

# COUNTY OF OTSEGO INDUSTRIAL DEVELOPMENT AGENCY

December 17<sup>th</sup>, 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 Board of Director's 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

Chairman, J. Joyner, called to order the meeting of COIDA at 8:00am via video conferencing app GoToMeeting. M. Marino conducted roll call and determined there was a quorum. Voting members present electronically included:

Jeffery Joyner  
Patricia Kennedy\*\*  
Andrew Marietta

David Rowley\*  
Cheryl Robinson  
Joshua Edmonds

Absent Board Member(s): Jeffrey Lord, Craig Gelbsman, Tom Armao

Also, in attendance:

#### STAFF

Jody Zakrevsky, **CEO**  
Meaghan Marino, **Dir. of Finance and Administration**

#### COUNSEL

Joe Scott, **Bond Counsel**

#### GUESTS

Christopher Quereau, **Vibrant Brands\*\***

\*Arrived after start of meeting

\*\*Departed before end of meeting

### CHAIRMAN'S REMARKS

Chairman, J. Joyner, welcomed fellow board members and moved immediately into the agenda.

## **Marketing Campaign Update**

C. Quereau, Vibrant Brands, joined the meeting to update the board on the ongoing marketing campaign the agency has been working on to target individuals to relocate to Otsego County. C. Quereau had prepared a PowerPoint presentation for board members with general information and statistics about its reach since its start. C. Robinson asked if there had been any success metrics set and asked what we are trying to achieve from the campaign to deem it successful. C. Quereau advised that he was tasked with making sure that those who were looking for alternative lifestyles, outside of the Metropolitan NY area, that Otsego Co. would be an option to them, and from that standpoint, he believes the campaign has been successful thus far. By industry standards, the click-through rates on our targeted ads and videos are slightly above average. However, we do need the first few months of the campaign to determine how the campaign is doing, what needs to be adjusted, and what is successful. J. Edmonds agreed with adding an e-newsletter (suggested in the presentation) and including the email addresses from those that downloaded the itinerary. He added that it might be difficult to have a metric to determine how many people or businesses move to Otsego Co, because of the campaign. P. Kennedy noted that the short-term goal, of getting the campaign going and reaching people, has been met, so now we must focus on a long-term goal, which will evolve and change over time, so the campaign must be multi-dimensional. Both P. Kennedy and C. Quereau noted that someone considering moving likely will not do it just from seeing our campaign, but continued marketing and keeping our County in their conscious as an option, could yield results long-term. J. Joyner requested a monthly report detailing the “clicks” and views on the campaign, but C. Robinson reminded him that a live link had been sent to the board to view its progress anytime. A. Marietta asked that the presentation be forwarded to him so that he can share it with the other County Board of Reps. He added that this campaign is the right step for the County, and that if Otsego Now doesn’t step in to try and attract people/businesses to move here, there isn’t another agency in the County able to do it. The County has asked Destination Marketing to take this lead in the past, but he understands that their mission is more geared towards tourism and overnights, but there might be a way to build-out our new marketing landing page to include the many items that Destination Marketing lists on their page [there is currently a link to Destination Marketing and both Chambers on the landing page]. P. Kennedy said that she would like to see our organization work more closely with Destination Marketing to build on the campaign, as you cannot have people move here without visiting. She added that we do want people to visit, but we need people to stay long-term for the County to prosper.

## **MEETING MINUTES**

J. Joyner presented the meeting minutes from the October 22<sup>nd</sup> COIDA board meeting. Board members were given a copy of the minutes prior to the meeting for review. P. Kennedy made a motion to approve the meeting minutes. The motion was seconded by C. Robinson and it was approved by the remaining members present.

## BILLS & COMMUNICATIONS

M. Marino reviewed the bills and deposits since the November 12<sup>th</sup> Audit & Finance Committee meeting. She noted that most bills were normal operating expenses. D. Rowley made a motion pay the bills presented. The motion was seconded by J. Edmonds and it was approved by the remaining members present.

## COMMITTEE REPORTS

- ❖ Audit & Finance – The Audit & Finance Committee meeting was held on December 3<sup>rd</sup>. J. Lord was absent from the board meeting, so members referred to the draft meeting minutes as a review of that meeting.
- ❖ Governance Committee – The Governance Committee meeting was held on December 3<sup>rd</sup>. Members were referred to the draft December 3<sup>rd</sup> Governance Committee meeting minutes as a report of the Committee.
- ❖ Projects Committee – The Projects Committee meeting was held on December 3<sup>rd</sup>. C. Robinson deferred the board to the draft December 3<sup>rd</sup> Projects Committee meeting minutes as a report of the Project Committee meeting.

## NEW BUSINESS / UNFINISHED BUSINESS

- **2020 IDA Financial Audit** – M. Marino advised that a resolution had been sent to the board to hire Mostert, Manzanero, & Scott, LLP. to perform the 2020 financial audit of the IDA. She noted that they reviewed guidelines for IDAs repeatedly hiring audit firms, and the guidelines state that you may use the same audit firm, but you must rotate the partner overseeing the audit every five years. Mary Manzanero has overseen the audit for the last several years, but she has only been a partner for the last three, so we would work with Mary again for 2020. Both M. Marino and J. Zakrevsky recommended using the same audit firm for 2020, as it's been a difficult year with COVID, and it would be easier to use a familiar audit firm than to go out and have a new firm get familiar with our books. J. Joyner asked J. Scott to confirm the guidelines that M. Marino presented on repeated use of audit firms. J. Scott concurred on the guidelines regarding the partner in charge of the audit. Under the ABO guidelines, you can maintain the same accounting firm, but you need to circulate the partner in charge every five years. There have also been pronouncements from state regulatory bodies regarding doing procurement every several years, but agreed that, given the crazy year, it would probably not be the best time to change accounting firms.
- **One-person Signatory for Checks Under \$5,000** – M. Marino presented a resolution the board that would authorize one signatory on checks under \$5,000, and two signatories on checks over \$5,000. J. Zakrevsky noted that we asked Mostert, Manzanero, & Scott, LLP for their opinion on changing to this process and they saw no issue with it. J. Joyner asked if this also allows us to pay bills online to avoid M. Marino having to seek out signatures from board members. M. Marino advised that the next resolution for the agency is to add J. Zakrevsky as a signatory, and because she sees him every day in the office, this would make the check-signing process, for items under \$5,000, much easier.
- **CEO as Signatory** – M. Marino presented a resolution adding CEO, J. Zakrevsky, as a signatory on checks on behalf of the IDA.
- **139 Commerce Road** – M. Marino reminded the board that Burr Trucking was interested in leasing 139 Commerce Road, and at the last meeting there were questions over whether, based on zoning variances, they would be able to do business in the Oneonta Business Park. The Town Zoning office did advise that they would not be eligible to move into the park, however, the Town noted that they

could apply for a variance. Burr Trucking advised that they want to apply for the variance. M. Marino advised them, prior to applying, that the rent for the building would be approximately \$4,200/mo, which is based on the rent appraisal that was done on the building in 2017. She also advised them that in the meantime of them applying for the variance, which could take up to two months, if another business, that is eligible to be in the business park based on current zoning laws, were to come to us to buy/lease the building, the IDA would have to consider that. Based on that information, Burr Trucking agreed and decided they still wanted to move forward. Their application needed to be in on December 14<sup>th</sup>, however they needed the IDA to sign the application allowing Burr Trucking to represent the IDA requesting the variance, as it is IDA-property. With the late request of the signature, we did not feel comfortable signing without board and attorney review, so Burr Trucking was advised that they would have to wait until the next Town board meeting. D. Rowley questioned what the zoning law is that prohibits their business from moving into the park. J. Zakrevsky advised that it is the selling of parts to the public that goes against zoning. Besides professional offices, you are prohibited from having the general public come in to purchase items or having vehicles be repaired. C. Robinson questioned if the board is comfortable pursuing a variance that might unravel the intent of the Business Park. She added that getting a business into the park, from a revenue standpoint, is beneficial, but from a long-term, strategic standpoint is that something we want to embark on. J. Zakrevsky noted to the board, that there is no new job creation attached to this business moving into the park, but at the same time, the previous tenants, Hale Transportation, didn't have any new job creation with their tenancy in the business park. He asked if we are using this building to bring in revenue, to keep up with the maintenance of the building, or if we want to focus it on creating jobs. D. Rowley asked what type of lease Burr Trucking is looking for. J. Zakrevsky advised they want a three-year lease, with an option to renew/buy at that time. A. Marietta questioned when TENTERR was in the Business Park and how that related to the public. M. Marino advised that TENTERR kept their supplies in their warehouse in the business park, but the public didn't go there to purchase anything from them. A. Marietta noted that he didn't necessarily think the idea of a business wanting to showcase/sell their items to the public being a bad thing. C. Robinson agreed, but questioned if the board if they're comfortable moving in that direction and what it could do for current tenants and their expectations of the park. C. Robinson questioned if we should consider outreach to the other tenants in the business park. J. Zakrevsky advised that if Burr Trucking applies for the variance those businesses would get notice. D. Rowley asked counsel J. Scott that if the IDA were to sign off on the variance request, would it have any impact on us refusing to do the same for a business in the future. J. Scott requested to see the application prior to signing and then discuss further with J. Zakrevsky. He advised that he isn't familiar with all the details of this, but noted that anytime the IDA does something, it sets precedent, as a governmental body. The board decided to refer this matter to the Projects Committee after further review from counsel.

- **Project Tracker** – J. Zakrevsky sent a copy of an updated project tracker to the board showing all projects from 2018-present. He reviewed the color keys associated with each project. He advised that he thought it would be helpful to have a quick-view summary of all the current projects.
- **Buildings in the Rail Yards** – J. Zakrevsky advised the board that he received a call from Ed May, representing Wayne Treffeisen, who owns two buildings on West end of Roundhouse Road. Five years ago, the IDA had purchase offers on the two buildings, which aren't in great shape. The original purchase offer was \$250,000 for both buildings. In 2018, J. Zakrevsky advised that the most the IDA would consider offering for the buildings was \$150,000, and they never responded. They would now like to know if the IDA would still consider purchasing the buildings for \$150,000. Given the financials and the uncertainty. J. Zakrevsky recommended to the board to advise W. Treffeisen that we are not currently interested in purchasing the buildings. D. Rowley requested the acreage of the buildings. J. Zakrevsky advised that each building sits on about an acre of land. D. Rowley then asked if it makes sense to negotiate the price. J. Zakrevsky advised that it would make more sense to

demolish at least one of the buildings, as there is so much work that would need to be done to renovate them. Neither building has gas/sewer, and are located on the section of Roundhouse Road that is currently unpaved – to remedy these issues would be at a great expense. J. Joyner asked if these buildings were included in the master plan for the park. J. Zakrevsky advised that in the 2017 plan done by Delaware Engineering, the buildings/acreage were included in the plan, since there was a purchase offer. In the current plan, completed in 2020 by the MRB Group, they are not included. Board members agreed to pass on the purchase of the buildings/land.

## **RESOLUTIONS AND MOTIONS**

### **Hiring Mostert, Manzanero & Scott, LLP. for 2020 IDA Financial Audit**

RESOLUTION: Hiring Manzanero, of Mostert, Manzanero & Scott, LLP, to Perform 2020 IDA Audit

WHEREAS, due to the COVID-19 pandemic, the Chief Executive Officer and the Director of Finance and Administration are recommending continuing with the same audit firm for the Otsego County Industrial Development Agency 2020 audit, and

WHEREAS, the NYS Authorities Budget Office recommends a public authority may use the same firm but there must be partner rotation every 5 years, and

WHEREAS, Mary E. Manzanero, of Mostert, Manzanero & Scott, LLP, has only been a partner in the firm for the past three years, now therefore be it

RESOLVED, that Manzanero, of Mostert, Manzanero & Scott, LLP with Mary E. Manzanero remaining as chief auditor for the 2020 IDA audit.

A. Marietta made a motion to hire Mostert, Manzanero, & Scott, LLP for the 2020 IDA financial audit. D. Rowley seconded the motion, and it was approved by the remaining board members.

### **Authorizing One Signatory on Checks Under \$5,000.00**

RESOLUTION CHANGING POLICY TO ALLOW FOR ONE SIGNATORY ON CHECKS UNDER \$5,000.

WHEREAS, due to the COVID-19 pandemic, it has been difficult to have two members of the board sign checks in a timely manner, and

WHEREAS, the Finance Committee has recommended that checks under \$5,000 require only one authorized signature, and

WHEREAS, Mary E. Manzanero, of Mostert, Manzanero & Scott, LLP, has reviewed the revised change in the signing of checks under \$5,000 as long as the board is still reviewing the listing of payments made with copies of the invoices each month, now therefore be it

RESOLVED, that checks required for payment of expenses under \$5,000 will now only require one authorized signatory.

D. Rowley made a motion to approve one signatory on checks under \$5,000.00. J. Edmonds seconded the motion and it was approved by remaining board members.

### **Authorizing CEO as Signatory on Checks**

RESOLUTION CHANGING POLICY TO ALLOW THE CHIEF EXECUTIVE OFFICER TO SIGN CHECKS.

WHEREAS, due to the COVID-19 pandemic, it has been difficult to have two members of the board sign checks in a timely manner, and

WHEREAS, the Board of Directors of the Otsego County Industrial Development Agency has recommended and approved that checks under \$5,000 require only one authorized signatory, and

WHEREAS, the Finance Committee has recommended that the Chief Executive Officer of the Agency be authorized to be an authorized signatory for the Agency to sign checks on behalf of the Agency, and

WHEREAS, Mary E. Manzanero, of Mostert, Manzanero & Scott, LLP, has reviewed having the Chief Executive Officer sign checks and found that

it is acceptable to authorize the CEO to sign checks, now therefore be it

RESOLVED, that the Chief Executive Officer is hereby authorized to sign checks on behalf of the Agency.

C. Robinson made a motion to approve CEO, Jody Zakrevsky, as a signatory for the agency. P. Kennedy seconded the motion, and it was approved by remaining board members.

## **PUBLIC COMMENT**

There were no public comments.

## **ADJOURNMENT**

There being no further business to discuss, D. Rowley made a motion to adjourn the meeting at 8:48am.

## **UPCOMING MEETING SCHEDULE**

- COIDA/OCCRC Audit & Finance Committee Meeting / Governance / Projects Committee Meeting – January 14<sup>th</sup>, 2021 at 8:00am
- COIDA/OCCRC Board Meeting – January 28<sup>th</sup>, 2021 at 8:00am

**\*All meetings are held at the Otsego Now offices at 189 Main Street, Oneonta. NY. 13820, unless otherwise specified.**