

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

**PROJECTS COMMITTEE
AUGUST 13, 2020
MEETING MINUTES**

Due to the Coronavirus (COVID-19), Federal and State emergency bans on large meetings or gatherings, and pursuant to Governor Cuomo's Executive Order 220.1, issued on March 12, 2020 suspending the Open Meetings Law, this COIDA/OCCRC Projects Committee meeting was held via video conferencing, instead of an open meeting for the public to attend. Members of the public were given instructions on how to join the meeting.

CALL TO ORDER

The COIDA's and OCCRC's joint Projects Committee meeting was called to order at 8:23am at the Otsego Now offices located at 189 Main Street, Suite 500, Oneonta, New York. Committee members present were:

Cheryl Robinson
Patricia Kennedy*
David Rowley
Jeffrey Lord

Tom Armao
Andrew Marietta
Jeffery Joyner
Joshua Edmonds

Also, in attendance:

STAFF

Jody Zakrevsky, **CEO**
Meaghan Marino, **Dir. of Finance and Admin.**
Kurt Schulte, **Agency Counsel**

GUESTS

Michael N'Dolo, **MRB Group**

*departed before the end of meeting

CHAIRMAN'S REMARKS

Projects Chair, Cheryl Robinson, welcomed committee members and staff, and moved immediately into the agenda.

MEETING MINUTES

C. Robinson requested a motion to approve the July 9th Project Committee meeting minutes. Committee members were given a draft copy of the minutes prior to the meeting for review. There being no corrections to be made, D. Rowley made a motion to approve the meeting minutes. P. Kennedy seconded the motion and the motion was approved by remaining board members.

CEO REPORT OF PROJECTS

J. Zakrevsky recapped some of his activities since the July Board meeting until now. He also provided members with a detailed update of some of the IDA's priority projects. The following topics were discussed in greater detail:

- **Custom Electronics** – J. Zakrevsky reviewed the project charter for Custom Electronics. He noted they are now attempting to bring a Chinese company to Oneonta. That company is currently compiling a list of what they would need to bring their operation here. He hopes to have more information on that by the August 27th board meeting. New York state called and, due to the pandemic, they have extended the timeline of Custom Electronics' expansion by another six months.
- **Andela Products** – Keystone Associates is working on creating a water/sewer district between the Town of Richfield Springs and the Village of Richfield Springs. We received copies of the water/sewer agreements that were created between the Town and the City of Oneonta, and they were passed onto Keystone. He is hoping those should be done in the next couple months.
- **Rail Yards** – The MRB Group and Elan Planning are completing their work on the Master Plan. Currently, they are working on the potential subdivision layouts. Once that is completed, we will send in our request for reimbursement for the \$150,000 grant for the environmental review of the Rail Yards. One thing IDA staff discussed with Chris Quereau, Vibrant Brands, is that we would like to have all of our available sites, including the Rail Yards and the potential subdivision plans, as part of our marketing campaign. C. Robinson mentioned that she had not received the master plan update that had been presented by Elan Planning and the MRB Group at the July Board meeting. M. Marino advised she would send those out to the board. C. Robinson also noted the milestones on the project charters for the Rail Yards and that there is no activity beyond the master plan update – she asked what the next steps for the Rail Yards are. J. Zakrevsky explained that there is a \$500,000 grant to begin infrastructure improvements at the site, and based on the MRB Groups cost estimates for the site, we would still need to come up with approximately \$2million. However, because the site is in an Opportunity Zone, it would receive special treatment from EDA, so our next step would be to do an EDA application for infrastructure (water/sewer/road) improvements in the Rail Yards. Between the \$500,000 grant and potential financing from EDA, we would like to find a company that would want to move into the Rail Yards to pay the remaining balance. Another idea would be to do a bond anticipation note to pay for the remainder. Michael N'Dolo, MRB Group, added that his group will have the subdivision plans over shortly to wrap up the project. C. Robinson asked that the milestones be updated on the project trackers, even if there aren't definitive dates for those steps.
- **Oneonta Business Park** – J. Zakrevsky also noted that board chair, J. Joyner, met with a potential company who has interest in possibly moving into the Oneonta Business Park. D. Rowley asked

about a meeting J. Zakrevsky had with another potential buyer in the Oneonta Business Park. J. Zarevsky advised that he and M. Marino had met with Tasi Karabinis, who owns BK Coffee next door to the IDA's building that was leased to Hale Transportation. He advised that he reached out to Tasi again last week, who still has an interest in that building. C. Robinson asked about Hale and if they were still on a month-to-month tenancy. J. Zakrevsky advised that they moved out as of August 1st.

- **County Outreach** – J. Zakrevsky advised that he is meeting with 15 members of the Butternut Valley Alliance to discuss what the IDA does, what projects we are working on, and if there are any opportunities to work with them in the future.
- **Southern Tier 8** – J. Zakrevsky advised the committee that he has been asked to Chair a committee that Southern Tier 8 has created relating to Opportunity Zones. They've hired a national consultant to begin marketing the zones located in the Southern Tier, including our sites in Otsego County.

NEW/UNFINISHED BUSINESS

- **Vibrant Brands/Chris Quereau** – Chris Q., of Vibrant Brands, was hired by the IDA to work as a project consultant for the marketing campaign. He reviewed the proposals that we received and sat in on the meetings we had with the marketing firms to review their proposals. He joined the meeting to discuss his recommendations moving forward with the campaign. He noted that of the proposals we received, we narrowed them down to two firms: Golden Shovel and Paperkite. After doing virtual meetings with both firms, it was decided to go forward with Paperkite. The reason we chose Paperkite was their familiarity with the area, being that their firm is in Otsego County, and most of their work is done with other local businesses. Another reason Chris noted is that we would be a very important client to Paperkite, as they are a smaller firm than Golden Shovel. With Golden Shovel, they are a much bigger firm and we would be their first client in New York state. He noted that a vast majority of the budget will be spent on digital advertising, and not the agency. He also noted that originally the concept was to target downstate residents who might want to move upstate and work from home, but now it has evolved into including businesses that would want to move up. He explained that his goal for this campaign is to ensure that Otsego County becomes an option to any individuals that are looking to move to Upstate New York. He added that there should be an intermediary step in the campaign, such as visits to the County. C. Robinson asked about the timeline of the campaign. Chris explained that he hopes that as soon as we sign with Paperkite that we could get ads running within 30 days. T. Armao questioned if there would be any mark-up costs on Paperkite's end. Chris advised that we haven't had that discussion with them yet, but we can stipulate it prior to signing. J. Zakrevsky advised that since most board members were in attendance, if they were in agreement, we could begin working with Paperkite now, but formally approve their contract at the August 27th board meeting. Committee members agreed to begin work on the marketing campaign.

ADJOURNMENT

There being no further business to discuss, D. Rowley made a motion to adjourn the projects committee meeting at 8:44am. J. Lord seconded the motion, and it was approved by remaining members.

UPCOMING MEETING SCHEDULE

The next Projects Committee meeting will be held on September 10th, 2020 at 8:00am.