

**Saratoga County Prosperity Partnership
2911 Route 9
Malta, NY 12020
Minutes of the Board Meeting
December 21, 2015**

Board recording transcript from 12.21.15 at 2 pm

Meeting called to order at 2 pm exactly, by Anita Daly

Board members in attendance: Brendan Chudy, Gary Dake, Anita Daly, Penny Hill, Arthur Johnson, Ed Kinowski, Justin Miller, Matt Veitch, David Wood

Employees in attendance: Marty Vanags, Alyssa McClenning, Judy Soukup

County representatives in attendance: Chad Cooke

Anita Daly expressed that Chairman Jack Lawler sends regrets, had an unexpected family need arise.

Approval of Minutes – Anita Daly

Motion to correct minutes, noting that Art Johnson was not present at the meeting, and therefore Jack Lawler presented treasurers report in his absence. *Motion to accept minutes with changes made by Art Johnson; seconded by Brendan Chudy, and passed unanimously.*

Treasurer’s report- Art Johnson

Art presented running total of all bills paid to date. Ending balance is: \$395, 031.93 After the five additional bills approved and paid, will be \$5135.00 less. Also December payroll not included in totals, as bank statement is required for those totals. Whatever ending balance 12/31/15 is, will be returned to the county. Looking like about \$300k.

Marty wanted to note starting in January, we will have more traditional accounting reports.

Motion to approve the Treasurer’s Report as presented made by Gary Dake, seconded by Ed Kinowski, and passed unanimously.

President’s Report – Marty Vanags

At Brendan’s suggestion, the Project Summary has been changed. We added a column along right hand side to indicate current status or changes to status.

I have Tim Feemster for a list of companies, based on our distribution, location profile, etc., that would be best served by locating in this region.

Regarding BRE, I had a meeting with Todd Shimkus and Peter Bardunias to talk about how we will implement it. You will be learning a lot more in Q1 of 2016. I will be coming back to you with a MOU for your approval that would involve the other participating entities, to clarify who is doing what. I will also be presenting the idea of this program to their respective boards.

I attended the SIA Semiconductor Industry Awards in San Jose in December. We were noted as a sponsor for one of the events.

LTEC, received a new contract with different language. I have to go over this with Jack and present it to you afterwards. The changes clarify roles and goals a little more clearly than the last iteration.

The Semiconductor Strategy Report created by Zone 5 is a good report. I would like this board to approve and adopt this strategy but I think some of the dollar amounts are a little aggressive, and don't feel we need to spend as much as the report suggests. I want to be able to use the outline of this report under goal #3 of our objectives. So, I am seeking approval not for spending, but a general outline of how we will go about semiconductor attraction. *Motion to approve report made by Ed Kinowski, seconded by Arthur Johnson and passed unanimously.*

Marketing Report – Alyssa McClenning

Alyssa McClenning noted that the December 8th event was a great success, and thanked all board members who were able to attend.

We have had two meetings with state and local officials since 12/8, followed up with several, and some are scheduled in the new year. We are about 25% through where we need to be. The next one Jan 5th for Saratoga Springs City Council.

Alyssa McClenning presented a top level marketing overview. SCPP is still branding itself, so there are branding activities listed. Within those branding activities are messaging pillars, - soft stories, (staff, board) to roll out of our campaign, new initiatives', education of what Economic Development is. If you have any questions or concerns, please roll them up to me.

- Brendan Chudy asked what is the most recent, best tool for social media? Do we tweet?
Answer: Facebook is very valuable for us. A big part of our messaging now is brand marketing, and we reach those targets through Facebook. A lot of the other platforms are not relevant for us at this time.
- Anita Daly asked as far as events go, if there is an event that SCPP will attend, perhaps send an email, even monthly, so we know when we are out in the community we are prepared for any questions that may come up. Alyssa stated that it could be helpful to have that both ways, as there may be times that it is appropriate for Marty to attend and meet your contacts as well. Marty said if you feel there are events that I, or we, should attend, please send it our way.
- Penny Hill asked how SCPP is measuring all of these marketing activities. Alyssa McClenning answered with: One marker at this time is industry metrics/trends. So we will compare the typical response to the response we get. We are creating baselines to build on.
- Marty Vanags: the spend we made on the rollout, the reach was pretty high? Alyssa McClenning answered: the reach was pretty high, the engagement was the highest we have had, but still low compared to industry standards.

Motions and Resolutions:

Anita Daly presented a list of monthly bills needing approval. Marty Vanags pointed out the bill for DCI- \$10,500, perception study the board agreed to, Fab Owner's Association membership as we want to get our brand recognized. Art Johnson asked about CEG for \$5k. Marty answered- is for a study being done

by a researcher out of Georgetown, initiated by Mike Russo at GLOBAL. This is our contribution toward the funding. Will give us some economic impact numbers, and help us understand the industry's impact on our county. *Motion to approve expenses as presented made by Matthew Veitch, seconded by Penny Hill and passed unanimously*

Marty Vanags presented a draft budget for 2016. At this time, the only revenue source is Saratoga County. The amount listed there is the amount Spencer Hellwig stated. Marty Vanags then verbally reviewed the budget by category, speaking to individual expense items. There was a budget detail document included in materials for further breakdown and understanding for board members. As presented, the budget leaves a surplus of about \$10,000 at end of year 2016.

Ed Kinowski asked that if there were any desire on the side of board of supervisors could they offer funding for specific help in their towns, to market specific aspects, and pay SCPP as a consultant? Marty Vanags said we take a holistic approach to marketing the county, but if there is a specific need, I think it would be both desirable and appropriate to handle it in this manner.

Motion to move forward with 2016 budget as presented made by Ed Kinowski, seconded by Penny Hill and passed unanimously.

New Hire Resolution: Marty Vanags presented the legal document to be approved by the board for the onboarding of two new employees, Alyssa McClenning and Judy Soukup. *Motion to approve new hire resolution made by Gary Dake, seconded by Ed Kinowski, and passed unanimously.*

Last item of business was "Design Your Future Day" with RPI. Chairman Lawler suggested SCPP support this as a \$10,000 sponsor, but as Chairman Lawler was absent, the board agreed to table the discussion around this event until January meeting.

Arthur Johnson suggested a protocol be created and put in place that dictates how to handle requests for financial sponsorship of events.

OLD BUSINESS-

Anita Daly wanted to be sure that the SCPP board filled out all ethics forms. Justin Miller stated that conflict of interest and fiduciary responsibility forms have all been signed, filed. Marty suggested we put that on the agenda for further discussion in January.

Marty Vanags presented some additional 2015 expenditures is media/marketing buys:

- Print ad buy, digital ad buy, and event sponsorship for the Albany Business Review - being a NFP \$20k and gives us \$40K of advertising; Times Union is digital spend, and print is free, \$5k. Other media buys are Google, Facebook spends. Event Sponsorships of \$5k for several events that fit into our messaging pillars. Explore Saratoga is a platform sponsorship, Quality of Life pillar. Saratoga Strategy cards and graphics creator, will create a Style Guide for unified communications; photographers to build our image library for continued use in advertising and attraction, \$3K; and a video to generate content around business features presented by SCPP, to help build our story, \$5K. Tools and infrastructure purchases, like Data Visualization tools (Windrush) creating dynamic reporting. Total of all of these requests amounts to about \$50k before year's end.

Art Johnson asked why these weren't included in the budget, after approving a \$50K budget already. Alyssa McClenning replied that she would have done much of this sooner had she been here. Justin Miller stated that he believed that it is legally fine to do these buys. Gary Dake stated that he wanted to make sure we are not authorizing spends just because of surplus, and that these buys should have been presented during the regular budget portion rather than after. Ed Kinowski acknowledged that with the team just being built, many things came up late in the year. Anita asked for a motion to approve to make spends up to and not to exceed \$50,000. *Motion to approve additional marketing expenses as presented made by Ed Kinowski, seconded by Penny Hill, and passed unanimously.*

Gary Dake asked what is SSCP's role in the Dollar General transaction. Contact them, don't contact them, offer assistance? Anita suggested that Marty attend the public hearing in support of the project.

Motion to adjourn made at 3:12 pm by Gary Dake, seconded by Ed Kinowski, and unanimously passed.

Next meeting to be held January 18th at 2 pm, at the Saratoga County Prosperity Partnership offices.