



FULTON COUNTY CENTER FOR REGIONAL GROWTH

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

- Directors Present: Via Zoom: Timothy Beckett (video), Gregory Fagan (video), Dr. Leslie Ford (video, switched to phone-9:07a), Kent Kirch (phone), Travis Mitchell (in person), Geoffrey Peck (phone, dep-9:14a), Grant Preston (video, dep-9:15a), Bryan Taylor (phone, dep-9:30a)
- Directors Absent: Terri Easterly
- Staff Present: Ronald Peters, Ken Adamczyk, James Hannahs, Desirée Perham
- Other Attendees: Vince DeSantis, Mayor-City of Gloversville; Mark Kilmer, President/CEO-Fulton-Montgomery Regional Chamber of Commerce; Joe Semione, Chair-Fulton County IDA; Mike Albanese, Esq., Legal Counsel

Public Session

Call to Order: 8:33 a.m.

I. Welcome and Call to Order

- a. The meeting was called to order at 8:33 a.m.

II. Roll Call

- a. Roll call was taken by Desirée Perham. A quorum was present with eight directors in attendance. A few directors had to leave the meeting early, however, a quorum was maintained for voting as Dr. Leslie Ford was able to continue participation, off Zoom, by phone.

III. Meeting Minutes

- a. The Chair asked the Board to move a motion to approve or make corrections to the February 26, 2021 Regular CRG Board Meeting Minutes. Greg Fagan moved a motion to approve and Kent Kirch seconded the motion. No changes were mentioned and the Board approved the minutes as presented.

IV. Announcements

- a. The CHAT feature has been added to the programming on our Zoom meetings and everyone is encouraged to use it.

V. Reports

a. Chair Report

Tim Beckett pointed out that there were a couple of items to review in Executive Session. He also noted that while he was out on medical leave, he kept in regular contact with Ron Peters. The Chair made the following point, "The CRG team has been on a roll; keep up the good work!"

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, March 24, 2021; a quorum was present.
 - Overall, CRG finances looked pretty good.
 - The committee reviewed the investment policy and plans to review the investment portfolio held with Wells Fargo. The portfolio is a little on the conservative side and the committee would like to maximize returns without adding too much risk. There is currently nearly \$260,000 invested that the Board and CRG would like to see grow.
 - There will be two resolutions pertaining to the audit cycle to be voted on later in the meeting.
- **Audit Committees** – This committee has not met since the last Board meeting.

Conclusion of Committee Reports.

c. Membership & Marketing Report

Ken Adamczyk: (Report was included with board package)

- Payment was sent to *Business Facilities* magazine and the ads are complete. There will be a 900 word article with photos in their newsletter going out to 40,000 subscribers and 100,000 executives.
- Starting in May, June and July, the Pamal Digital campaign (LinkedIn banner ads and email) will target two of the three business clusters in three major, out-of-state regions: Boston, MA; Austin, TX; and Raleigh-Durham (triangle), NC
- Radio advertising is being worked on now with WENT, WFNY and the Capital Region stations.
- Website is working with Google Analytics now. If you Google search FCCRG, blog post titles show up on right hand side that can be clicked on to link to the blog. There were 27 clicks this past week.
- FCCRG has been searched 716 times. Facebook followers are up by eleven and engagements are up from last month.
- The final session for this round of Microenterprise grant training will be held on Monday, March 29. Fifteen people will be completing the training. Board members will notify Ken if they would like to show up via Zoom to congratulate the participants. Forty four businesses will be trained and eligible for the next round of grants if needed. The RFP for more training is in progress.
- A Gala theme is being worked on for the October event, perhaps a costume party, and we will begin advertising for it soon.
- The *Initiatives Guide* for 2021-2022 has been officially kicked off with a brainstorming session on article ideas. Writing will begin on April 1st, complete and to printers by October 1st and printed, in-hand by November 1st.
- Membership is 35-36% of the financial goal, a couple checks came in this week, and about 50% of the total number goal.

Questions/input for Marketing/membership:

- *When cluster information comes back, what is next? Data base, feed to other businesses for connections...?* The emails sent out are click activated to CRG's site where we capture a digital signature and can track what they look at and what may be important to them. We won't have exact names of individuals, but will know what location they are from and what areas they prefer to focus on. There were pieces on Tryon and articles from the *Initiatives Guide*. The Live, Work Play piece in the last email included links to other sites like the IDA and Chamber, so we will know those too. Google Analytics will tell us what is important and what people are looking at.
- *What is the time table for the jobs tab on the website?* It is built in the background and has developed into two tabs. It should be up in the next 60 days with a proper roll-out where it is marketed to businesses and they are aware of its presence. There will also be links to it on County, Chamber and IDA sites as well.

Conclusion of Marketing and Membership Report.

d. Gloversville Downtown Development Specialist Report

James Hannahs: (Report was included with board package)

- Hometown Heroes program received a second marketing push. A couple of commercials were recorded that will be aired on 40-50 spots pm WENT over the next month. Currently

coordinating additional efforts with the Leader Herald and will direct market on the website and also using an existing program at the high school. Goal is to get at least 79 participants.

- A new program is being announced to revitalize and animate an underutilized public space in downtown. It is *Food Truck Friday* and will run from April 30th to Nov 12th on Fridays from 11a to 2p. This city-sponsored event will be located in Castiglione Park and will capitalize on the location and lunchtime. The headlining sponsor is Nathan Littauer and John and Sunday Blackmon are also supporting sponsors. This event is structured to include other events, such as the Hometown Heroes unveiling and may also include music. The consistent programming is an attribute of this program and we will be evaluating its effectiveness. Still in the process of lining up food truck vendors, suggestions or referrals are welcome.

Questions/input for the DDS:

- *Will there be chairs and café tables to eat at?* There will be portable chairs in the park and the Recreation Commission has partnered to help with setup. They have picnic tables available, but one of the goals of animation is to allow the public to create the space as they want to use it, so we are looking at using portable furniture.
- Vince DeSantis commented that the City has a robust DPW now and they can assist with the parks for programming like this as well. He noted that this program aspects that align with the City Plan.

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

- Currently relocating the Amsterdam offices which has turned out to be challenging. There are 100 years of boxed paperwork that had to be sorted and purged or digitized.
- Some archival pieces will be set up as a display/exhibits for both counties.
- New fiber optic line is going into the Chamber building.
- New tenant is moving in upstairs in April – Bouchay & Clark Benefits, three offices.
- The building is being revamped and cleaned out and archives are being updated.
- Amsterdam mall office is going to have a new tourism center.
- Programming is expanding now and plan to have the September golf tournament, will have the Executive training program as well. Other new items will be promoted soon to members.
- Lobby Day in Albany is generally this time of year, but it was held virtually. Met with several state legislators and had good conversations to advocate for local businesses. Key points dealt with small business grants (to maintain availability), unemployment insurance (ways to be flexible on payback or even forgiveness), taxes (minimize increases to stress businesses), and the Heroes Act (stand against).

- Putting together a new marketing program and procedures.
- An art gallery in the rotunda will be open in late April with a reception on the 28th from 4p-7p.

2. Fulton County – Greg Fagan

- The County is going back to in person meetings next week (w/o March 29).
- The Public Works meeting agenda has listed the necessary approvals to bring Life Net of NY, air medical transport, to the Fulton County Airport. If approvals are in place, and after a public hearing is held on May 8th, construction could begin and then Life Net could be in service by the end of the year. This will also bring jet fuel back to the airport which could bring in other air traffic and business as well. All positives for the County.

3. Fulton County IDA – Joe Semione

(Monthly report was included with board package)

- Betsy Emery gave a presentation to the IDA board on updates made to the IDA website which is in good shape now.
- West & Co has completed the annual IDA audit and received a very good rating.
- Nexxus Renewable's solar farm is reducing from 8 kW to 3 kW output based on National Grid's constraints but should still generate some revenue for the park.
- A couple of offers were submitted on the Tryon Maintenance building and are under review. Thanks to Ron for bringing in a company to look at the Midas building and the Maintenance building. CRG assistance with marketing the property is appreciated.

4. City Reports – Vince DeSantis

- Interest and development in downtown and in residential areas is on fire currently and inventory of buildings on the market is depleted. The City has been talking to the County about taking title to the 23 properties in Gloversville that the County picked up in tax foreclosure. If this works out, these would go to the property disposition committee with the idea of getting them into the hands of responsible, reputable owners (developers, landlords or owners interested in renovations.) There will be restrictions in place requiring the buildings to be brought up to code in a certain time frame. Eliminating blight in the City is very important and the recycling of blight needs to be curtailed. This is a bold program, but could have very positive results.
- James Hannahs has been doing some great development work in downtown and his efforts are appreciated.

Conclusion of County and City Reports.

VI. *President and CEO Report*

Ronald Peters: CRG received a thank you letter from Dan Calkins, Chair & CEO of Benjamin Moore, for all of the efforts CRG put into their expansion project (\$64 million in improvements are being made. A copy was sent to all of CRG partners as well.

a. New Business

1. Resolutions - A quorum was present for reviewing and voting on the resolutions being presented. Copies of the resolutions were provided to the Board for review prior to the meeting. The Chair requested that Ron Peters introduce the two resolutions.
 - i. **Resolution authorizing that request for proposals to conduct an annual audit of FCCRG be conducted on a five-year cycle.**
 - Motion: Gregory Fagan moved a motion to approve the resolution as written and Travis Mitchell seconded the motion.
 - Discussion: None.
 - Vote: all directors present voted in favor of approval and the motion passed.
 - ii. **Resolution authorizing the option of up to two 1-year extensions on the current contract for the annual audit of FCCRG.**
 - Motion: Travis Mitchell moved a motion to approve the resolution as written and Tim Beckett seconded the motion.
 - Discussion: None.
 - Vote: all directors present voted in favor of approval and the motion passed.

2. Business Inquiries:

- i. A west coast company made an inquiry about moving into Fulton County with a glove operation of fifteen to twenty people. Discussions have been ongoing on line and a property was reviewed virtually. Over the next month they will be coming in for a visit and financials will be reviewed.
- ii. Two proposals came in on the RFP that went out through the MVEDD for a site assessment for Fulton County and they are under review. The proposals were sent to the IDA and County Planning for their review and comments as well.
- iii. A planning committee has been set up to organize a six-county brownfield developers' summit in the fall of 2021. Representatives of each of the six counties and their EDO's are involved.
- iv. New York State came out with a new microenterprise grant program using the CARES Act money. This is being reviewed with Jon Stead and if CRG goes looks through the details and it looks good, then we will be recommending that the County apply. The program would be for \$500,000 for working capital with up to \$85,000 per applicant. Also, we can apply for both Microenterprise grants.

b. Unfinished Business

1. There are a couple of items for Executive Session if no one has any questions.

Questions/input for the President/CEO:

1. *Vince DeSantis noted that he is also a member of the Gloversville Neighborhood Improvement (GNI) Board and would like an update on the status of conveying*

the 12 vacant lots in the Burr St neighborhood to FCCRG Projects, LLC. The contract of sale was partially executed over a year ago. Ron has reached out to a developer to see what their level of interest is in this project and expects to meet with them soon. The LLC could take title of the properties without a developer in hand, but Ron would prefer a developer was in place. Vince will report this back to the GNI board.

Conclusion of the President and CEO Report.

VII. Adjournment to Executive Session, if needed

At 9:22 a.m., Gregory Fagan moved a **motion to adjourn** to executive session, Timothy Beckett seconded the motion and it was passed by all present.

Gregory Fagan moved a **motion to return** from executive session, Timothy Beckett seconded the motion and it was passed by all present. The Board returned from executive session at 9:50 a.m.

Action Taken:

- The Board agreed to move forward with the JDA loan program with Ron Peters as signer. The program will be housed in the EDC loan pool. A resolution will be prepared for a Board vote at the April board meeting.

VIII. Wrap Up

No comments made.

IX. Adjourn Meeting

At 9:53 a.m., Timothy Beckett moved a **motion to adjourn** the meeting which was seconded by Gregory Fagan and passed by all present.

Respectfully Submitted,



Geoffrey Peek, Board Secretary

4-27-21

Date