



FULTON COUNTY CENTER FOR REGIONAL GROWTH

Fulton County Center for Regional Growth
Minutes of the Meeting of the Board of Directors
Friday – May 21, 2021– 8:30 a.m.
34 W Fulton St. and Zoom conference
Gloversville, New York

- Directors Present: Timothy Beckett, Terri Easterly (phone), Kent Kirch, Travis Mitchell (phone), Geoffrey Peck (phone), Grant Preston (video), Bryan Taylor (phone, dep. 9:20a)
- Directors Absent: Gregory Fagan, Dr. Leslie Ford
- Staff Present: Ronald Peters, Ken Adamczyk, James Hannahs, Desirée Perham
- Other Attendees: John Blackmon, County Liaison; Mike Albanese, Esq., Legal Counsel; Mike Anich, Reporter - Leader Herald

Public Session

Call to Order: 8:32 a.m.

I. Welcome and Call to Order

- a. The meeting was called to order at 8:32 a.m.

II. Roll Call

- b. Roll call was taken by Desirée Perham. A quorum was present.

III. Meeting Minutes

- a. The Chair asked the Board to review, for approval, the April 23, 2021 Regular CRG Board Meeting Minutes. Kent Kirch moved a motion to approve; Geoffrey Peck seconded the motion. No changes were mentioned and the Board approved the minutes as presented.

IV. Announcements

- a. None

V. Reports

a. Chair Report

There was no new information to report to the Board.

Conclusion of Chair Report

b. Committee Reports

- **Executive Committee** – A meeting will be set-up in the next two weeks for a quarterly review of CRG’s progress towards goals and objectives.
- **Governance Committee** – This Committee has not met since the last Board meeting.
- **Finance Committee** – (Timothy Beckett)
 - Financials look good.
 - A couple of loans closed.
 - New memberships are coming online.
 - There are some accounts receivable to collect, but CRG is in the black and there is positive activity.
 - There is a lot going on, money is coming in from alternate sources that CRG has not had in the last couple of years such as, Hometown Heroes and the magazine marketing.
 - The 52 Church St. project was discussed as far as separating those numbers for tracking purposes.
- **Audit Committee** – 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)

- Google searching for CRG will result in not only photos of the area, but also Google reviews, plus ads and blogs posted on our social media sites. This all works together to improve CRG’s analytics numbers and is drawing more people to us.
 - FCCRG is the top hit when searched
 - 32 new people visited the site last month
 - 541 new people posted and found us via Google
 - 50 people hit one of the photos that was posted (fall lake scene/Live-Work-Play)
 - 20 people hit posts

- Collaboration with Betsy Emery of Emery Designs has been going well. Currently, we are working on rebuilding the You Tube Page, videos have been added from DDS and CRG.
- Facebook followers were up eight. Engagements and reach were down slightly, but it was a short period from the last pull of data due to meeting timing being a week earlier.
- Palmar digital advertising started this week with the email, digital, banner and LinkedIn components. Analytic results should be available for the next Board meeting.
 - Three different targeted email blasts went out: one toward the IT sector, one to Logistics and Warehousing, and one towards Food Companies.
- Interviewing and writing of the *Initiatives Guide* articles is underway. Four are being worked on at a time. Three should be drafted in the next week or two and Benjamin Moore's article will follow in early June.
- The Microenterprise Grant training has 12 more signed up with possible a few more to be added from Fulton County. This will make over 70 people that have completed the training in just over two years. There are currently over 60 trained and qualified to apply for MEG funds not counting the individuals that have already applied. From Montgomery County, 16 to 18 plan to attend this June training. The RFP was approved and the check is in. More advertising is going out in the Leader Herald for the training classes with a list of all training courses. This will run twice, at the start and end of each month that training is offered.
- The purchased contact list of over 5,000 contacts in target areas has been updated to produce labels for the NJ area. Over 1,000 *Initiatives Guide* magazines will go out this week.
- In a meeting with Jon Stead, Ken was asked to look into television advertising in the NYC/NJ area. Quotes were obtained and the OTT (Over the Internet Streaming TV) is the most reasonable option at 3 months for \$19. This would include Hulu, Apple, Amazon Prime etc... Regular broadcast TV is very expensive and reach is unknown. OTT ads can be targeted to specific demographics. The results can be shared and adjustments made as needed. This is just being investigated at this point and is not part of the current marketing plan with the County. The information will be shared with the County so they can decide if they want to use this in the future.
- The *New Frontiers* Facebook page is not gaining much, but is out there.
- The membership goal for 2021 is 10% over last year's goal. Currently membership is at 57% of the fiscal goal and 77% of that goal if Gloversville is added. The actual number of members is currently at 71% of our goal which is outstanding at this point. There are still businesses that joined late last year and it is expected that they will be joining again later this year.
- There is one item regarding the Annual Gala that will be discussed in Executive Session.

Conclusion of Marketing and Membership Report.

d. Gloversville Downtown Development Specialist Report

James Hannahs: (Report was included with board package)

- Finalizing two major projects:
 - Hometown Heroes unveiling is on May 28th at 10 a.m. There are just under 50 banners and revenue is coming in. There is a healthy interest in the program and the expectation is for more applications to be submitted once people see the banners hanging from the light posts. Main St will be blocked off for the event and

a stage set up. The program will have good community involvement with the Gloversville American Legion participating, US military recruiters with retired Colonel and Assemblyman Robert Smullen on hand for a ceremonial swearing in ceremony, an honor guard, a GHS student singing the National Anthem, and an Eagle Scout to lead the Pledge of Allegiance. Everyone with a banner will receive a 5x7 postcard with a visual for banner locations to encourage walking around and visiting downtown shops. In addition, the event coincides with Food Truck Friday so there will be plenty of downtown animation to kickoff Memorial Day weekend.

- Food Truck Friday is going very well; over 300 plates were served at each of the last three Fridays. The consistent programming each week appears to be a successful format. Local businesses have been helping out a great deal as has the Gloversville DPW with seating placement and power hookups for the musicians that play during the 11a-2p event time. There have been 3 to 5 food trucks participating each week. The event is helping to market the downtown space and feedback from residents has been very positive. Social media numbers are up too.

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

- Attended the first big event of the year – the 27th Annual FMCC Golf Tournament, which had over 190 people and no masks. It was a great turnout and a good feeling to be social again. Things are beginning to feel more normal.

3. Fulton County IDA

(Monthly report was included with board package)

- No in person report this month

4. City Reports

- No in person reports this month.

Conclusion of County and City Reports.

VI. *President and CEO Report*

Ronald Peters:

a. New Business

1. Resolution - 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.

- i. **Resolution for the approval of membership applications to Fulton County Center for Regional Growth, Inc.**
 - Motion: Grant Preston moved a motion to approve the resolution as written and Kent Kirch seconded the motion.
 - Discussion: Applications for new membership are for AIM/Mohawk Valley Community College at the silver level and for Lisa Queeney-Vadney at the associate level. No further comments were made.
 - Vote: all directors present voted in favor of approval and the motion passed.

2. Grant Requests

- i. CRG submitted a grant request through Congresswoman Stefanik's office to refund the EDC loan fund, but the application was turned down. They had a lot of requests come in and stated in a letter that they will work to try and obtain more grant money in the future.
- ii. The grant submitted through the DEC for a porous pavement parking lot was a long shot and it was also turned down. However, CRG does have a meeting set to review the grant applications strengths and weaknesses and it can be improved and submitted again.
- iii. The EPA Site Assessment Grant was approved for \$300,000 for Fulton County and will be administered through CRG. This was one of 165 applications approved throughout the state. Now we have a seat at the EPA table for future money. Rollout should be in October or November this year; the contract process takes time.
 - This grant is not for cleanup, but for assessment. The public doesn't always understand the difference. The Board should explain this if the opportunity arises.
 - The grant request will cover Phase I assessments and four slots were added in the grant for Phase II, up to \$60,000 each as the need arises.
- iv. The State is reviewing the Microenterprise grant application CRG submitted and we were asked to tweak a part of it, which is a good indication that they are looking at it closely and it should be approved. This would be similar to the previous MEG with a two-year funding window.
- v. The County gave CRG the go ahead to submit a second Microenterprise Grant application for small businesses impacted by covid. This grant is for \$500,000 with a \$75,000 maximum package and has a one-year deadline to distribute the funds.

3. Business Inquiries-

- i. An incentives review meeting was held with a major Fulton County company hoping to expand its business, more on this in Executive Session.
- ii. CRG will be setting up a Gloversville Loan Fund Committee meeting soon to review a small business loan application.

4. Site Assessment Study

- i. The six-county site assessment study grant was approved for \$20,000 from the EDA and \$20,000 from National Grid and will run through the MVEDD. The kickoff meeting was a week and a half ago and today CRG will begin looking at sites with the consultant. This will help Fulton County 3, 5 and 10 years out with getting sites identified and up and running for companies looking to move in. Also, looking at a much larger site as part of this study as requested by the funding sources.

5. Six County Brownfield Developer Summit

- i. CRG is actively packaging a six-county, Brownfield Developer Summit that will take place the first week in October of 2021. The planning team includes members from each of the six counties of the Mohawk Valley and we are working as a group to organize this event.
- ii. The day and half event will bring east coast developers into a site in Johnstown and we plan to have higher level speakers to kick-off the sessions on each day.

b. Unfinished Business

1. The final draw was submitted for both the Farley and Restore NY grants which are under review now. There may be some clarification questions, but no issues are foreseen and we expect it will go through.
2. The annual fire extinguisher inspection is now complete for CRG's 34 W Fulton St. building.
3. The JDA Agriculture loan program closing documents should be received next month.
4. AIM workforce development is still going forward in Fulton County and we are getting good response from companies.
5. Still working with a longer term manufacturing operation in Fulton County.
6. A group coming in from California has postponed their visit for a couple of weeks. This concerns relocation of a business that would have a 15-person operation.
7. CRG is still assisting the GJJWT Facility with obtaining a grant for a sludge dryer. Keep in mind this is one of top six wastewater treatment facilities in the US and is an economic development driver for the County. The available capacity allows us to use this as an incentive to draw businesses in.
8. Showing sites in Fulton County to a startup
9. Still looking into additional financial incentives for one of our major manufacturers and met with a bank again, last week, to help them out.
10. CRG is still competing for an agriculture development project and we remain in contact with them.

It has been a good, active month and CRG moved a handful of items across the finish line.

Conclusion of the President and CEO Report.

VII. Adjournment to Executive Session

At 9:03 a.m., Kent Kirch moved a **motion to adjourn** to executive session, Terrie Easterly seconded the motion and it was passed by all present.

Kent Kirch moved a **motion to return** from executive session, Grant Preston seconded the motion and it was passed by all present. The Board returned from executive session at 9:24 a.m.

Action Taken: None

VIII. Wrap Up

No comments made.

IX. Adjourn Meeting

At 9:24 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

7-7-21

Date