

BROOME COUNTY INDUSTRIAL DEVELOPMENT AGENCY

Governance Committee Meeting Transcript

Held telephonically, January 20, 2021, commencing at
11:00 a.m. Adjourned at 11:13 a.m.

[See attendees at end of Transcript.]

REPORTED BY:

Carrie Hornbeck, Executive Assistant

Broome County Industrial Development Agency

Chairman Bucci: Good morning. It's 11:00 and we'll call to order the Governance Committee meeting to order, and I think everyone's on, but we'll just do a quick roll call for Carrie. Jim Peduto.

Mr. Peduto: Here.

Chairman Bucci: Cheryl Sacco.

Ms. Sacco: Here.

Chairman Bucci: Brian Rose.

Mr. Rose: Here.

Chairman Bucci: And Rich Bucci is here, also.

First order of business is to accept the December 16th, 2020 Governance Committee meeting transcript. This was forwarded to all committee members. If they had any additions, deletions or modifications, those were sent back to Carrie. So, we will accept the meeting transcript, for the record.

Next order of business is Public Comment. If anyone would like to speak at this time, we ask that they identify themselves, give us their names and address and you can have five minutes to address the committee. So, I will open it up now for Public Comment.

Okay. Hearing none at this time, we'll close that portion of the meeting, and we'll move on to our first item on the agenda.

It is a Review, Discussion, Recommendation to Accept an Application from EJ Victory Building, LLC and/or Another Entity to be Determined for a Sale/Leaseback or Lease/Leaseback Transaction to Facilitate the Compact Development, Brownfield Redevelopment, Historic Preservation and Equipping of 59 Lester Avenue in the Town of Union, Village of Johnson City, and Authorizing the Sales Tax Exemption in the Amount of 1,440,000, a Mortgage Tax Exemption in the Amount of 250,000, and a Property Tax Exemption in the amount of \$2,700,538.00, and the Setting and Conducting of a Public Hearing with Respect thereto. So, I'll turn it over now to Stacey, for her little overview.

Ms. Duncan: Sure. Thank you, Mayor, and I'd be happy to provide some overview and to welcome Dan Gates to our Board -- and just point of information as we go for you and Steve Cornwell -- I'll just provide these tidbits of information. So typically, when a project is coming through an application, it'll always run through our Governance,

and this first step is to accept the application for the purposes of the Public Hearing, as the Mayor mentioned. So, a little bit about the project -- and Matthew Paulus has joined us today, should you guys have any direct questions for him. A [sic] Application, Project Review Form and Cost Benefit Analysis have been provided in your packet. A little bit of background: The EJ Victory Building Project is the historic rehabilitation of the former historic EJ Victory building in Johnson City, into a mixed-use commercial building that will revitalize an iconic anchor asset in the central Johnson City neighborhood and serve as a catalyst for economic development in Johnson City. Rehabilitation will include use of Historic Tax Credits, as well as entrance into the Brownfield Tax Credit Program. When rehab is completed, the building will provide the neighborhood with 108 market-rate apartments, and approximately 7,500 square feet of commercial space for prospective businesses. The creation of a more business-friendly community in this neighborhood will connect the area north of Main Street in Johnson City, with the area south of mainstream Johnson City, which is currently home to the Southern Tier Health Sciences and

Technology Innovation Park. Total investment in this project is just shy of \$30 million. Job creation is about three to four permanent jobs associated with this project that will be developed by Paulus Development, and not EJ Victory Building, LLC, and Matthew can expound more on that, if the Board would like. Construction jobs are estimated to be anywhere between 100 to 125 jobs, with a payroll of approximate -- a three-year total payroll -- of approximately \$5 million. Mayor.

Chairman Bucci: Any questions for Stacey. Stacey, what's the terms of the PILOT?

Ms. Duncan: Thank you. That's a good question. The PILOT schedule that the Village Board approved back in -- I believe, December 15th -- is a 30-year PILOT, a deviated PILOT. The Village Board approved that, as I mentioned back in December, so it does meet the criteria for having sign-off from the chief elected officer for the municipality. Total PILOT benefit is approximately 2.7 million.

Chairman Bucci: Okay. Any additional questions, or comments? Okay. Just a comment from me at this point. If you look at the project on Emma Street, in the City of Binghamton, the conversion of

the old Anitec Camera Factory -- I think that's an excellent indication of what could happen here at this building. That was truly a transformative project there in the city, and, as I understand, its 100 percent occupied. It's had a real impact on multiple neighborhoods in the city, because that property transcends the west side of the city with the First Ward. And the project proposed here, is larger, I think, and the impact will even be more significant in Johnson City. And, not only do I think that project will impact Johnson City, but I think that's one of those projects that will impact -- really, the entire region -- because it's so large, and the look of that building and how it will be transformed. So, there's a lot of potential here for excitement. So, hope everything goes smoothly for Matt and his corporation. So, saying that, I'll entertain a motion.

Ms. Sacco: I'll make the motion. Sacco.

Chairman Bucci: Cheryl made the motion. Is there a second?

Mr. Peduto: Jim.

Chairman Bucci: Jim Peduto seconds. All in favor?

Unknown: [Aye -- in unison.]

Chairman Bucci: Any opposed? Motion carries.

Next order of business on the agenda is a Review, Discussion, Recommendation to Authorize the Executive Director, on Behalf of The Agency, to Renew The Agency's Contract with Hue for Digital Account Services from March 1st, 2021 to February 28th, 2022. And the contract is attached. So, I think Natalie's gonna [sic] take us through this.

Ms. Abbadessa: Thank you, Rich. As you know, I sent out information ahead of time, in regard to our marketing evaluations. I'd be happy to walk you through that information, if you'd like. Or, if you're comfortable with what you read yesterday, I can take questions, that you may have. It is our recommendation to continue to use Hue's services for creative work, website maintenance, social media and updates. And the contract amount remains consistent with 2020, at \$18,000.00.

Chairman Bucci: Any questions for Natalie?

Mr. Rose: Natalie, just a question in terms of how all the pieces fit together at kind of, a high level. So, we've got FreshySites, we've got Hue, we've got some in-house capacity. Just help me

understand how all those pieces come together and who does what?

Ms. Abbadessa: Sure. Absolutely. So, Hue works on The Agency side. So, they do all the creative work. They do some social media for us. They develop a lot -- in a recording -- a lot of the information I sent you yesterday. So, they're on that side. And then, Freshy basically, just works on Broome is Good side. And then what Riger does is they kind of bring everybody together, and they take our advertising dollars and tell us where it's best utilized; where we've got -- basically where we can get the most bang for our buck.

Ms. Duncan: Yeah, Brian, just to add -- what we've found over the years, when we built the Good Life program was that having one firm manage, sort of, the multiple brands -- if you will -- was maybe not the best direction. So, what we did was, sort of, bifurcate that -- really, the brunt of the expenditure, and relationship is a lot on that website development and management. We've honed down, and sort of, decreased those contracts over the years to really pinpoint what those specific deliverables are. So, for Hue, it's our annual -- it's a number of

specific documents that we have them do. And we've been able to, sort of, reduce the size of that contract, because we have Amy Williamson -- could do some more in-house stuff for us. So, we're kind of narrowing the scope year-by-year and we found this is a good balance that works.

Mr. Rose: Thank you.

Chairman Bucci: So, in essence, Riger doesn't really do anything creatively? They're more just kind of managerial, in a sense?

Ms. Duncan: Well, they do it. They do it -- sorry, Nat. Go ahead, Nat. Sorry.

Ms. Abbadessa: No, no, no, no. Go ahead.

Ms. Duncan: They do a few -- we have a short list of specific deliverables. I know our annual reports -- Natalie, refresh my recall. There are a couple documents we ask of them, specifically with the website management. All that Riger does is use their knowledge to take our dollars and say, okay, this is what we have to spend on advertising -- how best to use them. So, they have no creative. They simply manage our media buy -- I think more using their experience and make our dollars go a little bit farther. Yeah.

Chairman Bucci: Okay. Very good. Any additional questions or comments? Okay, I'll entertain a motion.

Mr. Peduto: Jim. So, moved.

Mr. Rose: I'll make . . .

Chairman Bucci: Moved by Jim. Seconded by Brian. All in favor?

Unknown: [Aye -- in unison.]

Chairman Bucci: Any opposed? Okay, motion carries.

Next item on our agenda is a Review, Discussion, Recommendation to Authorize the Executive Director to Enter into a One-Year Agreement with FreshySites, LLC for Web Development and Maintenance, with a Two-Year Renewal Period in the Contract. Natalie.

Ms. Abbadessa: Thank you again, Rich. Again, I sent out the information ahead of time. Again, I'd happy to entertain any questions or comments, or I can walk you through their scope of work. If you're comfortable [with] what you read yesterday, it is our recommendation to continue to use FreshySites' services for web development and maintenance on the Broome is Good website. With the

removal of the social media management, the yearly contract amount has been significantly reduced from 9,600 to 3,600.

Chairman Bucci: Any questions for Natalie or any comments? Okay, I'll entertain a motion.

Mr. Rose: I'll move it. Brian.

Chairman Bucci: Brian. Is there a second?

Ms. Sacco: Cheryl. I'll second.

Chairman Bucci: Cheryl, seconds. All in favor?

Unknown: [Aye -- in unison.]

Chairman Bucci: Any opposed? Motion carries. All right. That's the extent of our agenda for the Governance Committee meeting. So, I'll entertain a motion to adjourn.

Mr. Rose: So, moved.

Chairman Bucci: Moved by Brian.

Ms. Sacco: Seconded by Cheryl.

Chairman Bucci: Seconded by Cheryl. All in favor?

Unknown: [Aye -- in unison.]

Chairman Bucci: Okay. We're adjourned.

[Meeting adjourned on a motion by Mr. Rose, seconded by Ms. Sacco at 11:13 a.m.]

[Attendees: Rich Bucci, Jim Peduto, Brian Rose, Cheryl Sacco, Dan Crocker, Dan Gates, Stacey Duncan, Tom Gray, Natalie Abbadessa, Carrie Hornbeck, Theresa Ryan, Brendan O'Bryan, Amy Williamson, Matthew Paulus, Aaron Martin, Mayor Deemie, Michael Tanzini.]

STATE OF NEW YORK :

COUNTY OF BROOME :

I, CARRIE HORNBECK, Executive Assistant,
do certify that the foregoing is a true and accurate
transcript of the Broome County Industrial Development
Agency Governance Committee Meeting, held
telephonically, on January 20, 2021.

Carrie Hornbeck / signed electronically

CARRIE HORNBECK

Executive Assistant

The Agency Broome County

Industrial Development Agency

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