



FULTON COUNTY CENTER FOR REGIONAL GROWTH

Fulton County Center for Regional Growth
Minutes of the Meeting of the Board of Directors
Friday – June 25, 2021– 8:30 a.m.
34 W Fulton St. and Zoom conference
Gloversville, New York

- Directors Present: Timothy Beckett, Terri Easterly (phone), Gregory Fagan (phone), Travis Mitchell, Bryan Taylor (phone)
- Directors Absent: Dr. Leslie Ford, Kent Kirch, Geoffrey Peck, Grant Preston
- Staff Present: Ronald Peters, Ken Adamczyk, James Hannahs, Desirée Perham
- Other Attendees: John Blackmon, County Liaison; Mike Albanese, Esq., Legal Counsel; Joe Semione, Chair-Fulton County IDA; Mark Kilmer, F-M Chamber of Commerce; Mike Anich, Reporter - Leader Herald

Public Session

Call to Order: 8:31 a.m.

I. Welcome and Call to Order

- a. The meeting was called to order at 8:31 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 May 21, 2021 Regular CRG Board Meeting Minutes. Terri Easterly moved a motion to approve; Travis Mitchell 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** – (Timothy Beckett) The Executive Committee met twice in June to discuss goals and budgeting for 2022. The meetings were very productive and touched on a lot of items that have not been highlighted enough and need to be reflected in the goals and the budget for next year.
- Another Executive Committee meeting will be held following the County budgeting meeting to review the results and finalize next year's budget for CRG.
- **Governance Committee** – (Timothy Beckett) A discussion was held concerning the filling of two Directors' seats on the Board that will be vacated at the end of this year. One is a County appointed position and the other will be voted in by the CRG Membership. Ken Adamczyk is reaching out to a person with strong qualifications to see if they have an interest in the position. The Chair asked for other recommendations from the group and names should be submitted to Ron Peters. Potential candidates will be interviewed later in the summer.
- **Finance Committee** – (Gregory Fagan)
 - Financials are in good shape. Revenue is over budget and expenses are under.
 - CRG brought in slightly over \$47,000 working with the IDA on the Tryon Technology Park property sale to Vireo Health. This money will be deposited into the FCCRG Projects account.
 - Insurance cost for holding 52 Church St is steep. The Accounting Assistant, Paul Davis has been asked to look into the type of coverage to make sure it is just the basics, liability and fire insurance (limited to site cleanup).
 - One loan was paid off, another is thinking about it and a new one is being issued.
 - There was a discussion around not letting the renters fall behind in their monthly payments. They need to be kept current as it is hard to catch up or they just walk away from the debt. CRG can work out a payment plan if need be, but they need to be kept current.
 - The proposed budget, to be submitted to the County in early July, will be reviewed in Executive Session.
- **Audit Committee** – This Committee has not met since the last Board meeting.

Conclusion of Committee Reports.

c. Membership & Marketing Report

Ken Adameczyk: (Report was included with board package)

- Google My Business – 30 new visits to website, 67 new views on Google posts, 647 new people found us on Google and the Facebook numbers went up by 21. The increases have a lot to do with the blogs and articles tied to the *Initiatives Guide*. There were 1269 engagements on Facebook and over 7,000 people were reached.
- First set of Palmal digital analytics look great. There will be more details once the information is reviewed internally. These analytics show where people click and the click through rate is excellent.
- Post cards for the marketing folder being designed with Shannon Rose are complete.
- Business Training classes are underway. There are 17 Fulton County participants and 22 Montgomery County participants for the Microenterprise Grant training. The last of the four required classes will take place on Monday night, 6/28. Certificates will be handed out at 8pm and participation by the Board is appreciated. Sam Russo from SCORE and Matt Hosek from University of Albany and the SBA will be covering business planning and the Board is welcome to attend the session earlier, 6p-8p, to hear the discussion.
- The CRG Gala is slated for Saturday, September 18th. It was moved to after September 11 to avoid conflicts with other events.
- The *Fulton County Initiatives Guide* business magazine for 2022 is underway. Multiple articles are complete and heading to edit and photos.
- Membership stats are at 58% of the fiscal goal (if you add in the City of Gloversville's commitment for the remainder of the year, 78% of goal). There are 46 paid members which is 78% of the number goal after only six months.

As part of budget process, Ken Adameczyk developed a 2022 Marketing Plan that the Board is in the process of reviewing. This plan will be shared with all agencies once complete. Within this plan goals are set for CRG and as part of the annual review, CRG shows performance against those goals. The Board has received positive feedback from the County on this format.

Conclusion of Marketing and Membership Report.

d. Gloversville Downtown Development Specialist Report

James Hannahs: (Report was included with board package)

- Hometown Heroes unveiling ceremony took place on May 28 and the event was a big success thanks to help from the CRG team and external resources from the City of Gloversville and others. The event spurred new interest in the program and more banner applications have been coming in. The second round of printing is now going ahead.
- Food Truck Friday is doing really well. As a regular, weekly event there is an opportunity to tweak implementation to see what works best. Most recently, the truck placement has been changed from the lower part of the park to along the west side of Main St. The goal is to engage and animate the public space and the downtown businesses. Some of the businesses have brought product out onto the sidewalk to engage with the public more. Over the next couple of weeks the DDS will confer with business owners to obtain their feedback and will also get metrics from the vendors to see how the changes impact them. Long term, the DDS wants this to be a successful program for the City in perpetuity.
- Ongoing work with Social Media and Marketing continues.

- Attended a three-day, Economic Development training class as part of the CEcD Certification process. There were a lot of experts from around the state participating and some good ideas were picked up which will be integrated into new initiatives for the downtown in the near future.

It was pointed out by Joe Semione that the Food Truck Friday program has made a visible difference in the activity level of downtown. He commends the efforts to make this a success.

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 (Mark Kilmer)

- Echoed comments on the success of Food Truck Friday.
- Mohawk Valley Regional Economic Development Council started its work, slowly getting back to speed. Conducting ethics training and scoring training for the Executive Committee that is required prior to looking at CFA's. No dates to share at this time but estimate scoring will begin in August.
- The Fulton Montgomery Chamber has been designated as a partner with the Chamber Alliance of NY for the NYS Small Business Recovery Grant in the Mohawk Valley Region. There are about seven partners around the state now and may be up to twenty. The Chamber will provide lending advice, answer questions and give guidance in figuring out if a business is eligible for the grant.
- There will be a ribbon cutting in late July for the new Amsterdam Visitor Center and Chamber Office in the upper level of the Amsterdam Mall. This office mostly provides tourism and visitor center information and is ninety percent complete.
- Currently there are two loan pools, one directed toward Gloversville and one for Amsterdam; one more is to be added. Interest in the loans has increased after covid subsided. Five individuals have contacted the Chamber about loans for start-up businesses in Gloversville and two in Amsterdam.
- The Chamber is working on a major project that cannot be discussed yet, but could be transformational for the area.
- The Chamber advocates for businesses with legislators to remove roadblocks for getting back up to speed. Most of these deal with regulatory issues with the state government and the Chamber works to eliminate or work around these barriers. Results have been positive.
- The 2021 Golf Tournament is on September 10th at the Hales Mills Country Club. There are sponsorships available but they are filling up fast. There are still some openings for golfers too, contact the Chamber office to signup. The interest has been strong so expecting a great event.
- The Chamber staff has working hard to catch up after the pandemic.

It was noted by CRG that Anne Boles and Janet Davis did an excellent job with the grand opening of the Craft Beverage Trail. The event was well attended and a huge success.

2. **Fulton County** – John Blackmon
 - Echoed the success of the Food Truck Friday program and likes that it repeats each week.
 - Not much else to report as has been involved with the Primary lately.
3. **Fulton County IDA** – Joe Semione
(Monthly report was included with board package)
 - Nexus renewable solar is closing. Tryon Technology Park is using land that would not have been used otherwise.
 - Looking forward to seeing the results of the site inventory. There may be some funds that can be invested in primary sites which would be useful for attracting businesses.
 - Hoping to close on the Maintenance Building in Tryon in July.
 - Vireo Health purchased 92 acres, 44 in the Tryon Park, and there is room for expansion up to 750,000 sq. ft. They will be creating 180 jobs. This was a good partnership for all involved, some proceeds went to the County and CRG for their help in closing the deal.
 - The building demo (9 bldgs.) will be taken care of by Vireo Health. The tower waterline will also be relocated by them. They are hoping to be up and running by April 1st. The County is expediting the process as much as possible for them. The Planning Board will meet in July to review this project.
 - Board training is ongoing.
 - The IDA reiterated that it is good to have partners and looks forward to continue brainstorming ideas.
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. Resolutions – None this month.
 2. Grant Requests
 - i. The EPA approved a grant for \$300,000 to be used on site assessments. Discussions were held with the EPA and the consultant regarding the grant process. The EPA paperwork for the contract should be in some time in August and then the public hearing process will begin. Along with this, projects will be identified for Phase I and Phase II studies. The projects listed in the application are subject to public input.
 - ii. The first Microenterprise grant approved this year is in the contract stage. Applicants are ready to go and the program will be completed within 12 months.

- iii. The second Microenterprise grant application was submitted for \$500,000 and is related to business recovery from COVID. The first phase of the application was approved and an interview was held with the State which is a good sign that they are considering approval. The second phase of the application has been cleared for submittal. Request for Proposal articles that are required have been sent out, a public hearing will be held and County approval obtained. This process will be completed over the next month.

3. Business Inquiries-

- i. One of Ken Adamczyk's contacts is looking at a large agricultural project. Discussions have just been initiated with them.
- ii. CRG met with a sewing operation from California that would like to relocate here. It would be a small start-up initially, 15 jobs, but this may increase to 150 over the next three years. They were here to look at possible properties.
- iii. Another employer is looking to expand and CRG is going through the financial options available to them locally and through the State. Not sure on what direction this will take yet, but CRG is actively involved.

4. Site Assessment Study

- i. Two tours of the County were conducted as part of the site assessment study. The consultant's report should be submitted in thirty days. Around twenty sites will be identified as possibilities: brownfields, greenfields and downtown locations. We will be identifying the top five in each category. A package will be completed for those top five and will include spec. sheets, finance options available, power and infrastructure available or cost to supply.
 - o A couple of areas were identified as possible candidates for a mega-site.

5. Six County Brownfields Developer Summit

- i. Fulton County will be hosting the Six County Brownfields Developer Summit to be held on October 5 & 6 at the Holiday Inn in Johnstown. We anticipate 150 attendees coming in for this event.
 - o There has been great interaction between the six counties to pull this together. The Center for Creative Land Recycling (CCLR) has been instrumental in coordinating the planning process and meetings are held monthly with committee sub-meetings being held as well.

b. Unfinished Business

1. The final draw was submitted for both the Farley and Restore NY grants a little over a month ago. We recently had to file an amendment to extend the grant as the date had expired. This is a formality as the money was all spent prior to the expiration date. The extension was approved on the Restore NY grant and we expect the Farley grant will be approved soon too.
2. Still working with a longer term manufacturer in Fulton County; we are still in play.
3. We are still looking for a location for a start-up in Fulton County and have mostly exhausted our resources for their kind of use.
4. CRG has been asked again by one of local manufacturers to seek out some financial incentives.
5. CRG is still competing for an agriculture development project and we now know that we are competing with another state. Movement is slow, but ongoing.
6. The trailers in the 52 Church St parking lot are being slowly cleared out after a letter of notification to move or be towed was sent out to the registered owners.
7. JDA loan closing documents were sent in for the six-county Agriculture Loan program. Mike Albanese assisted with the documentation requirements and the first draw is expected within the next couple of weeks.
 - i. The six counties covered by the program include: Fulton, Washington, Essex, Saratoga, Warren and Hamilton.

Conclusion of the President and CEO Report.

VII. *Adjournment to Executive Session*

At 9:10 a.m., Travis Mitchell moved a **motion to adjourn** to executive session, Gregory Fagan seconded the motion and it was passed by all present. John Blackmon was invited to sit in on the Executive Session.

Gregory Fagan moved a **motion to return** from executive session, Travis Mitchell seconded the motion and it was passed by all present. The Board returned from executive session at 9:30 a.m.

Action Taken: The Board agreed to move forward with submitting the revised 2022 budget to the County, as recommended by the Executive Committee.

VIII. *Wrap Up*

No comments made.

IX. *Adjourn Meeting*

At 9:31 a.m., Travis Mitchell moved a **motion to adjourn** the meeting which was seconded by Terri Easterly and passed by all present.

Respectfully Submitted,



Geoffrey Peck, Board Secretary



Date