

Mid-Hudson Regional Economic Development Council
Draft Meeting Notes
September 17, 2013
SUNY Rockland

PUBLIC SESSION

Council chairs welcomed the public and described how they completed their deliberative process to choose 2013 priority project designations.

Review of priority project process

By end of process, 19 projects were identified as potential priorities. She also noted that 387 CFA applications submitted--the most for any region in the state.

Announcement of Priority Projects.

Projects are aligned with specific area of focus. The focus areas are Invest in technology; Grow Natural Resources; Revitalize Infrastructure, housing and urban centers.

Aimee read list of projects (see above)

Marketing Committee Update--Mary Rodrigues

The Byne Group reported on the marketing plan. The presentation noted that its job is to give the Council a brand and identity. A new MHREDC icon was revealed a new icon revealed marketing campaign's target audience described as site selectors; commercial real estate brokers; corporate executives; and business owners. Planned meetings with corporate execs, internet website, trade shows, marketing materials, microsite, digital and publicity are all part of the plan. The campaign will focus on a diversified economy, location and transportation, skilled workforce, diverse housing, quality of life and will be pro-business, successful, straight-forward, hard-hitting, sophisticated.

Mary Rodriguez said that the next step will be timetable, to launch in December.

VOTES:

With a motion by Cliff Wood, seconded by Al Samuels, the Council unanimously approved the following actions:

- Approve Priority Project Designations
- Approve CFA Scores and authorize submission of scores

- Authorize the submission of the significant project lists
- Approve opportunity areas selection and authorize the submission of opportunity area agenda
- Approve Mid-Hudson REDC innovation hot spot designation
- Authorize the submission of the 2013 progress report
- Authorize the submission of the marketing plan

The council also accepted meeting notes of August 14 and 30

Public Comment

Donald Christian, President, SUNY New Paltz thanked the Council for including its 3D project in the priority project designations.

Adjourned 10:52