

**BROOME COUNTY INDUSTRIAL DEVELOPMENT AGENCY
GOVERNANCE COMMITTEE
February 21, 2018 - 11:15 AM
The Agency Conference Room, 2nd Floor
FIVE South College Drive, Suite 201
Binghamton, NY 13905**

PRESENT: J. Bernardo, S. Feehan, J. Stevens and M. Pinker

GUESTS: None

ABSENT: R. Bucci

STAFF: K. McLaughlin, S. Duncan, C. Norton, N. Abbadessa and C. Hornbeck

PRESIDING: J. Bernardo

AGENDA ITEM 1: Prior to calling the meeting to order, Chairman Bernardo stated this meeting will not be recorded. The meeting was called to order at 11:30 a.m.

AGENDA ITEM 2: Accept the December 20, 2017 Governance Committee meeting minutes: Mr. Feehan made a motion to accept the minutes, seconded by Mr. Bernardo; the motion carried unanimously.

AGENDA ITEM 3: Public Comment: None

AGENDA ITEM 4: Review/Discussion/Recommendation for The Agency to enter into Agreements with the County of Broome and TransPro Consulting, LLC. Mr. McLaughlin stated The Agency sent this proposal out and it has been accepted by the County. TransPro is a company that has worked previously with the County; The Agency will act as an intermediary. Mr. McLaughlin stated that this important study has already started. Mr. Bernardo asked if there were any questions or comments. There were none.

MOTION: To recommend entering into Agreements with the County of Broome and TransPro Consulting, LLC to the full Board. On a MOTION by Mr. Feehan, seconded by Mr. Bernardo; the MOTION CARRIED UNANIMOUSLY.

AGENDA ITEM 5: Review/Discussion/Recommendation of a Resolution authorizing The Agency to enter into an Option Agreement for the sale of premises located at 6 and 36 Broome Corporate Parkway in the Town of Conklin, Broome County, NY, with the Town of Conklin for the development of a Community and Day Care Center to be known as The Conklin Community and Family Center. An Option Agreement shall be for the purchase price of \$1.00 per acre. Mr. McLaughlin sent an e-mail explaining the position the Board was asked to take on this project. Mr. McLaughlin communicated with both the Town of Conklin and Lourdes, discussing what went on at the Board meeting; especially Lourdes, since they were not present. It was decided it was in the best interest of all involved to have each organization own (and build) their individual facility. The Agency had initially proposed to do all the development and lease back to the parties; however, after discussions with the Town, Lourdes and the State, all involved felt it best the projects be handled individually. Mr. McLaughlin stated these projects are complicated to put together. This is the first part of the project; The Agency is still working with Lourdes on additional projects, which would be beneficial to the Town of Conklin, including the possibility of senior housing. Mr. McLaughlin asked the committee to approve moving ahead with the Town of Conklin; that the state is pushing hard to get this underway or the Town may lose \$2.2 million. The Town is putting together a committee to review the architectural and engineering proposals. The Agency expects to be involved on the administrative side to offer advice and help out with some of the paperwork; reviewing some of the RFP's. Mr. McLaughlin further stated The Agency will bring the Lourdes project back before the committee and the Board at the appropriate time. Mr. Feehan asked how many acres were involved; Mr. McLaughlin advised approximately 4-5 acres. Mr. McLaughlin advised the Town would complete a survey to determine the exact acreage; when the contract of sale comes back, The Agency will have the exact acreage. A discussion ensued. Mr. McLaughlin asked the committee to change direction and allow the parties to proceed with this very important project.

MOTION: To recommend a Resolution authorizing The Agency to enter into an Option Agreement for the sale of premises located at 6 and 36 Broome Corporate Parkway in the Town of Conklin, Broome County, NY, with the Town of Conklin for the development of a Community and Day Care Center to be known as The Conklin Community and Family Center. An Option Agreement shall be for the purchase price of \$1.00 per acre to the full Board. On a MOTION by Mr. Feehan, seconded by Mr. Bernardo; the MOTION CARRIED UNANIMOUSLY.

AGENDA ITEM 6: Review/Discussion/Recommendation to enter into an Agreement with HUE for Digital Account Services. Ms. Duncan stated the committee has two resolutions before them as a result of the RFP issued in December 2017. The Agency interviewed four local creative firms. The Agency decided to separate the account services for the economic development program from the Broome County Good Life Program, established last year. This contract will be for approximately 30 hours per month; for print collateral, social media and maintenance of The Agency website. HUE will continue to be the agency of record for The Agency's marketing. Ms. Duncan thanked Mr. Pinker for his input and expertise on these topics, stating he was very helpful to the process.

MOTION: To recommend entering into an Agreement with HUE for Digital Account Services to the full Board. On a MOTION by Mr. Feehan, seconded by Mr. Bernardo. The MOTION CARRIED UNANIMOUSLY.

AGENDA ITEM 7: Review/Discussion/Recommendation to enter into an Agreement with FreshySites, LLC for Social Media and Marketing Services. Ms. Duncan stated that The Agency asked FreshySites, LLC for a re-vamp of the Broome is Good website, as well as development of social media content and to produce Good Life and Made in Broome stories. The Agency has been building the Good Life Program and it is starting to get brand recognition and take on a life of its own. Ms. Duncan advised the FreshySites, LLC contract is a 12-month contract with the option to renew for two years. Mr. Pinker agreed these services are needed; helping promote The Agency and a step in the right direction. Mr. Feehan complimented the commercial that was run during the Super Bowl. Ms. Duncan stated the idea of separating The Agency and The Good Life Program provides the opportunity to continue to market The Agency and what it can do on a broader economic development program, while focusing the workforce effort, job and opportunity message and what is needed to satisfy the goals of the taskforce.

MOTION: To recommend entering into an Agreement with FreshySites, LLC for Social Media and Marketing Services to the full Board. On a MOTION by Mr. Feehan, seconded by Mr. Bernardo. The MOTION CARRIED UNANIMOUSLY.

AGENDA ITEM 8: Adjournment: Mr. Bernardo then made a motion for adjournment; it was seconded by Mr. Feehan, and carried unanimously. Chairman Bernardo adjourned the meeting at 11:52 a.m.

The next meeting of the Agency Governance Committee is scheduled for March 21st at 11:15 a.m.
at FIVE South College Drive, Suite 201, Binghamton, NY 13905.