

**ECONOMIC DEVELOPMENT & ENERGY COMMITTEE MEETING
HELD IN ROOM #318
PUTNAM COUNTY OFFICE BUILDING
CARMEL, NEW YORK 10512**

Members: Chairwoman Scuccimarra, Legislators Gross & Wright

Thursday **February 20, 2014**
Immediately Following Physical Services Meeting at 6:00PM

The meeting was called to order at 7:13 P.M. by Chairwoman Scuccimarra who led in the Pledge of Allegiance. Upon roll call, Legislator Wright and Chairwoman Scuccimarra were present. Legislator Gross was absent.

Item # 3 - Approval of Minutes – November 18, 2013

Chairwoman Scuccimarra made a motion to approve the minutes as submitted; Seconded by Legislator Wright. All in favor.

**Item # 4 - Putnam County Economic Development Corp./President Meghan Taylor
a. Update/PC EDC Projects**

President of the Putnam County Economic Development Corp. Meghan Taylor handed out a newspaper, *Real Estate In-Depth, Official Publication of the Hudson Gateway Association of Realtors, Inc.* She stated Putnam County was featured in the paper. She stated within the first quarter of the year, there are multiple events coming up. She stated the Village of Brewster has been busy since being deemed an opportunity area. She stated there are some dates to be aware of regarding a Comprehensive Plan Public Workshop. These dates are February 26th, March 8th, and March 20th. She stated Brewster is making sure the dates are out there so everyone can have a voice in the comprehensive plan review. She also stated on February 27th, the EDC is sponsoring an event with the Hudson Gateway Association of Realtors at the Putnam Golf Course. She stated there should be a large crowd, and they will hear about new developments within the County. She also stated a Veteran's Job Readiness and Preparedness Workshop will be held at the Paladin Center on April 3rd from 9:00 am to 1:00 pm. She stated the workshop will be for all veterans in Putnam County and the purpose is to help veterans transition from military life to civilian life. She stated within the workshop there will be four different sessions. She also the PCEDC, the Putnam County Chambers of Commerce, and the New York State Department of Labor are holding a joint breakfast, during which Department of Labor will give a business services presentation. This event will take place early to mid-May. She also stated there are a few marketing initiatives that the PCEDC is working on. She stated one is a business spotlight of the month, one will be a monthly e-newsletter, and one will be a feature property of the week.

Legislator Oliverio questioned how the Bull and Barrel Brew Pub was coming along.

President Taylor stated they have held three cattle-call interviews, which have all had a great turn out. She stated the soft opening for elected officials should be within a month. She stated the brew tanks were installed in January.

Legislator Oliverio questioned if there was any word on the Best Western hotel.

President Taylor stated it was still in the approval process and everything seems to be moving forward. She also stated The Garrison was looking to put a hotel on site. They are looking for a private investor. She stated the guests of the weddings that take place there are sent to Fishkill for a hotel.

Legislator LoBue questioned President Taylor's assessment of the economy.

President Taylor stated it is moving forward and in terms of the commercial market, everything has been stable since the middle of last year. She stated leads have come through, but have been too large for Putnam. She stated the Hudson Valley is booming and there is a steady climb.

Legislator LoBue questioned if anything was closed in 2013.

President Taylor stated the Bull and Barrel Brew Pub signed their contracts in 2013 but will close in 2014. She stated Honey Do Men had moved from leasing to buying a location. She stated in her opinion it was not a bad year, but 2014 will be fantastic.

Chairman of the Industrial Development Agency Rich Ruchala stated the date for the hotel should be October, however this has been ongoing since 1988.

Item # 5 - PC Visitor's Bureau, Inc./Update on Tourism Events/Director Libby Pataki

Director of Tourism Libby Pataki stated the Cycling Classic is being brought to this side of the County. She stated the Tour de Putnam is being brought back and is family oriented. This will take place on the day before Mother's Day. She stated they are working with President of Putnam County Chambers of Commerce Bill Nulk to get more outreach. She stated they had done some fundraising and a goal of this fundraising was to have more local participation. She stated a new event, Putnam Pasta Picnic, is an effort to make a family friendly event within the County.

Event Producer Ray Fusco stated the Putnam Cycling Classic is made up of three portions. The first is an enthusiast level ride, which is a 62 mile ride and a 100 mile ride. He stated the next portion is the Tour de Putnam, which is a 14 mile and a 24 mile course, geared more toward families and recreational riders. He stated the Cycling Classic will also have a timed component. He also stated the Putnam Pasta Picnic will be open to the general public as well as the riders and will cost \$8.00. He stated they are building partnerships with bike shops in the area such as Bikeway, Pawling Cycle

and Sport and Danny's Cycles. He stated a 50% discount on the entry to the Tour de Putnam is being offered with the sale of a new bicycle. He stated they are also working with the Cold Spring Coffee Shop and On the Fly Spin Studio. He stated participants of the Putnam Cycling Classic can receive discounts to the Spin Studio. He stated they are working with Metro North to set up getaway packages through the stations in Brewster. He also stated there are discounted hotel room rates being offered at the Hilton Garden Inn, which is the closest hotel. He stated they are marketing through print ads and their online presence. He stated they are running Facebook and Google ad campaigns, which is cost effective. He stated their Facebook page went from 147 "likes" to 721. He also stated they have over 1,000 followers on Twitter.

Legislator LoBue questioned what the ticket prices were.

Event Producer Fusco stated the prices are \$8.00 for the Pasta Picnic; \$25.00 for the Tour de Putnam, however there is a Mother's Day package which is \$89.00 for a family of five; \$75.00 and \$85.00 for the Enthusiast Rides. He stated early bird registration discounts are being offered through March.

Legislator LoBue stated she is concerned with the cost of the event. She questioned if police presence was factored into the price of the ticket.

Director Pataki stated the routes are still drafts so she did not want to set up police presence until the routes were set. She stated the police have been cooperative in past years and there has never been a problem. She stated there has not been any negative feedback in terms of expense.

Legislator LoBue stated the range in the prices is good because something is offered for everyone. She questioned what the route would be.

Event Producer Fusco stated the route is on Main Street in Brewster with the start and finish being directly in front of the Village Hall.

Legislator LoBue stated her concern with the business owners.

Event Producer Fusco stated the route has been laid out strategically. He stated there is significant overlap on the courses. He stated they are going to run a Groupon Campaign, which will reach people in New York City. He stated there is also a local ad campaign in all the local newspapers.

Erin Moore, constituent, stated she would like to encourage the Director Pataki and Event Producer Fusco to reach out directly to the businesses in the Village of Brewster.

Chairwoman Scuccimarra suggested Ms. Moore sit with Director Pataki and express her opinion.

Item # 6 - Unemployment Report/FYI

Chairwoman Scuccimarra stated the unemployment rate was 4.8% in December.

Legislator Oliverio stated this was excellent.

Item # 7 - Foreclosure Report/FYI

Chairwoman Scuccimarra stated there were 34 foreclosures in January 2014, which was a drop.

Legislator Wright stated the banks do not want to be in the real estate business as they are hoping the market will improve.

Item # 8 - Other Business – None

Item # 9 – Adjournment

There being no further business at 7:43P.M. Chairwoman Scuccimarra made a motion to adjourn; Seconded by Legislator Wright. All in favor.

Respectfully submitted by Administrative Assistant Beth Green.