

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

**Governance Committee**

**February 2, 2017**

**Meeting Minutes**

**CALL TO ORDER**

The Governance Committees of COIDA and OCCRC held a joint meeting on February, 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, Cheryl Robinson and Craig Gelbsman (by phone), Chair Devin Morgan, and staff Elizabeth Horvath and Sandy Mathes.

At the meeting,

- The committee reviewed and accepted the January 2017 meeting minutes.
- The committee discussed having an event in the spring that would involve the following:
  - High-level review of 2016, and the 2016 annual report (report needs to be published by then)
  - Overview of “vision of the future” for Otsego Now and the County
  - Panel discussion about the vision, what’s on the horizon – intent is to educate and inform; panelists should include:
    - Senator Seward (will schedule around him)
    - Mayor Herzig
    - Someone from ESD
    - Someone from REDC and/or Steve DiMeo
    - Someone from the County
    - Sandy to moderate
  - After-action is necessary, will queue up first “vertical” a month after this
  - Showmanship, get buy-in, attract 100 people, move forward our agenda of engagement, present a value proposition
  - Lunchtime, small “ticket price” for attendees except invited guests/anyone we should not be charging; most likely buffet lunch, location TBD
  - Idea of having images from annual report, or other projects, projected onto a screen & scrolling during lunch
  - Proposed budget approx \$4500, mitigated by ticket-price income
  - Board members to reach out individually to key constituents to ensure attendance
  - RSVPs necessary; invitations to be created in-house, nice but not crazy, follow-up with telephone calls to key attendees
  - End results: community engagement; positive message about Otsego Now and economic growth; attendees feel “good use of my time”; specific after-actions to take place
- EAH working on first draft of annual report, Paperkite will format and arrange for printing; once event is scheduled, EAH will manage AR and printing timeline to ensure delivery in time for event
- The committee briefly reviewed the annual committee report on its activities for the full Board and approved, will present to Board at 2/23/17 meeting.
- Mr. Morgan presented a draft slate of officers and committee assignments to be adopted at the Board meeting – all Board members now on Project Committee, and each member will have assignments ranging across remaining committees
- The committee reviewed Joe Scott’s redlined document concerning by-laws changes, and determined that they capture the intended changes. Mr. Morgan suggested sending a copy of the proposed new by-laws, with a cover letter explaining the changes and the rationale behind them, to each County representative. By-laws will be finalized, noticed, and voted on at 3/23/17 Board meeting.

- The group discussed the 2017 organization goals that had been adopted at January’s Board meeting. The goals will be made into a poster and shown on monitors at Otsego Now meetings. EAH will work to draft staff goals in support of organization goals, referencing org goals, and will have straw man for next committee meeting. Mr. Mathes to work with Mr. Doyle to create overall workforce development plan, and goals/metrics for 2017.
- Discussion around project tracking spreadsheet:
  - Present draft Charter to Project Committee – determine whether Charter captures all of the information necessary for the committee to make go/no-go decisions on potential and current projects
  - Rollout and Priority categories to be refined at Project Committee, based on straw men EAH will create
  - Good first draft; tracker will be refined through iterative process going forward
- Only two board members have completed State-mandated board self-assessment forms. EAH will add to Board agenda 2/23/17.
- Discussion around Salesforce utilization, reporting, loading.
- Discussion around quarterly events/”listening sessions” and working groups arranged around sectors/verticals/interests. First one will flow from springtime annual event, could be food & beverage, IT/knowledge workers, workforce challenges. Mr. Hulse and EAH meeting with BAH to coordinate, discuss.
- Organization metrics: To be developed over 2017, especially as regards Org Goal #7. Idea of brainstorming gross metrics we wish to track – unemployment rates, average County salary, total County wages, etc.
- The committee reviewed EAH’s draft 2016 Measurement Report and will recommend adoption to full Board on 2/23/17.

## NEXT STEPS

- Committee self-report to be presented by Chair at 2/23/17 Board meeting during Committee report
- SM to add Bassett and Ommegang strategy discussions to project committee agenda
- EAH to move by-laws changes forward with Joe Scott, finalizing the by-laws and noticing the change, as well as sending the proposed by-laws with aforementioned cover letter to 14 County reps
- SM and EAH to draft straw men related to project tracking spreadsheet, concerning (1) priority categories and weighting, and (2) timeline/rollout categories (these may need to be tailored to different types of projects), and the straw men will be discussed at 2/16/17 Project Committee
- JH to have Salesforce report ready for March Governance Committee meeting: report will capture client “touches” across a one-month period, in order to track BR&E and Lead activities through SF rather than on project tracking spreadsheet
- JH to work to create poster of Org Goals to have available, and to have goals on screens at committee and board meetings, **exception being Project Committee**, where project tracking spreadsheet will be on the monitor and available for deeper dives during the committee meeting
- EAH drafting staff goals for committee review
- SM and PJD drafting/finalizing workforce development plan for 2017, with goals and metrics.
- SM to put Project Charter discussion on Project Committee agenda.
- JH to review other EDOS’ gross metrics, both on their sites and on Statebook; begin identifying which we want to track, and how.
- JH to determine how to load MP3s into SF.

## ADJOURNMENT

There being no further business to discuss, the meeting adjourned at approximately 9:25 a.m.