

**Mid-Hudson Regional Economic Development Council**  
**June 18, 2014**  
**SUNY Rockland**  
**Meeting Notes**

**Public Portion**

Welcome from Co-Chair Len Schleifer.

Len stated that this is the most intense time of the year to update our strategic plans and to submit their projects. He thanked all of the members of the Council and introduced Aimee Vargas, Executive Director of the MHREDC who went through the agenda.

Workgroup Chairs will be providing a quick synopsis and calendar update and public session.

The CFA closed at 4pm on June 16, 2014. Concurrent to the CFA process the Mid-Hudson region will be competing with the five regions that were not the Top Performers for 2013 for three awards of \$25 million. We have the following strategic circles: Invest in Technology; Revitalize the Region's infrastructure, Attract and Retain Mature Industries, Grow Natural Resources sectors... Projects will be scored based on your alignment with the plan. Scoring will include the following criteria:

<b>IMPLEMENTATION OF THE PLAN</b>	<b><i>DEGREE</i></b>	<b>POINTS</b>
The proposal is identified as a priority project by the Regional Council.	Priority	20
The proposal is identified in the plan and has regional benefits	Very Strong	15
The proposal advances the plan and has local benefits	Strong	10
The proposal is consistent with the plan and has project level benefits.	Moderate	5
<i>The proposal has limited relationship to the plan.</i>	<i>Weak</i>	<i>0</i>

Aimee Vargas also reviewed the number of CFAs and Priority Projects that were submitted and awarded in 2011, 2012 and 2013. You the stakeholders and REDCs are part of the process.

In 2011, a total of 225 CFAs were submitted and 61 CFAs were awarded. Also, 3 Priority Projects were recommended by the council and 1 Priority Project was awarded. In 2012, 251 CFAs were submitted, 84 CFAs were awarded. That same year 23 Priority Projects were recommended by the council and 22 Priority Projects were awarded. In 2013, 387 CFAs were submitted, 97 CFAs were awarded. One hundred and one Priority Projects were submitted... In Round IV, 389 CFAs were submitted, and 111 Priority Projects were submitted. Awards for Round IV have not yet been determined.

## **Work groups**

### *Marketing – Maureen Halahan*

The overall council campaign is coming from the Byne group. The campaign has showcased the council's broad appeal. A graphic will be used to identify and tag line the REDC. It will unify all of the initiatives and reinforcing our mission. A picture of work, life, balance all in the Hudson Valley. The About section explains who we are. Maureen also stated that we did decide as a council to attend some trade shows. The upcoming October 2014 trade show will enable us to market the council. A grant covered expenses for booth. We are still looking for council members to volunteer to help man the booth.

### *Infrastructure*

Paul Ryan and Jim Taylor have Co-chaired the infrastructure group for 3 years. The workgroup has had help from Tom Scaglione and Aimee Vargas. Infrastructure first involved DOT projects and bridges and, now includes water, sewer and the green side and different infrastructure components. The committee is looking back at the 2013 report and carry forth mandates to 2014.

At June 5<sup>th</sup> meeting, the Infrastructure Work Group began to develop 2014 goals and initiatives which will include the following:

- ✦ Support Hudson Valley Pattern for Progress Phase II Hudson Valley Infrastructure Survey.
- ✦ Incorporate Courtney-Strong, Inc. HV Energy Assessment to utilize regional energy metrics when evaluating projects.
- ✦ Support NY Rising Community Reconstruction projects that are deemed top priority by their respective communities.
- ✦ Support DOT Region 8 proposed transportation projects crucial for economic development i.e. I-86, RT. 17/RT. 32 interchange, etc.

Recently, at the June 5<sup>th</sup> meeting everyone who came stated that they would like to submit a PP or CFA in 2015.

### *Opportunity Area*

Jonathan Drapkin provided an overview of the Opportunity Agenda. He stated that advancing the Governor's initiative to create Opportunity Areas in our region, a RFP resulted in Village of Brewster and Peekskill. We received 3 CFAs and working on workforce training. Any community that applied last year

but weren't selected we will include them for technical training and giving them the chance to submit an application for the opportunity agenda for 2015.

Discussion in Executive Session – Selection of last year's applicants consider their projects for pp for 5<sup>th</sup> round. We need a motion that we continue with Peekskill & Brewster and give them consideration for up to 20 points. The new Opportunity Areas will get technical assistance this year, and once they graduate, they will receive consideration as Priority Projects.

**Motion introduced by Supervisor Chris St. Lawrence, seconded by several members, including Ned Sullivan and Jonathan Drapkin, motion carried unanimously.**

### *Workforce Development*

Thom Kleiner reported for the Workforce Development workgroup stating that the committee is reviewing all 7 counties submitted to the state. They will integrate the council's ideas with what workforce development leaders work with every day. WIB directors had a lot of input but less so now. We will engage them more integrating the workforce needs. Looking to have a joint meeting with WIB.

### *Metrics*

Jim Melitsky provided an update on the Metrics he will work on. He stated that he looked at last year's progress report and he looked at several other regional council's plans. He is also looking at the economy as a whole and regional information and project specific metrics. He is also in the process of requesting data from Thom Kleiner at DOL and from Aimee Vargas from ESD as well. He is looking to streamline information. Some other councils pulled data out and put into an index to have a more robust data.

### *Global*

Ale Frederico gave the Global NY update. The work group is looking to provide the tools and assistance for global marketing and export strategies.

The work group set up a committee that include members such as Kawasaki Rail Car, Jeff Cunningham owner of Magnolia Investments, HSBC, Arthur Anthonisen, SUNY Orange Trustee, the Council of Industry, Dorian Drake an export management company, other small and medium sized businesses, Marist College and the US Department of Commerce. As the task force progresses we'll also bring in other expertise.

Marketing: Utilizing the expertise we already have in the council we will also be working with the marketing group as well.

The first task is looking at overall export rates and honing down at the region level so as to identify the economic challenges and opportunities. As part of that analysis the committee is sending out a survey through the Council of Industry and requesting Chambers of commerce and local EDCs to send the survey. Key issue is finding out if there are export markets companies are trying to move into. Figuring out what industry sectors the region should be looking into.

On the Foreign Direct Investment side we are looking at identifying foreign companies and determining leading employment utilizing a Dun & Brad Street database and DOL.

We are also looking at building partnerships with the other REDCs and their work groups for coordinating outreach activities. The committee intends to reach out directly to foreign trade councils. And as part of the effort to reach the different immigrant communities contact the Asian and Latino business communities. In order to be part of the process it is important to be in front of the groups. Need funding to make it happen and engaging. Some of the other tasks we intend to undertake is marketing our Foreign Trade Zone, set up a trade web portal and establish a center to assist potential foreign investors to the region via the EB5 visa program that fast tracks permanent residency .

### *Green Circle – Natural Resources*

Ned Sullivan provided a Green Circles update. Dave Church reviewing what has changed to make for a more favorable environment. They are looking at cross cutting initiatives, Global and Veterans and at Legislative and policy initiatives as well as taking a look at energy fossil fuels renewables and how that intersects with the green circles.

### *Small Business*

Carol Fitzgerald, gave an update on the Small Business Task Force stating that the committee is looking to work with other workgroups .The committee is also looking at the following areas to help strengthen small businesses:

Access to capital to provide opportunities.

Access to technical assistance including permitting.

Redefine the definition of small business from 500 or less to include smaller businesses.

### *Veterans*

Al Samuels reported on the work from the Veterans workgroup. They are seeking to address veteran owned businesses and returning vets. They found that post 9-11 vets are not joining veterans administrations groups and as a result there is not a lot of data to find out if they are looking for employment or own a business. There is a need to find ways to learn about these programs. It is a psychological thing that we need to take a look at. We do have a county association that we reached out to the director of veterans services and county executives. They notified them of this information, and asked them to get the word out.

Angela Cooper has a women's veterans' organization which has opened up an opportunity to work with women vets.

There is no cohesive program. The net effect may not be as fruitful because of some of these voids in information. Under 200 statewide veteran owned business have been uncovered. Veterans are not providing that information. Owen Daily from Marist is on the Veteran's workgroup and went to the DOL to find that information. The majority of CFAs have set asides for veteran employment.

CFA reminder timeline opened May 1<sup>st</sup> ended June 16<sup>th</sup>

July 14<sup>th</sup> drafts for the progress report are due. Tentatively July 2<sup>nd</sup> meeting is scheduled and following that there will be a meeting July 8<sup>th</sup>. We'll make a formal announcement as we always do at the August 6<sup>th</sup> Priority Announcement.

July 2<sup>nd</sup> conference call. July 8<sup>th</sup> Putnam call.

Those selected as Priority Projects will interview July 15 & 16.

Motion to adjourn moved.

Ended at 11:48am.