

Choose Columbia

Columbia Economic Development Corporation

MINUTES

Minutes for the meeting of Columbia Economic Development Corporation and the Columbia Development Leasing Board of Trustees held at 4303 Route 9, Hudson, New York, **Tuesday**, August 27, 2013 at 8:30am.

<u>ATTENDANCE:</u>	<u>MEMBERS EXCUSED:</u>	<u>REPRESENTATIVES:</u>	<u>STAFF:</u>
Rick Bianchi	Mary Bartolotta		Lisa Drahashuk
Bruce Bohnsack	Bill Better		Martha Lane
David Colby	Jim Campion		Carol Wilber
David Crawford	Tom Cappadona		
Greg Fingar	Paul Colarusso		
Bruce Finn	David Ginsberg		
Don Kline	Patrick Grattan		
Sharyn Richards	James Reynolds		
Sarah Sterling	Robert Sherwood		
Scott Wood	Colin Stair		
	Michael Vertetis		

Mr. Crawford called the meeting to order at 8:30 a.m.

Minutes:

Mr. Crawford asked if there were any changes in the previously distributed minutes of July 30, 2013. With no changes, Mr. Finn made the motion to approve the minutes as presented. Mr. Bohnsack seconded the motion, which passed unanimously.

Branding Campaign Update by Carol Wilber, Marketing Director:

Ms. Wilber stated the agenda should read marketing update instead of branding campaign update. She informed the Board Microbusiness press releases would be coming soon as would Tourism press releases. She noted a CEDC banner would be at the fair and the fair brochure had been corrected to show CEDC's correct name. She informed the Board that seventeen visitations had been conducted and they would be completed in September. Mr. Crawford asked her to email a list of towns and businesses that had been visited to the Board Members.

Ms. Wilber noted that she would be putting together a PowerPoint of all pictures taken on the tour, which would be ready for October. Mr. Crawford suggested using the PowerPoint for the CEO Roundtable. She stated the CEO Roundtable would be held at the end of October, noting the date just needed to be firmed up. She asked if the Board had any suggestions for topics for the Roundtable they call her in the next day or so.

Ms. Wilber stated she was currently working on a print ad for the Chamber guide, a mobile application and had tweaked and updated the newsletter format. She stated she was currently gathering content for the newsletter which would be released in October. She stated she had again updated the website and planned on giving Facebook and website reports quarterly to the Board. Ms. Sterling asked about signage outside the building. Ms. Wilber stated outside signage was expensive and that would wait while it was determined if CEDC would be moving.

Authority Budget Office Requirements:

Mission Statement & Measurements Report:

Mr. Crawford asked if the Board had any questions about the previously distributed Mission Statement and Performance Goals. He noted this was required to be adopted annually. Mr. Wood asked that marketing and business retention be added to the performance goals. The Board asked that the Executive Committee review the document prior to going to the full board in September.

MicroBusiness Class Update by Martha Lane, Business Development Specialist:

Ms. Lane informed the Board the 32nd class began September 17 and would be held again at the Chamber of Commerce conference room. She noted she was still enrolling attendees for the seminar. Mr. Finn asked if Ms. Lane had a list of all past attendees. She noted that some people took the class as a refresher and others took it as a loan requirement. Mr. Finn asked if the loan recipients always met that requirement.

Policies:

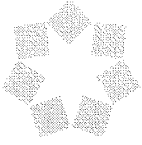
Code of Ethics:

Mr. Crawford asked if there were any questions or comments about the previously distributed Code of Ethics. The Board discussed the policy in depth. The Board expressed dissatisfaction with the inability to loan to a company due to the fact that the owner was a Board Member. They felt the area was unclear as stated and felt the wording should be clarified in the future. After the lengthy discussion, Mr. Crawford called for a motion to approve the proposed Code of Ethics. Mr. Fingar made the motion to approve, which was seconded by Mr. Colby and approved unanimously.

Other Business:

Business Assistance:

Mr. Crawford stated there was a loan request to be discussed. He asked for a motion to enter into Executive Session. Mr. Kline made the motion to enter Executive Session, which was seconded by Mr. Wood. Executive Session was entered in to at 9:02am. Executive Session was exited at 9:05am after a motion to exit was made by Mr. Wood and seconded by Mr. Fingar. Mr. Crawford asked for a vote on the loan request from Upstate Podiatry Services in the amount of \$30,000 at 7.5% interest for a term of 72 months. He noted the request had been approved by the loan committee. Mr. Wood made a motion to approve the loan at the stated rate and term. Mr. Fingar seconded the motion, which passed unanimously.



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With no further business, Mr. Crawford called for a motion to adjourn the meeting. Mr. Bohnsack made the motion, which was seconded by Mr. Colby. The meeting adjourned at 9:08am.

Respectfully submitted by Lisa Draushuk