

MEETING MINUTES
Economic Community Affairs Committee (ECA)
Tuesday, July 28, 2009

Present: Barry Rothfeld, *Chair*, Michael Arnoff, Kathleen Durham, Betsy Eismeier (called in), Barbara Kram, Bill Lavery, Mike McCormack, Kathy Schibanoff, Tom Sipos, Denise Doring VanBuren

Staff Present: John MacEnroe, Mary Kay Vrba, Tamara Watson

Staff Absent: Peter S. Winne, Jasmin Haylett

Absent: Vincent Bettina, Stephen W. Cole, Steven Evans, Roger Higgins, Kelly Libolt, Donald M. McGrath, Betsy Seaman Brown, Jennifer L. Van Tuyl

Call to Order and Welcome – Barry Rothfeld, *Chair*

Discussion Topics

Location, topic, and speaker for the final board meeting of the year on Thursday, October 29, 2009.

Location Decision: Kathleen Durham volunteered the new offices and conference center at the Eleanor Roosevelt Center at Val-Kill.

Topic Discussion/ Decision:

- Denise offered to ask Steve Lant to speak about energy issues in the state and their impact on business and explain “wholesale market.”
- The Committee requested that Tamara Watson ask EDC Board members, to submit questions via email to her for the speaker to consider in advance of the October Board meeting.
- Kathleen Durham suggested that the query to board members contain a link to the Central Hudson website.
- It was suggested that topics for future board meetings might include “green business.” It was noted that SpectraWatt might be ready next year.

Special Events Report – Betsy Seaman Brown

Business Excellence Awards

- Betsy Seaman Brown asked the ECA Committee members present to each think of someone to be a Bronze Sponsor of the event or help in obtaining ads. Only Bronze Sponsorships remain.
- Mike Arnoff stated that he could offer names of people to Betsy Seaman Brown or the Events Committee to contact via phone. Betsy Seaman Brown stated that she wanted every single Board member to attend the BEA event and lend advance support.

“What’s In It for Me?” Campaign

Campaign Sponsor

- Tamara Watson reported that the cost of purchasing CDs from both Chambers containing email addresses for their members would total \$500.

- Denise Doring VanBuren stated that Central Hudson Gas and Electric would be willing to sponsor the campaign and pay for the purchase of the CDs.

Newspaper Insert Idea

- The following possible focuses for the insert were suggested:
 - How EDC works with businesses in healthcare, with labor force issues, etc.
 - The Business Excellence Awards.
 - Barry Rothfeld suggested the insert NOT be a single sheet and that ads should not be included because multiple insertions are necessary.
 - Barry Rothfeld also suggested that he be personally consulted about the pricing of a possible *Poughkeepsie Journal* insert.
 - Tom Sipos noted that he believes that the public does not know the resources that are available through EDC and its partners, such as the WIB.
 - Mike Arnoff suggested that there be a decision about specific target audiences of the insert.
 - Bill Lavery suggested that the ECA Committee's *mission* should drive the decisions about the newspaper insert
 - ❖ Committee members reviewed copies of the ECA mission statement and discussion followed.
 - Kathy Schibanoff noted the need to take economic development discussions directly to people making local-level decisions. This raised the issue of the relationship of the ECA Committee to the Municipal Conversations Committee.
 - It was noted that the Municipal Conversations Committee is a *subcommittee* of the ECA.
 - John MacEnroe suggested that the ECA Committee's mission statement be simplified and suggested that Tamara Watson produce a draft of a new mission statement for the committee's consideration at its next meeting.
 - John MacEnroe reported that an energy seminar, to be held during the 4th Quarter and moderated by a former PSC Chair, is under consideration, and that this forum may fall under the ECA Committee's umbrella.
 - The need to revise the Municipal Conversations Fiscal Impact presentation to be less academic and more conversational was noted.

New Business

No new business topics were raised.

Adjournment

The meeting adjourned at 1:00 P.M.

Next Meeting

Noon on Tuesday, October 27, 2009, Main Conference Room, EDC offices, 3 Neptune Road, Poughkeepsie, New York.