



FULTON COUNTY CENTER FOR REGIONAL GROWTH

Fulton County Center for Regional Growth  
**Minutes of the Meeting of the Board of Directors**  
Friday – September 24, 2021– 8:30 a.m.  
34 W Fulton St. and Zoom conference  
Gloversville, New York

- Directors Present: Timothy Beckett, Terri Easterly (phone), Gregory Fagan, Dr. Leslie Ford, Kent Kirch (phone), Travis Mitchell, Geoffrey Peck, Grant Preston, Bryan Taylor (phone)
- Directors Absent: None
- Staff Present: Ronald Peters, Ken Adamczyk, James Hannahs, Desirée Perham, Paul Davis
- Other Attendees: John Blackmon, County Liaison; David D’Amore, Fulton County IDA

***Public Session***

**Call to Order: 8:33 a.m.**

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

- a. The meeting was called to order at 8:34 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 for approval of the July 23, 2021 Regular CRG Board Meeting Minutes. Kent Kirch moved a motion to approve; Travis Mitchell seconded the motion. No changes were mentioned, and the Board approved the minutes as presented.
- b. Also presented for approval, was a correction to the June 25, 2021 CRG Regular Board Meeting Minutes. The name of a director, Kent Kirch, was left off the Directors Absent list. Grant Preston moved a motion to approve the June 25<sup>th</sup> minutes with the correction noted. Travis Mitchell seconded the motion, and the Board approved the corrected minutes.

#### **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** – This Committee has not met since the last Board meeting.
- **Governance Committee** – This Committee has not met since the last Board meeting.
- **Finance Committee** – (Gregory Fagan)
  - i. The Finance Committee met on Wednesday, September 22<sup>nd</sup>. The finances continue to look good overall. Receiving the Farley and Restore grant drawdowns helped, as did adding two new tenants. If a couple more tenants could be added, the building would be cash flow even.
  - ii. A CRG accounting policies and procedures manual was reviewed along with an investment policy. These were required to be in place to receive federal funds via the EPA grant. Going forward, these policies will be reviewed annually by the Audit Committee when meeting with the auditors. Phil Beckett, CRG's accountant, also reviewed and approved of these documents.
  - iii. CRG's proposed budget for 2022 was reviewed. Health insurance costs increased and there were a couple of other minor changes. The Finance Committee, in executive session, approved a motion to recommend approval of the 2022 budget to CRG's Board of Directors and recommend the 2022 budget be submitted to the ABO via posting through PARIS to be in compliance.
  - iv. Loan pool update: The Five and Dine paid off their loan. The Gloversville Loan Fund is down \$100,000 that is being used for 52 Church St.
- **Audit Committee** – This Committee has not met since the last Board meeting.

Conclusion of Committee Reports.

### c. Membership & Marketing Report

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

- Google My Business is still showing increased traffic flowing to CRG's webpage with 26 new people visiting. This is attributed to the marketing with Palmal Digital and the Google posts which had 83 views. 820 new people found CRG on Google.
- Facebook followers are up by four to 1071 and post reach and engagements were average.
  - The Board requested that in the future graphs, over time and with baseline data, are utilized for tracking as they offer better visualization of progress.
- Palmal Digital advertising is running with email and digital marketing, banner retargeting and ads on LinkedIn. (Second set of analytics is attached in report)
- The Marketing Plan for CRG is built. Now working on a business strategy with the team and tying in the GDDS as an entity within CRG. Expect to have this completed by the end of the year.
- The next Microenterprise Grant training will begin in January 2022. Currently there are five MEGs at the State and three to four more will be submitted in October. The remainder will be in by the end of October.
- The Gala has been postponed until 2022.
- The *Initiatives Guide* magazine is in process. Ten articles are complete, and more are in development. Next push will be to obtain advertisers which is currently slightly behind schedule.
- The New Frontiers social media page was eliminated after discussions with Shannon Rose as it is not providing any cumulative benefit. The same information is on CRG's page and likes are bouncing between both, so it is a duplication of effort. The New Frontiers program is not being dropped, just the webpage.
  - The plan is to talk to the County about using New Frontiers as a message to replace the deleted "Positive" message. The County spent significant money on New Frontiers so it would be a good way to capitalize on the investment.
  - Also, Emery Design and Shannon Rose are collaborating to incorporate some of the New Frontiers' message into CRG's brand which is a good tie-in to the County.
  - The Board asked if New Frontiers should be a tagline to the CRG brand versus a secondary brand. It was explained that the CRG brand is standalone. The meshing of New Frontiers is only a way to incorporate the County message. The original message – Capital Region's New Frontier – was just a campaign and was not meant to be a brand.
- Membership is going well. The financial goal is \$61,627.50 and CRG is at 79% of that amount. If the remainder of the City of Gloversville's commitment is figured in, then membership is closer to 90%. The goal for number of members is 59 and currently CRG has 55 paid members.
- The second Palmal Digital report is in, and the campaign numbers went up again which was unexpected.
  - Open rates on emails were up again at 18-25% and the target market was hit well.
  - Once onboard, Gazelle AI will be able to zero in on specific contacts to target emails, mail outs, phone calls and visits for Ron. This tool will enable very direct contact to the right people at the right time.
  - Impressions were around 52,000. The ad click rate was 0.26 which is a decent number. This was with a video on LinkedIn. Once clicked on, the cookies are used to retarget into their social media, Google etc. Using Google analytics, CRG can

see where the traffic is coming from – Logistics and IT categories were above average. The food industry was slightly lower.

- The Palmal Digital campaign ends at the end of October.
- CRG is now reviewing applicants for the CARES Act Microenterprise grant and five or six businesses have showed interest so far. The environmental review is underway and should be complete by the end of October. The grant funds must be claimed in one year which could be a struggle, so building applications early is crucial. Ken Adamczyk invited the Board to submit referrals if they know of any businesses that might qualify. They could get up to \$75,000 and must create a job(s). The amount of funds a business could be eligible for depends on jobs creation.
  - Must have 25 employees or less
  - Must show an impact, preferably with a drop in revenue after having been profitable pre-covid, but other losses can be considered.
  - The timing of job creation may matter.
  - What the money can be used for is under review.

Conclusion of Marketing and Membership Report.

#### **d. Gloversville Downtown Development Specialist Report**

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

- NY State announced the Downtown Revitalization Initiative (DRI) Round Five is open for applications.
  - After an unsuccessful round four, feedback was requested on how to improve the DRI application and the primary input was to focus on project readiness.
  - There was no DRI in 2020 due to covid so this resulted in additional preparation time to iron out development deals and investment details.
  - Project sheets have been developed outlining the status of each project.
  - The proposal is very strong this year, financing is in hand and projects are more detailed.
  - Either two communities will each be awarded \$10 million dollar grants, or one will be awarded \$20 million.
  - A presentation will be made to ESD on Friday, October 8 using a team of dynamic and diverse presenters.
  - The Council needs to submit their selection by October 27 so the recipients should be notified by early November. There is typically 24 hours' notice that the Governor will be making an in-person presentation.
- The DDS has launched a monthly "DIG" newsletter in a one-page mock newspaper style. It is community written, informative with a positive position on news and business spotlights.
  - DIG is Downtown Improvement in Gloversville – a new brand and is being incorporated into the website as well.
  - The paper will be available in print and as a pdf on the website.
  - The paper can evolve to have advertisements in the future.
- The city's pedestrian safety project, launched in July, involves traffic calming measures and construction at intersections is ongoing. Downtown businesses have been notified of timelines.

- 12-18 South Main St demolition is nearly complete. The fill-in has been done and masonry work is wrapping up. The mayor's plan is to repurpose the area for public use, and it is included as a project in the DRI.
- The Glove City Arts Alliance is offering free public workshops to assist artists with applying for grant funding through the Saratoga Arts 2022 Community Arts grant. The goal is to bring outside money into Fulton County.
  - The Board asked if this grant money could be used for the development planned at 52 Church St since it has an artist focus.
    - Construction of a gallery space for the Arts Alliance is planned as part of the development and this project is also included in a CFA.
- The Gloversville Merchants Association met to work on some programming.
- The DDS continues to keep up with City department meetings and developing relationships.
- Twenty new Hometown Heroes banners were installed over the past couple of months.
- Previously, a Twin City Joint Town Hall meeting was held with business owners and one outcome of that was public policy changes for parking regulations in favor of development. More recently, Johnstown and Gloversville are planning a joint city event linking the two cities through a day-long event using the rail trail through an F, J & G Trail Fest (not the official name). James Hannahs and Jessica McHenry are co-chairs. This event will incorporate arts, history, the environment, and development. It will start in Johnstown and end in Gloversville with stops along the way. This is in the development stage with planning and committee meetings monthly. The goal is to market both cities and the use of the rail trail.
- Gloversville DDS is providing technical assistance to MVEDD for the Rural Placemaking Innovation Challenge grant. CRG applied for the grant with Gloversville and Northville Placemaking strategies in mind. This is a two-tier effort and currently is in the planning/technical assistance phase to determine what projects are out there. The next phase will be to develop funding mechanisms for those projects. The grant funding through MVEDD has not been approved yet but notification is anticipated in a few months.

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 reports this month.

**2. Fulton County (John Blackmon)**

- Board of Supervisors approved a resolution for one million dollars from the American Rescue Plan Act (ARPA) fund for the Parkhurst baseball field. This will be broken down into four payments and the first three will need to meet certain requirements.
  - The phases to rebuild the Parkhurst complex have been modified so that the main stadium will take place first and then the smaller fields.
- The Caroga Lake Arts Collective (CLAC) has received a donation of one million dollars from two summer tenants. A matching funds program, with \$500,000 set aside, will enable the collection of up to an additional \$500,000.

- The County’s art focus is growing and becoming more prevalent with the likes of SVAN, the Paul Nigra Center, CLAC and now Gloversville is taking a more active role in attracting artists. This will aid in drawing tourism to the area.
    - Sherman’s Amusement Park music performances are expanding, and the events are well-attended with 300-400 people.
  - A record number of roads are being paved throughout Fulton County at the state, county, and local level.
3. **Fulton County IDA – David D’Amore** (Monthly report included with board package)
- Proposed sale of the Maintenance Building is ongoing; the deadline is extended to November. A quote is needed from National Grid for electrical service.
  - The building demolition is complete for the Vireo Health expansion project and site work is ongoing. Paperwork for the sales tax exemption has been processed and is available to Vireo through July 31, 2022.
  - There was a public hearing in Gloversville on the Hoffman’s Carwash project. The project is expected to take ten months to complete. It was determined that the property has a small sliver which is in the Town of Johnstown and a second public hearing will be required. This is slated for October 5<sup>th</sup>.
  - CRG notified the IDA of developer interest in a 20-acre parcel in the Johnstown Industrial Park and requested preliminary studies be completed to evaluate the site. The IDA board authorized a Phase I site assessment and found no issues; no further environmental assessment is required. Also, CT Male was authorized to complete a geotechnical evaluation which is underway.
  - A 2022 budget has been proposed and is expected to be approved by November 1<sup>st</sup>.
4. **City Reports**
- No in person reports this month.

Conclusion of County and City Reports.

## **VI. *President and CEO Report***

**Ronald Peters:**

a. Business Update

1. Resolutions – A quorum was present for reviewing and voting on the resolutions being presented. Copies of resolutions i and ii were provided to the Board for review prior to the meeting.
  - i. **Resolution for the approval of a membership application to Fulton County Center for Regional Growth, Inc.**
    - Motion: Gregory Fagan moved a motion as written in the resolution provided and Travis Mitchell seconded the motion.
    - Discussion: Timothy Beckett noted that the application for new membership is for Grassroots Lawn Specialists, LLC, owned by Kyle and

Darcy Moorehouse, at the associate level. No additional comments were made.

- Vote: All directors present voted in favor of approval and the motion passed.

ii. **Resolution to authorize signers for the JDA Loan Fund account at Key Bank**

- Motion: Dr. Leslie Ford moved a motion as written in the resolution provided and Geoffrey Peck seconded the motion.
- Discussion: No further comments were made after Timothy Beckett introduced the resolution.
- Vote: All directors present voted in favor of approval and the motion passed.

iii. **Resolution to accept the finance committee recommendation to approve the 2022 CRG budget and move it forward to the ABO**

- Motion: Geoffrey Peck moved a motion to accept the finance committee recommendation to approve the 2022 CRG budget and move it forward to the ABO and Kent Kirch seconded the motion.
- Discussion: No further comments were made.
- Vote: All directors present voted in favor of approval and the motion passed.

2. Grant Requests

- i. CRG has submitted several updated policies as required by the EPA grant process. A grant approval letter has been received for the \$300,000 contingent on the acceptance of the policies. A new bank account will be setup to deposit funds as they are drawn down. The federal grants are much more administratively labor intensive.
- ii. The regular MEG grant was covered earlier. An approval letter was received for the \$500,000 Microenterprise CARES grant that is directed toward economic impacts related to covid. This grant has a 12-month drawdown window.

3. Business Inquiries-

- i. The preliminary studies for Project Discover, a 20-acre site in Johnstown Industrial Park, have been submitted to the State (ESD). The interested company has visited the site two times and another visit is expected. This Fulton County site is still under consideration, and it could bring in 135 manufacturing jobs. This has been a good team effort. A meeting was arranged with the company and our entire team (sewer, water, education...). Initially they were going to decide by the end of September, but that has been extended. Three other locations are competing for this company.
- ii. Project Sundevil is a company from the Arizona area looking to relocate to the northeast. CRG has shown their site selector several sites. They are looking for about 100 acres. We are in a holding pattern as they shop around.
- iii. A vegetable grow facility has been shown a few sites.
- iv. Contact is being maintained with the sewing company out of California. CRG is trying to nudge them along with some incentive packages.

- v. Following up on calls for sites, funding, and expansion opportunities.
  - vi. The Lake George/Lake Champlain Regional Planning Commission has asked CRG to be a “spoke” in a program that is being rolled out by the EDA called the Hub and Spokes. Applicants can submit for a \$2 million grant, but it is a heavy administrative load to be the Hub. CRG prefers to be a spoke, giving us more time for processing more applications. The type of work we are currently doing may be able to be covered by the grant for a one-to-two-year funding cycle.
  - vii. One loan has been approved for the JDA Loan program.
  - viii. CRG is looking into financial incentives for one of our main manufacturers.
  - ix. The board should be aware that some power issues at Tryon were in the press (handout of correspondence was provided to the board). No additional comments regarding this.
- 4. Site Assessment Study
    - i. Ongoing, no report this month.
  - 5. Six County Brownfields Developer Summit
    - i. The six-county brownfields developer summit has been postponed until the spring of 2022 due to covid. A lot of effort has gone into preparing for the summit. The format and information are exceptional.
      - A 1-1/2 hr. “teaser” webinar will take place on October 6<sup>th</sup> to introduce the contacts for each county in the Mohawk Valley and to share the program website with property data for each county. A link will be sent out inviting you to the webinar. In addition, email ads will continue until the event takes place in the spring. Over 100 people signed up for the in-person event and we hope to add more to this list by spring.
  - 6. 34 W Fulton St.
    - i. CRG has two new tenants in the suite area of the Center and a lead on renting the second-floor level.

Conclusion of the President and CEO Report.

## ***VII. Adjournment to Executive Session***

At 9:31 a.m., Geoffrey Peck moved a **motion to adjourn** to executive session, Gregory Fagan 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 9:57 a.m.

Action Taken: None

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

No additional comments were made.



**IX. Adjourn Meeting**

At 9:57 a.m., Gregory Fagan moved a **motion to adjourn** the meeting which was seconded by Kent Kirch and passed by all present.

Respectfully Submitted,

  
\_\_\_\_\_  
Geoffrey Peck, Board Secretary

10-27-21  
\_\_\_\_\_  
Date

