



FULTON COUNTY CENTER FOR REGIONAL GROWTH

Fulton County Center for Regional Growth
Minutes of the Meeting of the Board of Directors
Friday – February 26, 2021– 8:30 a.m.
34 W Fulton St. and Zoom conference
Gloversville, New York

Directors Present: All on Zoom: Terri Easterly (phone), Gregory Fagan (video), Dr. Leslie Ford (video), Kent Kirch (phone), Travis Mitchell (video), Geoffrey Peck (phone, Lft-8:55 a), Grant Preston (video), Bryan Taylor (phone)

Directors Absent: Timothy Beckett

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

Other Attendees: John Blackmon, County Liaison; David D'Amore, Fulton County IDA

Public Session

Call to Order: 8:30 a.m.

I. Welcome and Call to Order

- a. The meeting was called to order at 8:30 a.m.

II. Roll Call

- a. Roll call was taken by Desirée Perham. A quorum was present with eight directors in attendance.

III. Meeting Minutes

- a. Travis Mitchell asked the Board if there were any corrections to the January 22, 2021 Regular CRG Board Meeting Minutes, the January 22, 2021 CRG Special Board Meeting Minutes or the January 22, 2021 Governance Committee Meeting Minutes. No changes were mentioned and the Board accepted all three sets of minutes as presented.

IV. Announcements

- a. None

V. ***Reports***

a. **Chair Report**

As the chair, Timothy Beckett, was unable to attend the meeting on short notice, there was no chair report this month.

Conclusion of Chair Report

b. **Committee Reports**

- **Executive Committee** – This Committee has not met since the last Board meeting.
- **Governance Committee** – This Committee met on January 22, 2021. There was no summary presented. All but one director was present at the January committee meeting.
- **Finance** – (Gregory Fagan)
 - The Finance Committee met on Wednesday, February 24, 2021; a quorum was present.
 - Financials look good. There were some expense items in marketing that seemed a little high, but they were carryovers from last year for the magazine publication so not out-of-line. There will be additional grant money coming in soon.
 - The committee discussed how it will engage with the Auditor going forward. In the past, a request for proposals (RFP) was sent out every three years. Given the time and effort put into conducting an RFP and the fact that West & Co has been doing a thorough job, it was recommended that an extension be added to their contract for a total period of five years.
 - The committee also suggested that, going forward, the RFP be set for every five-years with an option to extend it by a year for a couple of years, if the audit process is going well. This is more in line with the how the County's audit system is setup.
 - These changes will be proposed for a vote in the March meeting.
- **Audit Committees** – This committee did not meet since the last Board meeting.

Conclusion of Committee Reports.

c. **Membership & Marketing Report**

Ken Adamczyk: (Report was included with board package)

- Facebook follower numbers were up today, but have been a little low this month. Blogs go out weekly, pre-scheduled, to push viewers to the CRG website via magazine articles. Pictures are amazing on Facebook, Emery Designs has been doing a good job on this.
- Google My Business has seen an uptick. CRG has come up in searches 597 times meaning people are trying to get in touch with us.
- The CRG website had 39 new people visit last month.
- Marketing efforts have been focused on reviewing CRG's County contract along with other plans for this year and reaching out for feedback from several sources which included Tim Beckett and Travis Mitchell. The goal is to build a marketing strategy plan for CRG for the year.
- An advertisement that was used in the *Initiatives* magazine is planned to go into *Business Facilities*, a tradeshow magazine, and they have offered a few additional benefits. They will give us this ad, which shows who we are and where we are, and do a 900-word blog for their

newsletters and for the BF magazine using an article from the *Initiatives* magazine. They want to use the Tryon Technology Park article as this feature.

- Also, talked to contractors about out-of-state marketing and received a proposal that was quite steep. Pamal can do similar work with much better pricing. Pamal has been tasked with targeted marketing to tech areas that include Boston, MA; Raleigh-Durham, NC; and Austin, TX. They can send out 28,000 targeted emails in the tech area, 19,000 in the logistics and warehousing area, and 9,000 in the food and beverage area. This hits our business clusters, aligning with the County contract, and also targets the nano-triangle. There will be desk top ads, banner ads and mobile ads for 30 days to 6 weeks.
- Following the tech ads, a targeted real estate and decision-makers video ad will be run via Linked-in which will go out to 60,000 CEOs, VPs, and developers in the same cities and states. The ads and videos will be built at no additional cost.
- Pamal is linked into Google analytics so CRG will be able to see the results of these ad campaigns digitally in hits to the CRG website.
- The goal with these campaigns is to tie-in the needs of the County, IDA and CRG to get the most value for the money invested.
- CRG recommended the fundraising Gala be pushed off to an October time frame, as May is not looking feasible from a pandemic perspective. The Board was in agreement with this time frame.
- Membership \$ amount is at 27% of the 2021 goal and count is at 34% of the 2021 goal. These two numbers will be reported to the Board each month to show progress.
- The first magazine planning meeting will be in March.
- The Board asked for a time frame for the draft Marketing Strategy Plan, specifically an overall reach of the different categories. Ken could pull together a mini, interim draft plan with bullets to route to the Board next week, with the full Marketing Strategy Plan by the next Board meeting. The Board would appreciate a draft ahead of time.

Conclusion of Marketing and Membership Report.

d. Gloversville Downtown Development Specialist Report

James Hannahs: (Report was included with board package)

- Hometown Heroes program was proposed to the Gloversville Common Council on February 9, 2021. Commemorative banners of local veterans, purchased by members of the community and businesses, will be hung on city lamp posts to galvanize the community, beautify the downtown, show respect for the veterans and to help fund downtown revitalization initiatives.
- The Common Council and the Historic Preservation Board have both approved the program.
- There are 158 pole positions from which the banners can hang and a printer has been selected based on bids received.
- This first year is a pilot program, will be used to smooth out any wrinkles and may be expanded if successful.
- Organizations involved with the rollout include, CRG, DDS, City of Gloversville, DPW, and the Leader Herald.
- Officially launching March 1, 2021. A video will be made by Osama and posted on social media, ads will go into local newspapers and a press release will go out, and there will also be a segment on WENT's Talk of the Town program.
- Registration forms will be available at few specified locations as well as in the newspaper and online through early May.
- A ribbon cutting and unveiling ceremony will be held over Memorial Day weekend.

- The DDS will be the program administration, CRG is involved on the grant/budget side, the Leader Herald is a marketing partner and is handling banner design, and Gloversville DPW will take care of installation and ongoing maintenance.
- In addition to the actual banner, there will be an online version with an option to include a written testimony for the hero submitted.

Questions/input for the DDS:

- The Board noted that the website looks pretty good.

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 – John Blackmon

- Business is improving as sales tax is up \$800,000 from last year.
- Vaccine doses for citizens of Fulton County is low and vaccinations are way behind compared to other areas. Shipments were disrupted by weather.
- It was noted by a Board member that doses come in at about 300/week with designated recipient groups which cannot be reassigned. Also, no appointments can be scheduled until the doses are in-hand. Cancelled appointments do get posted immediately for rescheduling.
- The hope is that the supply and process will improve soon.
- Also noteworthy, the new Wellness Center under construction near Walmart is nearly complete and construction of the new Dunkin Donuts on 30A and Fulton St is well underway.

3. Fulton County IDA – David D’Amore

(Monthly report was included with board package)

- Website improvements are ongoing.
- Tryon needed septic lines and pump station repairs.
- The sale was completed for the lot on the south side of County Route 107. The buyers should be up and running in a year or so.
- The IDA has been working on goal setting. This year there are three primary goals and two secondary goals.
 - Identify potential sites for redevelopment and conduct desktop assessments
 - Conduct a summit with the IDA’s development partners
 - Integrating elements of board training into monthly meetings.
 - Reach out to National Grid about expediting reviews and approvals
 - Develop new revenue streams for the IDA
- The IDA is required to file form ST-62 with the ABO to report sales tax exemptions granted and the recapture of sales tax benefits as needed. There were some of both this past year. Johnstown Renewables project did not progress past initial construction phases so benefits were reclaimed.

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 – None
2. Business Inquiries:
 - i. Website update is in process relating to jobs. A jobs tab will added where Fulton County businesses can include a link to their company's webpage where job openings are posted. The goal is to link job seekers with opportunities thereby improving employment in the County.
 - ii. Business training program is laid out and posted on sites. The Microenterprise grant required training begins this Monday, March 1st. An adjacent county and municipalities are tapping into it.
 - iii. Met with the Gloversville-Johnstown Wastewater Treatment Facility and they requested CRG's assistance and putting together a marketing sheet.
 - iv. Two CARES Act loans went out to two businesses in Fulton County.
 - v. A CFA grant was applied for to replace CRG's rear parking lot with porous asphalt pavement. It is not likely to be approved, but if it is, it will cover 90% of the project costs.
 - vi. A site assessment study is going out through the Mohawk Valley Economic Development District (MVEDD). Bids are due on March 10, 2021. The grant is submitted to the EDA and if successful, National Grid will cover the other 10% so the project costs will be covered in full. The study will be used to identify sites throughout Fulton County.
 - o The IDA requested CRG share information with the IDA so efforts can be coordinated and the Board agreed. Ron will reach out once the proposals to review sites are in.
 - vii. First planning meeting took place on February 25, 2021 for a Six-County Brownfield Developers Summit to be held in fall of 2021. CRG is the hosting site for the planning meetings and is an active partner in the initiative.
 - viii. Last month a zoom meeting was held for Workforce Development on a regional basis. All of the Workforce Development players were on site to track best practices. Meetings will be held twice a month to share updates.
 - ix. A Workforce Development virtual meeting was held for non-profits and included HFM BOCES, Nathan Littauer Hospital and Lexington Center among others.

b. Unfinished Business

1. Good progress was made on the housing project for downtown Gloversville and should know more in another thirty days.
2. The new business property at 179 Opportunity Dr. in the Crossroads Industrial Park is experiencing 4-5 month delays due to the pandemic impact on equipment deliveries. The Code Enforcement officer, Dave Fox, walked through the property last week. The owner

expects to be up and running in early fall and will employ 12-15 people. There is also the possibility for expansion in the future.

Questions/input for the President/CEO:

1. The Board asked how the new jobs tab will stay fresh; who will be responsible for keeping postings up-to-date. The website will be administered by CRG through Emery Designs and there will not be much labor involved on CRG's end. Companies that are being linked to will be responsible for maintaining their own sites and postings. CRG will evaluate as this is used to adjust as needed. Ken Adamczyk, once a week, will note new postings, when and if notified by a company, in a banner at the top of the page. This will be a messaging service to the public workforce.
2. The Board asked if CRG's typical audience for the website will utilize this tab. The page will be advertised through Facebook and other avenues to drive visits. A link to CRG's jobs tab can also be posted on other sites as well like the IDA's, Chamber's, Cities' and County's.
3. It was noted that site selectors are concerned about workforce more than location. They want a human resources team not just a real estate team.

Conclusion of the President and CEO Report.

VII. Adjournment to Executive Session, if needed

At 9:15 a.m., Gregory Fagan moved a **motion to adjourn** to executive session, Dr. Leslie Ford seconded the motion and it was passed by all present.

Gregory Fagan moved a **motion to return** from executive session, Terri Easterly seconded the motion and it was passed by all present. The Board returned from executive session at 9:47 a.m.

Action Taken:

- ABO required acknowledgement, by the Board, of CRG's mission statement, goals with performance measurements, and ABO additional questions will be handled by email.

VIII. Wrap Up

No comments made.

IX. Adjourn Meeting

At 9:48 a.m., Kent Kirch moved a **motion to adjourn** the meeting which was seconded by Terri Easterly and passed by all present.

Respectfully Submitted,



Geoffrey Peck, Board Secretary

4-7-21

Date