

**COUNTY OF OTSEGO INDUSTRIAL DEVELOPMENT AGENCY
OTSEGO COUNTY CAPITAL RESOURCE CORPORATION**

Governance Committee

January 5, 2017

Meeting Minutes

CALL TO ORDER

The Governance Committees of COIDA and OCCRC held a joint meeting on January 5, 2017. The meeting was called to order at 8:10 a.m. at the Cooperstown Village offices located at 22 Main Street, Cooperstown NY. Committee members present were Rick Hulse and Bob Hanft (by phone), Board members Cheryl Robinson and Devin Morgan, and staff Elizabeth Horvath and Sandy Mathes (by phone).

During the meeting, Mr. Hulse made a motion to enter executive session under the Public Officers Law, Article 7, Open Meetings Law Section 105, for the following reason: To discuss the medical, financial, credit or employment history of a particular person or corporation, or matters leading to the appointment, employment, promotion, demotion, discipline, suspension, dismissal or removal of a particular person or corporation. The committee entered executive session at 9:30 a.m. and exited at 9:40 a.m. No action was taken during executive session.

At the meeting,

- Ms. Horvath briefly reviewed December 2016's minutes, including the status of the list of Next Steps – all have been completed save the revision of the grant revenue document.
- The committee reviewed the COO report, which was lengthy; review gave rise to a discussion around project management tools that could better capture the information/activity/goals/obstacles. Mr. Hulse & Ms. Robinson to share via gotomeeting their systems/ tool sets for Otsego Now staff to adopt and use.
- The committee began discussing Board goals for 2017 – initial ideas include empowering staff to track and communicate our goals to Board succinctly, with clear guidance from and support by Board; and having Board members take on more ambassadorial/relationship-building activities across the community. Creation of Board goals for 2017 will take place at the January 26th Board meeting, at which point the Board will, as well, provide staff with feedback concerning the first draft of activity reports that arise from the gotomeeting. On a related note, the committee discussed bringing together quarterly meetings of various sectors in the County for listening sessions, brainstorming, etc. Staff goals tabled for the moment, to be revisited at the February Governance meeting.
- Discussion around the structure and speed of Board meetings – Move from reviewing minutes of committee meetings and prolonged discussion thereof to having members review minutes in advance. Ms. Horvath to consult with Joe Scott concerning amendments to by-laws, including eliminating Bills to be Paid from the Board agenda, as bills are currently reviewed by Audit committee.
- Idea floated concerning creating an internal marketing committee, possibly with participation of non-members.

NEXT STEPS

- EAH to revise grant rev/exp tracking spreadsheet.
- JH to add Otsego Now news/events/updates to his daily new clipping service
- EAH and JH to meet with Paperkite re social media hand-off, including
 - All reporting, and use of sprout social
 - Information on becoming a sponsored link on allotsego.com, Daily Star
 - Publishing our news/activities on social media first, as opposed to allotsego.com – inspirational for the community

- How to benchmark ourselves: goals and objectives, best metrics, tactics
- Live feed on facebook
- Increasing followers and metrics around brand recognition
- Door open for quarterly checks/adjustments, and specific campaigns when opportunities present
- JH to schedule meeting with CR and RH re project management systems
- PJD/workforce development to be added to the project tracking system as a Project
- Mr. Hulse to speak with Barbara Ann Heegan about working together with Chamber on quarterly sector-oriented meetings.
- EAH to start Joe Scott on by-laws edits.
- EAH to add to Audit agenda discussion of reporting to full Board crisp, high-level, visual information concerning year on year trends, recurring/one-off/grant income, 2017's requirements for new revenue and how we will grow it.

ADJOURNMENT

There being no further business to discuss, the meeting adjourned at 9:53 a.m.