

Regional Economic Development Council

Meeting Notes
April 19, 2012

Welcome and Introduction of Members, Agenda and Overview

Co-chairs introduced HCCC President Ann Marie Murray, who welcomed the REDC committee members and the public.

Co-Chair Yeigh called meeting to order and asked REDC members to introduce themselves.

New members Renee Scialdo Shevat and Ladon Alomar were welcomed.

Lt. Gov. Robert Duffy thanked co-chairs and council members for their hard work. He said the Mohawk Valley Region has a lot of opportunity coming up due to the way the Council has unified

Co-Chair Gilroy welcomed the public and invited to their own breakout session when the Council members adjourned to their own. He reviewed the meeting agenda, which included a presentation on the Cleaner Greener Communities project, an update update on 2012 REDC process, project tracking, the implementation agenda for 2012 breakout groups and an executive session.

Cleaner, Greener Communities Regional Sustainability Planning Program

Carolyn Lewis provided an overview to the REDC of a proposed project filing for a Cleaner Greener Communities Sustainability Planning Program award of up to \$1 million from NYSERDA. Oswego County would be applying on behalf of the entire region by April 24. If awarded, the money would be used to create a region-wide sustainability plan that would further qualify the region to compete for \$90 million in grants for various kinds of energy and environmental sustainability projects. The Council was asked to endorse the project, and the members present did so unanimously.

Co-chair Gilroy cited this as a great example of the region working together. He thanked the group.

Update on CFA Process and Explanation of Project Tracking

Irene Baker updated the REDC on the forthcoming second round of the Consolidated Funding Application process. She also discussed how the state and the Council would track the progress of projects offered incentive awards in the first round.

Irene said the Governor has made it a priority that projects are moving forward. She said that all state agencies will be working more closely with the council to drive the region's strategies forward. Irene said NYS has created an internal program for tracking projects to update at any time. Projects that are not moving forward will be re-evaluated for the possible reallocation of award funding to other projects.

For 2012, the REDCs will compete for \$150 million in capital grant funding, \$70 million in Excelsior Job Program tax credits and another \$530 million in regular agency program funding. Start of a new CFA round was anticipated for early May.

Irene spoke about CFA lessons learned from first round: NYS wants to communicate better with the regions, and communities, and co-chairs. Also, newly created Executive Committees on each REDC will make recommendations on time-sensitive projects if and as they arise.

CFA Improvements – technology: NYS has made revisions to the online application to make it informative and more user-friendly, as well as easier for the state agencies to work with.

2012 regional council focus: implementation of plans. Establish a framework to advance plans, implement the strategies, create a project pipeline, evaluate projects, and report on progress.

Each Council will be required to file Report on Progress on their strategic plans by fall – not rewriting the plan, but taking specific strategies and identifying which needs to be driven forward.

The projects identified by Council in the first round have bubbled up as priority projects for State agencies. The agencies will provide technical assistance and will help the Council drive its projects according to a defined work plan.

Timeline with CFA: We're looking at an early May release. Timeline will be eight weeks to mid-summer. Six weeks will be allowed for scoring, with a fall granting award for CFA and competitive award.

Implementation Agenda (performance against Objectives)

Executive Director Ken Tompkins gave an overview of the REDC 2012 work plan and performance against objectives. He noted that representatives from each state agencies have tasked to support the work of the council, and that they will be led by Kevin Millington of Dept. of State. Will make sure strategies identified are carefully monitored and end with a resolution. The agencies will help remove road blocks and make sure the REDC succeeds.

Reviewed 2012 calendar. June 14 MVREDC meeting at SUNY Oneonta at 11:00 a.m.; CFA Workshop on May 24 at 2pm in FMCC; June 14 at 3pm in SUNY Oneonta; and a third workshop location and time TBD.

Stressed the importance of engaging the community now.

What we must accomplish as a council in 2012. Councils will be measured by how well they advance their strategies, achieve results. Weight also given to use of performance measures and involvement of public, stakeholders. Council to submit a narrative report of progress on its implementation plan. Must also identify new set of priority projects.

Agency will look at all projects and do their best to bring to fruition. We need to submit a narrative report in the fall and he is already reaching out to council to start the process.

Continued – clarify actions, timelines, accountable parties, measure; communicate widely to region and stakeholders; integrate the MVREDC strategic plan into the region's economic development processes; and create regional ownership.

Ken explained we are looking for stakeholders outside of council membership to participate in the process. Important to have representation from each committee. We need the engagement of everyone. That committees charge is to identify economic development committee in each county and plan plenary sessions and essentially create a sense of regional ownership.

Ken reviewed functions of each committee. Committees are executive committee (consist of co-chairs and chairs of other committees), project monitoring (Nick and Dan), county liaison, outreach and communication (Nancy and Mary), strategic planning and oversight (Mike and Chuck), and CFA endorsement standards (Ann and Scott.)

Now is time to review standards for measuring projects and update as necessary. Need some improvements in how our scoring works in the group and address any differences.

Tracking priority projects – performance monitoring committee. Reviewed five strategies – enhance regional concentration, workforce alignment and education, innovation enabling infrastructure, increasing special efficiencies, and strengthen government and civic effectiveness.

Questions – Steve, our target - close will be early fall (September). All progress reports in in September. Ken for a priority project – CFA will kick off in early May and due in mid-summer. Should be identified then.

Breakout Groups

Larry - outlined charge to the breakout groups. What we need for feed back is 1 – what have we missed. Tourism and quality of life may be good areas or some other area not touched on, or other groups like the chambers. Where do we need to get in deeper? We need to get in the specifics on CFA on what kind of things we need to know about the CFA. 2 - What is or is not a priority? Need feedback on the structure. We are looking at the committees to meet often, but does the council need to meet more often.

Otsego Co. has brought folks together and we would like to see this replicated in all counties to help bring in their priorities. Otherwise there won't be enough projects. Designed to get us closer to the grass roots and engage the counties.

Council Breakout Groups Reconvene and Report

Three breakout groups – 2 councils and 1 public

Group 1 – Wolf

Discussed next big idea – some priority projects still relevant in 2012 (nano, business development expansion need)

We need to focus on implementation more so than coming out with only new projects. Need to increase external communication from 6 county region and promote the great things that are happening with success stories.

Others needs are major infrastructure and community – brownfields and waterfronts.

Need to emphasize MV products, assets, positive attributes. Ensure we build on success of 2011 projects and stay focused. Keep these projects on track and create credibility to the citizens of MV and NYS.

Reinforce priority projects. Create a letter identifying regional priorities (strategies) to local business as part of outreach and communication efforts. Ask them to come forward with projects that align with our strategies.

Key strategies – brewery, mighty waters project, yogurt, agriculture, key expansions, as well as our local producers.

Focus on implementation and emphasize.

John Bullis –group 2

Three questions – what are we missing, what do we need to get into deeper and

What are we missing? General consensus we are missing CFA writing resources, i.e. grant writing resources. There needs to be clearer understanding of the awards given and the string attached to the awards. Greater sense of communication both ways throughout the process.

More quality feedback both micro and macro. Those that applied and were unsuccessful should have clear understanding of what needs to be enhanced. Some organizations may be discouraged to reapply. Also, concern we need to do better job of identify strategic plan across the region.

Where do we dig deeper? Needing to revise and restate the regional strategic plan. There needs to be a greater alignment with State resources and processes!!! Need richer conversation in the next round with what the state priorities are and where the resources are located. A greater analysis and coordination of similar interests within the regions. Create mechanism to do this.

What is or isn't a priority? Need for a better source to understand the comprehensive need for the region. Dealt with shovel ready proposals but not comprehensive in nature and didn't address all of the issues that were required. Other projects need to move forward, travel and healthcare.

Nancy – audience session.

CFA workshops – starting after application process is open. Concern regarding guidance required. Is it possible to conduct as webinar sooner? Run workshops as live webinars if they can't be there in person? Possible to establish a CFA liaison for support? Would post FAQ as questions come in.

Project side – what is the mechanism to identify partners if they have regional projects? For those with smaller projects, how do we enhance coordination to have them become part of another project? Can we get tips based off of the winning projects? Interest in having better understanding of the state side? With state agencies run through the process and which are on the outside? And how to navigate?

What is the vision from the council standpoint regarding cross region partnering?

Larry – we will be giving the ideas generated in the breakout to the committees and asking them to develop the best answers possible.

Adjourn

Committees will continue to meet and continue to make our next round of CFA and implementation of strategic plan successful in 2012. June 14 in Oneonta for next meeting.

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