



SULLIVAN COUNTY GOVERNMENT CENTER
100 NORTH STREET
P.O. BOX 5012
MONTICELLO, NEW YORK 12701

SULLIVAN COUNTY LEGISLATURE
Community and Economic Development Committee
February 2, 2012
9:45 A.M.

*Committee Members: Ira Steingart (Chair); Kathy LaBuda (Vice Chair);
Kitty Vetter; Cindy Kurpil Gieger; and Gene Benson*

AGENDA

PRESENTATION: None

DISCUSSION ITEMS: None

RESOLUTIONS:

- 1. To amend Resolution No. 30-12 with respect to the issuance of a Request for Proposals for a contract with a Not-for-Profit Corporation to provide Tourism Promotion services for the County.**

DIVISION/PROGRAM UPDATE:

- Community & Economic Development Update- Luiz Aragon
- IDA - Jennifer C.S. Brylinski
- Partnership for Economic Development – Alan Scott
- Visitors Association - Roberta Byron-Lockwood
- Workforce Development - Laura Quigley
- Chamber of Commerce – Terri Ward

PUBLIC COMMENTS:

RESOLUTION NO. _____ INTRODUCED BY THE COMMUNITY AND ECONOMIC DEVELOPMENT COMMITTEE TO AMEND RESOLUTION NO. 30-12 WITH RESPECT TO THE ISSUANCE OF A REQUEST FOR PROPOSALS FOR A CONTRACT WITH A NOT-FOR-PROFIT CORPORATION TO PROVIDE TOURISM PROMOTION SERVICES FOR THE COUNTY

WHEREAS, on January 26, 2012 the County Legislature passed Resolution No. 30-12 directing that a Request for Proposals be issued seeking submissions from qualified entities to perform tourism promotion services for the County, and

WHEREAS, said Resolution stated that it was the intention of the Legislature that such contract will be awarded during the March, 2012 legislative meeting, and

WHEREAS, the County Legislature desires to assure a smooth and uninterrupted flow of tourism promotion services while also providing an opportunity for the Legislature to receive proposals from qualified entities for a continuation of such services into the future, and

WHEREAS, the County Legislature has determined that, as a result of New York State Tax Law, Section 1202-j(9), which provides that not less than eighty five (85%) per cent of the revenue from the imposition of the hotel and motel room tax must be used to employ a not-for-profit corporation to promote tourism in Sullivan County, such an entity is a service with “predetermined rates” as referenced in the County’s current Procurement Policy, and

WHEREAS, the County Legislature believes that it would be in the best interest of the County to amend Resolution No. 30-12 so as to assure a continuation of tourism promotion services during 2012 and to also provide the Legislature with timely proposals on which to base a contract for such services in 2013 and beyond.

NOW THEREFORE BE IT RESOLVED AS FOLLOWS:

Resolution No. 30-12 enacted January 26, 2012, is hereby amended as follows:

- A. The current contract between the County and the Sullivan County Visitors’ Association is hereby extended to December 31, 2012, it being provided that the County shall, during such period, in accordance with the schedules set forth in the

contract, pay the Visitors' Association eighty five (85%) per cent of the revenues derived by the County by the imposition of its five (5%) per cent hotel and motel room tax.

- B. The Sullivan County Legislature hereby requests that the County Manager, utilizing such staff personnel as he may deem appropriate, cause a Request for Proposals to be issued seeking proposals from qualified entities to perform such tourism promotion services for the County commencing January 1, 2013.
- C. Said Requests for Proposals shall be issued no later than August 31, 2012.
- D. Said Requests for Proposals shall permit the submission of proposals for either a single year or a multi-year contract.

Moved by _____
Seconded by _____
and adopted on motion _____, 2012



SULLIVAN COUNTY
DIVISION OF PLANNING AND ENVIRONMENTAL MANAGEMENT
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CED Committee
February 2nd, 2012
Planning

- Mid-Hudson Region Awards & CFA process
 - Total Award: \$67,026,136.00
 - Total Awardees: 61
 - Mid-Hudson Region ranking: 6th
 - Largest Funding Agency: HCR – 26 recipients for \$42,921,428.00
 - CFA session – Monday, February 6th at 7PM @ CVI Building in Ferndale
- Micro-Enterprise Grants – Reminder -- due Friday, February 3rd
- Economic Development Masterplan RFQ update
 - Request for Qualifications to firms and practitioners interested in providing Economic Development Analysis and Planning Services for the purpose of assisting the County with preparation of a "Sullivan County Comprehensive Economic Development Strategy Plan".
 - Issued January 27th, 2012
 - Proposals due Friday, February 24th.
- Broadband Engineering Services RFP update
 - Sullivan County is currently engaged in the creation of a Mobile Telephony & Broadband Study for the entire County. The County is working with DVI Ltd., on this project. In order to complete this project, the County is seeking a Radio Frequency Engineering Firm to provide technological solutions and associated budgets from implementing projects that will improve wireless coverage for the County.
 - Four areas have been identified as "pilot projects" that represent the unique types of challenges that rural areas often encounter. Proposals are being sought for pilot projects to address these issues that can be replicated elsewhere to achieve full build-out.
 - NYS Route 97 corridor
 - NYS Route 209 corridor
 - Catskill Park / Watershed Area
 - Core Agricultural Sector – NYS Route 52 & 17b
- Sneaker World loan update
 - \$25K loan – South Main Street in Liberty -- February closing.

ACTIVITY REPORT – FEBRUARY 2012
COUNTY OF SULLIVAN INDUSTRIAL DEVELOPMENT AGENCY

January 30, 2012

In January, work on completing the yearly documents required by the New York Authority Budget Office (ABO) for fiscal year 2011 was started for both the IDA and the Sullivan County Funding Corporation (SCFC). Because the Funding Corporation is considered a Public Authority, as is the IDA, the new entity must abide by all the legal requirements of the ABO. This information gets submitted through the online PARIS reporting system before April 1st.

Performance Measurement Reports by the IDA and SCFC were submitted to the State, as were the SCFC Directors Evaluation forms.

Work on compiling and organizing the IDA's PILOT bills continued in January. Bills were sent out in December and January. As the funds are received, they are forwarded to the taxing jurisdictions in a manner required by State law.

Work started with a new program initiated by the Economic Development Council in Albany to produce a new format for the IDA's cost/benefit reviews for project applications. We are one of the first in the State to use this new program.

At its January 10th meeting, the IDA Board transferred the East Broadway Development project and the Millennium Pipeline Loan Fund project to the Sullivan County Funding Corporation.

The IDA's website was updated in January. In February, the Sullivan County Funding Corporation will begin setting up its own website.

The Annual Audit of both agencies will commence in February. The IDA will continue participation in the Sullivan County Economic Development Corporation upcoming activities.

Jennifer CS Brylinski
IDA Executive Director

PROJECT SUMMARY

PROJECTS	PRIORITY	NOTES
ATTRACTION		<i>Jan-12</i>
Project Air	High	We met with the Sullivan County Airport representatives and the existing FBO relative to Kestrel Air, a manufacturer of a single engine turbo prop. Plane. 1st phase 30,000sqft/60 jobs. Second phase 200,000 sq. ft 300 jobs (high tech) We are waiting for some financial supporting data and other due diligence items. Company is interested in utilizing new market tax credits. A shovel ready site currently exists which would be utilized during the 1st phase. Company representatives are utilizing contacts with the Governor's office to begin talks at that level relative to new market tax credit availability and the State's willingness to divert to this project.
Shelburne Plastics	High	Shelburne has begun to apply for additional funding with several banks to finance a portion of its project. It will be looking to complete previous applications to the IDA and SCP as well. In addition Shelburne has applied for training grants through SC Planning office. We have assisted the company in securing over \$200,000 in grants from NYSEG and ESD funding in the amount of \$150,000. They will be manufacturing a variety of containers for liquids and food products for varying customers throughout the tri state area. \$4 million investment. 50 jobs. Environmental Benefit - an adaptive reuse of an existing facility and existing equipment.
The Camp Professionals	Med	<i>Have been steadily moving forward in the town of Mamakating. Culinary camp and year round instructional center. \$1 million investment. Property has not been on the tax roles but will be put on tax roles upon completion of the project. Environmental Benefit - an adaptive reuse of an existing facility that was on its last legs.</i>
Aaron's Rental	High	<i>Are working with the Village of Monticello to finalize details.</i>
ASB Greenworld	High	<i>Has secured building permit and has begun site work for a 28,000sq. Ft facility in bethel. They are working out details for a GC to erect the building. They have begun recruitment efforts for a facilities manager and for core employees which they will begin training at their Valdosta, GA facility. 15 market rate jobs with benefits. The plant will produce planting soils and substrates utilizing all natural ingredients for sale to national distributors. Environmental Benefit -They will be working with municipalities to import select debris from storm surges, tree trimming etc. as part of their materials inflow. The company has made a dedicated effort to utilize local contractors.</i>
Project Vision	High	Met with representatives of an Alberta, CA based company. The firm manufactures windows and curtain walls for high rise facilities in major northwest cities with a proprietary film system which creates a very efficient environmental barrier with uniform or-values from 5-8 times more efficient than existing products. Windows are for commercial use and have been installed in every environment. The company looks to build 30,000sq. ft to start with expansion to 100,000sq.ft and minimum 50 manufacturing jobs. A possibility does exist that the company can work with a past Partnership project Neversink Glass which is highly rated and does similar work in the NYC metro area. Environmental Benefit - the company is developing a way to incorporate photovoltaic film in its design since the assembly process is similar in an effort to offer glass curtain walls that are not only efficient, but also energy producing as well.
Apollo	High	<i>We have been assisting Chancellor Livingston with a variety of marketing related and targeted demographic data as part of our technical assistance work. The work has help garner interest from a variety of prospects that they hope to locate to the site. Environmental Benefit - Chancellor has been contacted by Carbon Harvest to explore possible energy savings and other synergies etc.,</i>
We Ship it	High	<i>We have assisted WE Ship It in finding a suitable location for their expansion project. The Company has moved to Wurtsboro after completing upgrades to the a 34,500 sq. ft facility. The company distributes a variety of "club membership" type consumer products throughout the U.S. They have grown from a 12,000 sq.ft facility which was located in Bloomingburg. The company employs 8 and has landed additional contracts which will require expansion in the near future. space is available at the new location. Environmental Benefit - adaptive reuse of an existing facility.</i>
Cambridge	High	Manufacturer of paving blocks from N.J. 40-45 jobs . 95,000 sq. ft. with some outside storage for finished products. Two meetings with company and land owners. Town of Thompson has approved zoning change to accommodate land owner by a unanimous approval. The company has drafted a formal letter of intent, subject to competitive incentive offer from Empire State Development. They are closing on a storage facility near their plant at this time and will be back to reengage in the project when they complete the former. Environmental Benefit - local sourcing of raw materials.
Consolidation Project	High	Firm is looking to consolidate two operations/distribution centers in Thompson, which is half way between their two current and aging facilities. Firm has located a site that may be suitable. Conducting due diligence at this time though they are still searching for sites between exit 104 and 107. 65,000 sq. ft. high paying union scale jobs.
Location Incentives Group/	Med	<i>NJ Firm looking for 10 - 12,000 sq. ft. Firm bottles shampoos and soaps and distributes nationally. We have presented the facility just vacated by We Ship Express. TBD</i>

PROJECT SUMMARY

EXPANSION		
Ceramics/Controls Manufacturer	Low	<i>Looking for additional space to manufacture High Temperature Heating, Industrial Ceramics (insulating/Structural), Furnaces, Controls and related engineered products. 5 jobs. 5,000 sq. ft</i>
Formaggio	High	<i>Met with company several times to begin exploring the possibility of utilizing Sullivan County dairy in an expanded cheese production process. We have been working with HVADC on some very complicated issues that must be solved before the project can move forward. The has the potential of extraordinary benefits to the dairy farming community. Environmental Benefit - reduction in transportation costs, stable local demand, farm fresh product, local branding opportunities.</i>
CBRE	High	<i>Looking for space to house small snack distribution facility. Presented buildings in Bloomingburg, Liberty, and Monticello.</i>
OTHER		
Frontier	High	<i>Worked with local and state officials to stop the closure of the remaining element of the Frontier Insurance Co. saving 50 jobs in Sullivan County. The jobs are safe for another 18 months while the interested parties work out possible details for permanency and a potential expansion that would add an additional 50 jobs.</i>



THE SULLIVAN COUNTY VISITORS ASSOCIATION

REPORT TO THE CED COMMITTEE

FEBRUARY 3, 2012

- SCVA is working on the 2012 Visitors Guide that this year will feature for the cover a painting by a local artist who highlighted the 4 seasons and all of the things one can do in the Sullivan County Catskills. A new section of the guide will promote our new weddings and special occasion's section and the insert map has been updated.
- SCVA is working with the SC Chamber on two initiatives. The first will be an Outdoor Expo Show held in March. The second is a Shop Local campaign that SCVA will help the Chamber promote through email blast, direct mail and our Made in the Catskills web site.
- SCVA is holding sector marketing meetings in several areas of the county during the month of February. The objective is to provide the members with a networking opportunity and working together to develop vacation packages to be used on several of SCVA web sites and social media. These packages will be woven throughout Sullivan County to promote as many businesses as possible into a network of trails. Many great ideas have already come out the first meeting in January held at the Dancing Cat in January and SCVA will start to institute them.

www.scva.net www.outinthecatskills.com www.catskillsocial.com
www.madeinsullivancatskills.com www.catskillsconnect.com

- SCVA has met with our web designer to discuss updates to the main site, social media and digital advertising venues for 2012.
- SCVA attended the NYSAC conference on January 31 to support the NYS Tourism Industry and educate the elected officials from across NYS on the economic benefits of NYS tourism.
- SCVA is in the process of contacting the vast second home owners in Sullivan County. A survey will be mailed to each owner in an attempt to capture updated addresses and emails for future marketing efforts.
- SCVA has partnered with members to attend golf show in NJ and upcoming golf show in Westchester. Other shows include 3 outdoor shows, the NY Times Show and the GLBT Expo this spring.
- SCVA is working with the promoters of Food Stock and Farm Stock to promote these growing events. SCVA will partner to advertise and promote through the various social media.
- SCVA is working with the Arts community to further promote after last year's Arts & Cultural Guide.
- With the Tourism Marketing Committee, SCVA is looking to create a multi-day event during the shoulder season to create interest in the arts. Then a "passport program" will be instituted for 2012 so visitors will be enticed to visit at least several of the venues during the season.
- SCVA and the Tourism Marketing Committee are compiling all of the unusual aspects of Sullivan County to use for promotion and geo caching.
- SCVA and the Committee are working with Digit and the Art Alliance to create a new film festival
- SCVA is asking visitors to submit their vacation videos to SCVA for promoting on the web site.
- SCVA is in the process of utilizing direct mail to target specific markets both locally and regionally with its members.
- SCVA is going to market the golf courses this year with a golf card. After talking to some of the courses last year we will be working with the courses to get this program for 2012.
- SCVA continues to work with Renaissance on the Coach Bus Stop and SC airport project.
- SCVA continues to send e-blasts and media updates.

Community and Economic Development Committee

February 2, 2012

Center for Workforce Development

Highlights

1. Partnering with Orange, Dutchess and Ulster County Workforce Boards on federal Workforce Innovation grant. Additional partners will include all 4 community colleges and BOCES; The Solar Energy Consortium (TSEC) and the Council of Industries. Focus will be on advanced manufacturing. First planning meeting is February 1. More details will be provided at committee meeting
2. The planning for the second annual Non-Profit Summit continues. Summit will be March 7 at Bethel Woods Center for the Arts. Keynote speaker will be Doug Bauer from the Clark Foundation.
3. The HV Regional Business Services Team is comprised of the 7 HV Workforce Directors and 2 NYSDOL regional business reps. Currently internal work is being done on standardizing data collection across workforce areas so better matches between employers and job seekers can be made. We are also now looking to coordinate job fairs.
4. The Workforce Board has as part of its federal charge a Youth Council. Locally that Council was pulled back and redesigned. It is now the Emerging Worker Council focused solely on the work readiness, education and employment needs of our youth. The first meeting was held January 31st. Update will be provided at the committee meeting.
5. Summer Youth Employment Planning is underway. The 6 week program runs in July and August and provides paid work experience for eligible youth between the ages of 14 – 21. We are also looking to not only increase our direct placements but also create a mechanism to capture those numbers.
6. The Workforce Development Board (WDB) will be meeting on Tuesday February 14 at 8am at the administration building of BOCES on 6 Weirk Avenue in Liberty. These quarterly meetings are open to the public and all Legislators receive meeting notices. The WDB is a federally mandated Board comprised of 35 members, 51% of whom from the private sector. The WDB sets policy for the federal Workforce Investment Act funds and is responsible for the overall local workforce system. The current Chair of the WDB is Robert Green.