

COUNTY OF OTSEGO INDUSTRIAL DEVELOPMENT AGENCY
August 26th, 2021

MEETING MINUTES

CALL TO ORDER

Chair, J. Joyner, called to order the meeting of COIDA at 8:00am. M. Marino conducted roll call and determined there was a quorum. Voting members present included:

Jeffery Joyner
Cheryl Robinson
Andrew Marietta
Jeffrey Lord

David Rowley
Craig Gelbsman
Tom Armao
Joshua Edmonds

Absent Board Member(s): Patricia Kennedy

Also, in attendance:

STAFF

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

COUNSEL

Kurt Schulte, **Agency Counsel (v)**

GUESTS

Chris Quereau, **Vibrant Brands (v)**

(v) - virtual

CHAIRMAN'S REMARKS

Chair, J. Joyner, welcomed everyone and moved immediately into the agenda.

MARKETING CAMPAIGN UPDATE

Chris Quereau, of Vibrant Brands, and consultant to the IDA for the on-going marketing campaign updated the board on the status of the campaign. The agency has signed a new contract with Paperkite to continue another year of marketing the area for businesses and residents to relocate to Otsego County. Changes in the new contract included continuing to target individuals looking to move to the County, but the majority of advertising dollars will now be focused on individuals looking for business resources. Paperkite has been tasked with identifying individuals who have moved to Otsego County and found work or brought a business here. Those individuals will then be interviewed and highlighted as part of the campaign. The business

landing page for the campaign will be redone, which should be reviewed by Otsego Now in the next two weeks. Paperkite hopes to launch the updates to the campaign by October. T. Armao noted the access to an abundance of clean water in our area and how we can advertise that in the campaign. C. Quereau advised that access to clean water came up in recent meetings and it will be highlighted in the campaign.

MEETING MINUTES

J. Joyner presented the meeting minutes from the July 29th COIDA board meeting. Board members were given a copy of the minutes prior to the meeting for review. D. Rowley made a motion to approve the meeting minutes. The motion was seconded by J. Lord and it was approved by the remaining members present.

BILLS & COMMUNICATIONS

The board reviewed the bills and deposits since the Audit & Finance Committee meeting. It was noted that most of the expenses listed were normal operating expenses for the agency. There was also an expense for the for a new sign for Burr Truck for the Oneonta Business Park, but M. Marino noted that the cost of the sign would be reimbursed by the company. M. Marino also reviewed deposits. The agency took in the administrative fees for Corning in the amount of \$147,253.84 and the annual admin fees for Cooperstown Center's PILOT. There was also a deposit for Cooperstown Center's tax payment, but that money will be sent out to the appropriate taxing jurisdictions on behalf of Cooperstown Center.

D. Rowley made a motion to pay the bills provided. J. Edmonds seconded, and the motion was approved by remaining members.

COMMITTEE REPORTS

- ❖ Audit & Finance – The Audit & Finance Committee meeting was held on August 12th, 2021. J. Lord, Chair of the Committee, requested that members review the draft meeting minutes as a report of the committee.
- ❖ Governance Committee – There was no Governance Committee meeting in August.
- ❖ Projects Committee – The Projects Committee meeting was held on August 12th, 2021. C. Robinson deferred the board to the Projects Committee meeting minutes as a report of the Project Committee meeting. She did note that there was a large discussion on goals for the agency that J. Zakrevsky provided to the committee. He was tasked with refining that list and bringing it back to the next Projects meeting or potentially the next board meeting.

NEW BUSINESS / UNFINISHED BUSINESS

- **IOXUS CDBG Pre-application** – J. Zakrevsky noted to the board that the Office of Homes and Community Renewal reviewed IOXUS's retention of jobs and potential expansion and advised us that the agency could submit a pre-application for this project. Because a municipality has to apply, the Town of Oneonta board has given their permission for the IDA to submit the pre-application on their behalf.

- **Cooperstown Ballfields CDBG Determination** – At a recent meeting, it was discussed that the IDA was approached to potentially apply for CDBG funding to aid in the creation of baseball fields in the Cooperstown/Hartwick area. CDBG prohibits funding to privately-owned recreational facilities, namely, golf courses. However, baseball fields are not specifically mentioned in the statutes, so J. Zakrevsky did reach out to HCR to provide clarification on the matter.
- **Custom Electronics Building Search** – Custom Electronics recently landed a large contract with Entertainment Tonight, as such, they have large shipments coming in and they are looking for another building to be in within 30 days. The board discusses several buildings that Custom Electronics could potentially buy or lease. J. Zakrevsky advised he would take those recommendations to Michael Pentaris.
- **Office of HCR Monitoring Inspection** – Prior to the meeting J. Zakrevsky sent board members a copy of the checklist that HCR would use in the monitoring inspection for the Custom Electronics CDBG funding. Staff from HCR will come to the IDA offices and go through files to ensure compliance with CDBG documentation. Certain documents have already been sent digitally.
- **Mohawk Valley Brownfields Developer Summit** – J. Zakrevsky reminded the board that he has been working with other counties in the Mohawk Valley on the marketing of brownfield sites in their respective counties. There is a Summit scheduled for October 6-7 in Johnstown, NY. The IDA submitted two sites for Otsego County; the Rail Yards and the County highway garage in Cooperstown. There was a brief discussion over the future of the County's highway garage.

PUBLIC COMMENT

There was no public in attendance.

ADJOURNMENT

D. Rowley made a motion to adjourn the meeting of the IDA board at 8:24am.

UPCOMING MEETING SCHEDULE

- COIDA/OCCRC Audit & Finance Committee Meeting / Projects Committee Meeting – September 9th, 2021 at 8:00am
- COIDA/OCCRC Board Meeting – September 23rd, 2021 at 8:00am

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