

COUNTY OF OTSEGO INDUSTRIAL DEVELOPMENT AGENCY  
OTSEGO COUNTY CAPITAL RESOURCE CORPORATION  
JOINT PROJECT COMMITTEE

November 15, 2016

Meeting Minutes

CALL TO ORDER

The COIDA and OCCRC joint Project Committee meeting was called to order at 7:37 a.m. at the Otsego Now offices located at 189 Main Street, Suite 500, Oneonta, NY. Members present were Devin Morgan (who joined the meeting via conference call), James Jordan, and Craig Gelbsman; and staff Sandy Mathes, Elizabeth Horvath and Joe Hughes. Also present was consultant Patrick J. Doyle, intern Natalie May of Hartwick College, John Hamor of Four Corners Energy (who joined at 8:30 a.m.) and Susan Green of Paperkite Creative (who joined at 8:20 a.m.).

The following topics were discussed:

- *NYS Regional Economic Development Funding Process.* Governor Cuomo will announce CFA award winners on December 8<sup>th</sup>, 2016. Until then, Mr. Mathes, Senator Seward and Alex Betke will continue to advocate for the projects that have been submitted by Otsego Now. Mr. Mathes informed the Committee that the window is now open to submit projects for the Upstate Revitalization Initiative with an application for the Oneonta Transit and Lifestyle Center being top priority. Mr. Mathes also gave an update on Karen Karp & Partners' recent visit to Oneonta. KK&P held meetings throughout the day presenting Phase 2 of the Susquehanna Region Craft Food & Beverage Education Center to community of stakeholders and the DRI Committee. Mr. Mathes informed the Committee of a February deadline that the DRI consultants, Stantec, have to complete the DRI plans and projects to the State. Mr. Mathes informed the Committee that the Restore NY grant will be announced in early December and he has been assured that the City of Oneonta will be awarded the full \$420,000 we have requested.
- *Oneonta Rail Yards Project Update.* Mr. Mathes updated the Committee on the status of the purchase of the Oneonta Rail Yards. The subdivision is now complete and the next step is Mr. Mathes and attorney Chris Martell reviewing closing costs. He then anticipates closing in the next few days.
- *Paperkite Social Media Marketing Update.* Susan Green of Paperkite Creative gave an update to the Committee of their Otsego Now Social Media Campaign. Some points of emphasis were to build awareness for Otsego Now and Otsego County, to view social media as the new advertising platform, and using social media to target our audience more precisely. Ms. Green informed the Committee of the various campaigns that Paperkite is running along with some numbers that show the success of each. She detailed the success of the LinkedIn campaign designed specifically to target Site Selectors. Ms. Green also notified the Committee of strategies moving forward which include continuing keeping social media platforms active, a focus on growth, building

awareness for Otsego Now's major projects, and increase effectiveness through video content.

- *Solar Project Update.* Mr. Mathes informed the Committee of discussions between Otsego Now, the City of Oneonta, and the Oneonta School District for a potential solar project. The plan would allow one off-taker, the Oneonta School District, to build a 1-megawatt solar array on 6-7 acres in the Oneonta Business Park and the City of Oneonta to be the off-taker for a 2-megawatt array on 12-14 acres in Richfield Springs. Otsego Now would lease the land to the developer. The next step, if finalized, would be to have NYSEG conduct an interconnection study at a cost of \$7,500 to be paid by Otsego Now, which ultimately would be reimbursed by the developer. John Hamor of Four Corners Energy then gave the Committee an update on NYSERDA's incentive dropping from \$0.11 to \$0.06 and their desire to look at community grade solar for easier access to infrastructure for utilities. Mr. Hamor also informed the Committee of ongoing discussions with SoCore.
- *Other Development Topics.* Mr. Mathes notified the Committee of a potential new development site he is working on in the County.
- *Project Tracker.* The committee received the project tracking spreadsheet that Ms. Horvath updates monthly for the committee.

## ADJOURNMENT

There being no further business to discuss, the meeting adjourned at 8:58 a.m.