregory Fagan)
  - West & Co has been engaged to conduct the annual audit at a cost of not-to-exceed \$12,750, and actual cost is projected to be around \$9,000.

Conclusion of Committee Reports.

### c. Membership & Marketing Report

**Ken Adamczyk:** (Report was included with board package)

- Business training will be starting up in February.
- Microenterprise grant training has been pushed to the first four weeks in March. Amsterdam, in Montgomery County, has requested that CRG conduct the MEG training for their businesses as they are applying for an MEG. This will result in some income for CRG as the course fee is \$100/person.
- CRG is applying again for a Microenterprise Grant in 2021. We have 26 past-trained individuals that are ready to use the funding if it is approved and others waiting to take the training.
- Membership for 2020 was 107% over the previous year. The goal of 110% was missed a little, but given the pandemic that is understandable. The goal for 2021 is again 110% over the previous year, and one membership has been renewed already. A mailing is being sent out today for past Members and will include a copy of the *Initiatives* magazine, a program flyer, a personal letter from Ron Peters and an invoice.
- A letter from Ron and the *Initiatives* magazine will also be sent out to Site Selectors this month.
- Radio advertising has resulted in a national click rate of 1.77 on Facebook, which is above the national average of .9%. Facebook audience impressions were 21,037 that is the number of times the ads were on the screen. – see handout (posted on screen during meeting). Reach was 7,200 with a 2.94 ad frequency. An email blast went out to 15,000 the first time and 17,500 the second time. These resulted in a response of 100 hits on the CRG webpage the first round and almost 200 hits for the second round. The money invested is working well.
- Currently, working on building an overall marketing plan for the year and figuring out the distribution of funds based on the allocated budget. A portion will be set aside for the 2021-2022 *Initiatives* magazine. Per the County contract, multiple radio stations will be utilized for marketing. Ken Adamczyk has reached out to WFNY (local with 8 TV stations & radio and has a large coverage area) also, WNYT ABC (for TV and digital). Currently, there is a contract in place with WENT for the year. There is a 3 month campaign with B95.5 and they gave more airtime as a repeat customer bonus. Also looking at a one month blast on digital and radio with B95.5 to promote the JDA Ag loan program to all six counties. An out-of-state digital and radio blast campaign is also planned to promote the Nano Triangle in cities like Raleigh, NC; Boston, MA; Austin, TX; and the Silicon Valley, CA. Campaigns will be set up to flow throughout the entire year. The marketing plan will be reviewed with Ron Peters next week.
- The Board noted that it was very positive to get referrals and also to be able to monetize programs and thanked Ken Adamczyk for his hard work.

Conclusion of Marketing and Membership Report.

**d. Gloversville Downtown Development Specialist Report**

**James Hannahs:** (Report was included with board package)

- Utilized January to layout plans and ideas for programs the DDS would like to manifest in Gloversville and to figure how they intersect with CRG initiatives. This involved reviewing the new round of stimulus programs (EIDL, PPP) and thinking through how businesses might utilize these and being prepared to link local businesses to these resources.
- Time has been spent reaching out to businesses, especially restaurants. There is a new Raising the Bar Restaurant Fund partnership that is meant to help offset covid19 costs experienced by restaurants. The DDS has assisted local applicants in preparing their submittals for this opportunity.
- Two GLF applications have been finalized and sent to the closing process. A few businesses are being assisted in finalizing submittals for the CARES act funding through the Mohawk Valley Economic Development District (MVEDD). One is in, one is ready to submit and a third is nearing completion.
- Digital marketing efforts are ongoing. There were 160 new followers on Facebook this month for a total of 812 which is nearing CRG's current level of 874. Personal outreach was used to help grow these numbers. Video engagement also assisted which is seen in increased views, higher post engagements and reaching more people. Video lengths are being staggered from 30 seconds to 3 minutes to determine where the flow of engagements are coming from.
- A diversity campaign is being launched as well. The goal is to put Gloversville on the map as being an open and welcoming place, not only for business opportunities but also as a welcoming and engaging community. Video interviews were conducted with individuals that embody diverse characteristics. They were asked to tell their story of how they got here and why they stayed along with their perception of Gloversville and what more could be done to ensure we stay welcoming and opportunistic. The first interview should be published next week with more to follow. The DDS is looking to grow Gloversville in more than just business opportunities.
- The Downtown Gloversville Guide is printed (3,000 copies) and being distributed in CRG's lobby, downtown businesses, and the Chamber. The NYS Thruway rest stop racks were investigated and there is some red tape to get through, but should be able to have some in the three closest rest areas, Pattersonville, Canajoharie, and Clifton Park soon. The plan is to use this guide as a template for downtown guides in other parts of the County.

Questions/input for the DDS:

- A Board member recommended that the DDS consider collaborating with the Pathway Project for assistance with developing a modification for the rest area brochure stand so it raises the pocket guides when in the display.

Conclusion of GDDS Report.

**e. Chamber, Fulton County, IDA, and City Reports**

The Chair requested reports from the City and County members present.

**1. Chamber –**

- No in person report this month.

## 2. Fulton County –

- No in person report this month.

## 3. Fulton County IDA (Monthly report was included with board package)

### Joe Semione

- Pointed out that he will be Chair of the IDA Board for the next two years and is looking forward to working with CRG. He had a recent discussion with Ron Peters and is anticipating a good 2021. Hope to work together to entice businesses into the County.
- A sale was made on the south side of the Tryon property to Tryon Enterprises.
- The IDA renewed their Gold membership with CRG and is pleased to be a supporter.
- Jim Mraz would like to obtain copies of the *Initiatives Guide*. Ken Adamczyk will put some in the mail and will send a digital copy right away.
- The IDA is working on their goals for 2021. The IDA Board realizes that land is limited and they are looking for land to purchase for shovel-ready site development. There is a lot of land to sell still at Tryon, but it could be gobbled up quickly.
- In 2019 the County had wanted to see coordinated efforts between themselves, the IDA, the Chamber and CRG with quarterly or semiannual meetings, but Covid19 delayed that plan. The IDA is hoping to see that come to fruition this year to ensure the three groups are all on the same page and working together. The CRG Board agreed meetings to strategize together would be a good idea once the epidemic slows down, perhaps this summer.

## 4. City Reports –

- No in person report this month.

Conclusion of County and City Reports.

## VI. *President and CEO Report*

### Ronald Peters:

#### a. New Business

1. Resolutions – A quorum was present for reviewing and voting on the resolution being presented. Copies of the resolution were provided to the Board for review prior to the meeting. Ron Peters introduced the resolution.
  - **Resolution to Transfer 12-18 S Main St Properties to the City of Gloversville**
  - Motion: Greg Fagan made a **motion to approve** the resolution as written, and Dr. Leslie Ford seconded the motion.
  - Discussion: The Board asked if there were any terms. Ron Peters said this is to be a straight transfer of the property to the City. Gloversville will look for funding sources afterward; bond financing for the demolition and some funding from the GLF. Minimal costs are anticipated for the deed recording and transfer tax.
  - Vote: The motion was passed unanimously by all Board members present.

2. Business Inquiries:

- i. Starting out strong – There were over 60 contacts in the first three weeks of January. It was overwhelming, but in a good way.
- ii. A startup business in Johnstown was looking for financing.
- iii. The IDA referred a startup business that was potentially looking to move into Fulton County.
- iv. The CARES Act is a good source of money for businesses that qualify. The MVEDD was awarded \$2.7M by the EDA last year and the fund is now down to ~\$500,000. Two loans submitted were approved and 3 more are going forward. Ron Peters is on the loan committee and can advocate for Fulton County businesses in a positive way, as each county is doing.
- v. A non-disclosure agreement was signed on a possible Fulton County project.
- vi. A larger company asked CRG to work on a finance consolidation package. This is a multi-million dollar package and being worked on now and has been referred out to a few banks.
- vii. CRG was asked to assist on a Main St. building through a broker with an owner that is out-of-state.
- viii. NYS has announced the Microenterprise Grant program for 2021 with several changes. It is now a two-step process where the County will submit a pre-application and if accepted, then a full application will be submitted. Step one has been completed and a response is anticipated in the next few weeks. If approved, the grant will be for \$300,000, up from \$200,000 last time. Requirements remain the same as far as 51% participation must be in the low/moderate income level and 51% must be start-ups. CRG has over 25 businesses lined up to apply for this funding. There has been no change in the amount a business can receive, which remains at \$35,000. CRG limits businesses to \$25,000 to make the grant spread further. CRG asked Stefanik to advocate for an increase in the Federal program to \$500,000 and for an increase in the eligibility of the number of employees from 5 to 25, but this did not change. Last year's program created 19 jobs about half full time and half part time. There is considerable hand-holding involved in the process, but the program is worth it.
- ix. A package was sent to a developer from Albany looking for a property in downtown Gloversville.
- x. CRG is continuing to stay updated on all of the State and Federal programs related to covid19 relief. The phase II of PPP has been evolving daily. Some money is being made available at the State level for programs like the MEG and some for CDBG but it is limited at this point.

b. Unfinished Business

1. National Grid approved the \$50,000 grant for the 34 W Fulton St Revitalization project. The check is expected to be received in 3-4 weeks.
2. The Northville/Northampton Marketing Plan will be up and running by first quarter next year.
3. A one-page bullet point sheet of the do's and don't's for the JDA Agricultural loan contract will be presented to the Board in the near future. This will identify how the program rolls out, the pros and cons of the program, and will highlight any risks the Board may want to be aware of, so we all understand how the program will be rolled out.
4. The Great Sacandaga Lake development project is still moving forward cautiously and CRG will hopefully push that forward in 2021. The pandemic has set things back a little.

5. CRG is still competing for an investor in an Agricultural site in Fulton County. The investor is from the Southeast. A couple of sites have been shown, Tryon being one of them, and we are still in the running.
6. Yesterday a development proposal went out to a multi-national business that is looking to expand in Fulton County.

Questions/input for the President/CEO:

1. Can you provide an update on the Washburn's property development? There was a proposal for it to be developed as workforce housing, but that is no longer going forward. CRG does not have ownership of that property and never did.

CRG is expecting another busy month ahead and will continue to bring these programs across the finish line. In the working session we will discuss looking for other revenue sources for CRG.

Conclusion of the President and CEO Report.

## ***VII. Adjournment to Executive Session, if needed***

At 9:13 a.m., Dr. Leslie Ford moved a **motion to adjourn** to executive session, Terrie Easterly seconded the motion and it was passed by all present.

Dr. Leslie Ford moved a **motion to return** from executive session, Gregory Fagan seconded the motion and it was passed by all present. The Board returned from executive session at 9:27 a.m.

Action Taken:

- No action to report.

## ***VIII. Wrap Up***

No comments made.

## ***IX. Adjourn Meeting***

At 9:28 a.m., Gregory Fagan moved a **motion to adjourn** the meeting which was seconded by Terrie Easterly and passed by all present.

Respectfully Submitted,

  
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Geoffrey Peck, Board Secretary

3-10-21  
\_\_\_\_\_  
Date

