

THE AGENCY

BROOME COUNTY IDA / LDC

BROOME COUNTY INDUSTRIAL DEVELOPMENT AGENCY

PERSONNEL COMMITTEE MEETING

June 19, 2019, 11:15 a.m.

The Agency Conference Room, 2nd Floor
Five South College Drive, Suite 201
Binghamton, NY 13905

REVISED AGENDA

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| 1. Call to Order | W. Howard |
| 2. Accept the February 20, 2019 Personnel Committee Meeting Minutes | W. Howard |
| 3. Public Comment | W. Howard |
| 4. Executive Session to Discuss Personnel Issues | S. Duncan |
| 5. Review for Consideration Modifications to The Agency's Organizational Chart and Proposed Job Descriptions | S. Duncan |
| 6. Adjournment | W. Howard |

**BROOME COUNTY INDUSTRIAL DEVELOPMENT AGENCY
PERSONNEL COMMITTEE
Wednesday, February 20, 2019 • 11:00 AM
The Agency Conference Room, 2nd floor
FIVE South College Drive, Suite 201
Binghamton, NY 13905**

PRESENT: W. Howard, J. Stevens and D. Crocker

GUESTS: None

ABSENT: J. Peduto

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

PRESIDING: W. Howard

AGENDA ITEM 1: Chairman Howard called the meeting to order at 11:01 a.m.

AGENDA ITEM 2: Approval of the January 22, 2019 Personnel Committee Meeting Minutes. Chairman Howard stated the first order of business is acceptance of the January 22, 2019 Personnel Committee Meeting minutes.

MOTION: Mr. Stevens moved to accept the minutes; seconded by Mr. Crocker. Chairman Howard asked if all are in favor (none opposed); the minutes are accepted.

AGENDA ITEM 3: Public Comment. There was no public comment.

AGENDA ITEM 4: Review and Recommend Changes to The Agency Personnel Policy. Mr. Gray stated The Agency sent out the Employee Handbook with the additions required by state law, indicated in red on pages 6, 27, 28, 29 30, 42, 43, 44, 45 and 46, as well as attachments. The required legislation, as it relates to the Family Leave Act, was incorporated into The Agency Employee Handbook, to comply with state law. A short discussion followed. Mr. Gray clarified that The Agency has been adhering to the policy; now, it is formally embedded in the handbook. Mr. Gray requested a recommendation to the full board to make this version permanent.

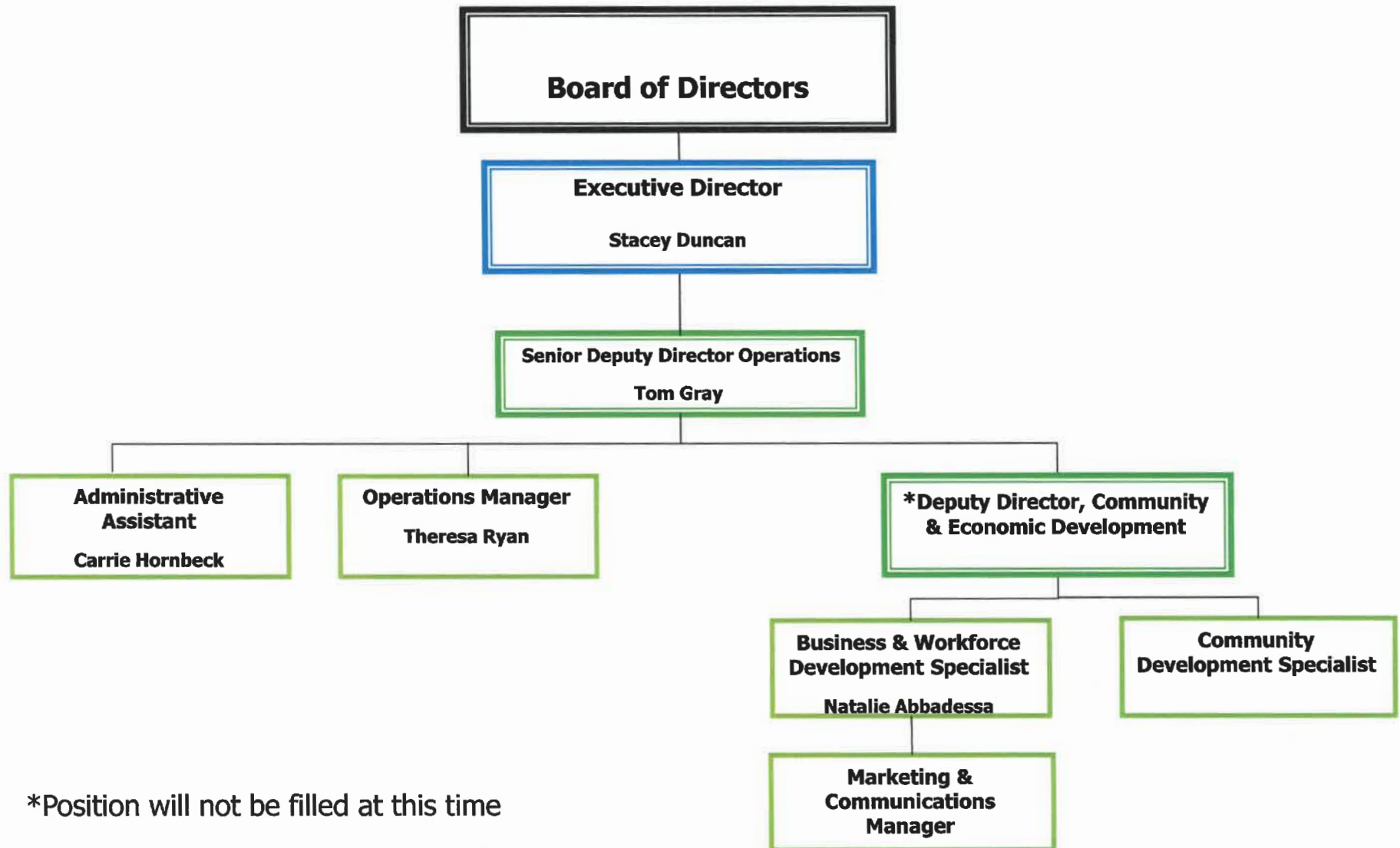
MOTION: To recommend The Agency Employee Handbook with additions required by State law. On MOTION by Mr. Stevens, seconded by Mr. Crocker, the MOTION CARRIED UNANIMOUSLY.

AGENDA ITEM 5: Adjournment. Chairman Howard requested a motion for adjournment.

MOTION: On a MOTION by Mr. Stevens, seconded by Mr. Crocker, the MOTION CARRIED UNANIMOUSLY, and the meeting was adjourned at 11:04 a.m.

The next meeting of the BCIDA Personnel Committee is scheduled for March 6, 2019 at 12:00 p.m. at FIVE South College Drive, Suite 201, Binghamton, NY 13905.

The Agency
Broome County IDA
Proposed 2019-2020 Organizational Chart



*Position will not be filled at this time



**BROOME COUNTY INDUSTRIAL DEVELOPMENT AGENCY (BCIDA)
AND BROOME COUNTY LOCAL DEVELOPMENT CORPORATION (BCLDC)**

**Business & Workforce Development Specialist
Job Description**

this a modification for existing staff

MISSION

The Agency is a catalyst, partner and investor that delivers clear benefits including job opportunities, development sites and enhanced quality of life. The Agency promotes and leverages all available resources and Broome County's strengths to foster economic growth and create prosperity in an ethical and transparent manner.

REPORTING

The Business Development Specialist reports to the Senior Deputy Director of Operations.

ROLE

The Business & Workforce Development Specialist performs a wide variety of tasks to advance The Agency's mission and promote Broome County's value as a business location. The Business & Workforce Development Specialist provides direct support to the Senior Deputy Director of Operations on business retention and expansion initiatives, new business attraction, and workforce development.

RESPONSIBILITIES

- Review all applications for benefits for preparation for Board consideration and provides point of contact service to companies during the application process.
- Work with all existing business clients on issues related to active projects as needed.
- Prepare Project Review Form and Cost Benefit Analysis on all applications for assistance.
- Maintains liaison with the Broome Talent Task Force to execute a county-wide workforce development strategy.
- Conduct targeted research and prepare reports on business development trends utilizing Chmura Analytics software.
- Maintain a comprehensive database of business clients and potential leads using Salesforce software.
- Maintain and regularly update a database of available sites and buildings and stay-up-to-date on commercial real estate data and trends.
- Gain knowledge on financing programs and resources that could be of assistance to business clients.
- Attend meetings, seminars and/or professional development events that are specifically focused on connecting to potential business leads or that will advance knowledge of best practices in business development. Work with marketing firm to create portfolio of marketing collateral to reach businesses located in and outside of Broome County.

- As assigned, serve as a member of committees, groups or task forces that promote business development.
- Coordinate relevant programs, meetings or events at the direction of the Executive Director.

EDUCATION REQUIREMENTS

Completion of a bachelor's degree from an accredited college or university or an equivalent amount of education and experience.

DESIRED EXPERIENCE AND SKILLS

- Four or more years of professional experience.
- Demonstrated business and project management skills.
- Strong interpersonal skills.
- Demonstrated ability to work with people in a professional, constructive, customer-friendly and ethical manner.
- Abilities in researching, critical analysis, verbal and written reporting, and presentation skills in a professional manner.
- Knowledge of economic development principles, practices and procedures.
- Ability to plan, direct, and coordinate activities and programs.

**BROOME COUNTY INDUSTRIAL DEVELOPMENT AGENCY (BCIDA)
AND BROOME COUNTY LOCAL DEVELOPMENT CORPORATION (BCLDC)**

**Community Development Specialist
Job Description**

MISSION

The Agency is a catalyst, partner and investor that delivers clear benefits including job opportunities, development sites and enhanced quality of life. The Agency promotes and leverages all available resources and Broome County's strengths to foster economic growth and create prosperity in an ethical and transparent manner.

REPORTING

The Community Development Specialist reports to the Senior Deputy Director of Operations.

ROLE

The Community Development Specialist provides support to the Executive Director with regard to the organization's relationships with municipal and non-profit partners. Under the direction of the Senior Deputy Director of Operations, the Community Development Specialist participates in and/or facilitates activities related to community development in alignment with the organizational strategic plan and other county-wide planning initiatives.

RESPONSIBILITIES

- Attends meetings with the Executive Director with local government officials and state or federal agencies.
- Serves as liaison with municipalities or other non-profits related to economic development planning initiatives (e.g. BC Comp Plan Update, BMTS Long-Range Plan update, BC Ag Task Force).
- Serves as project manager for on-going or new feasibility or planning studies that the organization may wish to pursue.
- Works with the Senior Deputy Director of Operations to identify and pursue grant-funded development opportunities. Provides support to write and administer successful grant applications.
- Works with the Senior Deputy Director of Operations on the facilitation or direction of housing-related studies or programs in which the organization may wish to pursue.
- Updates and creates relevant data analyses as needed (e.g. workforce, housing studies).
- Stays up-to-date on funding resources available to assist developers with proposed or active projects related to community development, infrastructure, etc.
- Attends professional development workshops, seminars or other meetings related to community and economic development initiatives.

EDUCATION REQUIREMENTS

Bachelor's degree, preferably in planning or business administration, or an equivalent amount of education and experience.

DESIRED EXPERIENCE AND SKILLS

- Two years of planning or public sector experience.
- Knowledge of principles and practices of planning and economic development.
- Grant-writing and administrative experience.
- Computer skills and knowledge of relevant software, including the ability to create and manage spreadsheets, presentations and reports using Desktop Publishing Software, Power Point, Excel and Word.
- Experience with managing databases.
- Strong communication and interpersonal skills.
- Organizational skills.
- Ability to maintain confidentiality.

**BROOME COUNTY INDUSTRIAL DEVELOPMENT AGENCY (BCIDA)
AND BROOME COUNTY LOCAL DEVELOPMENT CORPORATION (BCLDC)**

**Marketing & Communications Manager
Job Description**

MISSION

The Agency is a catalyst, partner and investor that delivers clear benefits including job opportunities, development sites and enhanced quality of life. The Agency promotes and leverages all available resources and Broome County's strengths to foster economic growth and create prosperity in an ethical and transparent manner.

REPORTING

The Marketing and Communications Manager reports to the ~~Senior Deputy Director of Operations~~Business Development Specialist.

ROLE

The Marketing & Communications Manager provides support to the Executive Director in the execution of the organization's Communications Strategy.

RESPONSIBILITIES

- Develop unique, cross-platform content for digital and print assets, including social media, websites, videos, infographics, multimedia presentations and brochures in partnerships with marketing firm(s).
- Write, edit and coordinate content for presentations, annual reports, paid advertising contracts, and other areas as needed.
- Write press releases, media advisories and other materials for media publication.
- Manage content related to the Broome County Good Life™ program and any initiatives pursuant to the program.

Create content for monthly electronic newsletters and other publications at the discretion of the Executive Director.

- Provide quarterly reports to Executive Director and Board of Directors on website, digital and social analytics of the Agency's communication strategy.

Work marketing firm to update communications strategy annually.

- Conduct an annual communications audit, recommend and conduct market research to test effectiveness of client communications (online surveys, phone surveys, and website metrics). Use results to evaluate current programs and formulate future plans.

Other duties as outlined by the Executive Director.

REQUIREMENTS

- Bachelor's degree, preferably in marketing and communications.

DESIRED EXPERIENCE AND SKILLS

- Two or more years in an area of marketing, communications, or copy-writing
- Strong verbal and written skills, including editorial experience
- Excellent interpersonal and organizational skills

- Knowledge of content-management principles and best practices in the area of marketing and communications
- Experience monitoring and managing social media outlets for an entity subject to state compliance laws
- Ability to perform well under pressure, meet deadlines, and manage multiple tasks simultaneously with an attention to detail
- A portfolio of professional work is required
- Higher-education experience, campaign email system experience and knowledge of Adobe InDesign and Photoshop are helpful