

**HUDSON DEVELOPMENT CORPORATION  
BOARD OF DIRECTORS MEETING  
DECEMBER 5, 2012  
1 NORTH FRONT STREET, HUDSON, NY**

**PRESENT**

Perry Lasher  
Lori Selden  
Victor Mendolia  
Ohrine Stewart  
Seth Rapport  
Don Moore  
Mayor William Hallenbeck

**ABSENT**

Carmine Pierro  
Steve Anderson

**ALSO PRESENT**

Sheena Salvino  
Duke Duchessi  
Mary Rembach

**APPROVAL OF MINTUES**

Sheena Salvino called meeting to order at 2:23 pm.

The minutes of the October 24, 2012 meeting had been reviewed by email.

MOTION by Perry Lasher, seconded by Lori Selden to accept the minutes as written. All in favor. Motion passed.

**FINANCIAL STATEMENTS**

Mary Rembach reviewed the financial statements noting a net loss of \$-15,418. for the fiscal year to date October 1 through November 30, 2012.

MOTION by Victor Mendolia, seconded by Perry Lasher. All in favor. MOTION passed.

**OLD BUSINESS**

Sheena gave an update on the 58 Front Street property. A contract for sale (\$50,000) has been forwarded to Rob Kalin for signature.

Sheena has updated the HDC procurement policy included in each Board Members packet for review. To be adopted at the next meeting.

## **NEW BUSINESS**

Winter Walk – we unofficially voted to donate \$2500 to winter walk and need an official vote.

MOTION by Don Moore, seconded by Lori Selden to donate \$2500 to Winter Walk 2012. All in favor, MOTION passed.

## **EXECUTIVE DIRECTOR'S REPORT**

Sheena provided a summary of current Board Members and their terms, which is in the Board member packets. She is in the process of completing a new Board of Director's binder that will include new Board Member orientation materials, policies and procedures, expectations and ABO requirements.

Sheena has developed a Board Member application for prospective members.

Victor suggested a member of the board of supervisors become an ex-officio board member.

Seth Rapport reported that Steve Anderson would like to opt out early on his term, which expires 9/2013 due to other professional and personal responsibilities.

Lori Selden has agreed to stay on until the end of her term, 9/2013, for Board continuity.

To replace Steve Anderson, in the next couple of months, Board Members will reach out to prospective business community members.

A discussion took place about the advantages and disadvantages of having more Board members.

Seth Rapport pointed out that the ex-officio members have many other responsibilities as well as other meetings to attend and we really need more at large members to accomplish the work that needs to be done.

MOTION by Lori Selden, seconded by Perry Lasher to amend the HDC by-laws to change the maximum number of board members allowed to 15, keeping an odd number of members at all times. All in favor. MOTION passed.

Sheena reminded members about ABO training - needs to be done if they have not done it. To clarify, she stated that members must complete the training once per term in accordance with ABO policy - ex-officious every 2 years - at large every 3 years.

Grant Writers contract - Seth stated TGW does a lot of the work on grant writing for

HCDPA. The Board needs to pay more attention and have a program where the Board sits down and focuses on grant opportunities and strategic planning for HDC.

A lot of LDC's are going out of business because of lack of funds to continue. Seth would like to have a committee meet with TGW to discuss this strategy and bring ideas back to the Board.

Victor Mendolia, Seth Rapport and Don Moore volunteered to sit on committee. Duke will set up a meeting in the next month.

Marketing - Budget Protocol. Sheena sent out what our budget was last year and what is projected for this year.

Marketing budget is approved for \$20,000 in 2013. Instead of making direct financial contributions for local events, Sheena proposed underwriting advertising for the events through radio, strategic ad placement [movie theaters, publications and chambers outside of the local community] and supporting the Walking Guide. Board agrees.

MOTION by Seth Rapport, seconded by Lori Selden to terminate our giving program that supports individual events/projects with direct financial contributions to allow for a broader marketing program in 2013 and beyond that also keeps in line with the HDC mission. All in favor. MOTION passed.

Mayor will be doing a radio commercial for the holiday season. More details to follow.

Website - to get it finished and up and running Board approved \$2,000 at last meeting. Sheena requested \$4,000 to have Andrew Nelson and Melissa Stafford complete the project and passed around his design and layout. We will need \$2,000 at start and \$2,000 when complete. The website will be up and running in one and a half months.

MOTION by Victor Mendolia, seconded by Perry Lasher to allocate an additional \$2,000 for the completion of the website. All in favor. MOTION passed.

Property Marketing – Don Moore stated the City has made it a high priority to sell the Dunn's warehouse, not to just anyone, but potentially for a public purpose and the buyer/developer will need to show funding is available. Don Moore and TGW have worked on an RFP calling for the redevelopment of Dunn and the adjoining 3-acre parcel. Don explained that an old DOS grant has been repurposed to develop the RFP.

Don suggested HDC work collaboratively with the City to market the Dunn property as a waterfront economic development project. Discussion followed about the waterfront area as being a targeted area for future development. Seth mentioned

HDC-owned KAZ building. Stating that perhaps by coupling the properties, it may be more appealing to a potential developer. Board members discussed the community vision for the waterfront in context of the LWRP. Sheena indicated that a community vision study, done in 1996, was in her possession and that it detailed a waterfront vision.

Sheena offered that HDC and/or the City would be well served by targeting areas for economic development and developing a strategy to address these areas as many grant funded sources require this type of planning.

A discussion ensued about whether we should make these buildings shovel ready prior to marketing them. Staff to develop marketing packages that include the appropriate information potential developers would like to have in advance to submitting development proposals. Environmentals have been done on both buildings and should be included.

Lori suggested keeping one of the buildings that HDC owns for hosting community events, farmer's market and perhaps to generate income for HDC.

Main Street management - Sheena put together a business climate survey for Hudson businesses to complete. The purpose is to meet the needs of the businesses. It should take less than 20 minutes to fill out. She wants to put it on the website and would like to send it out with a city mailer and advertise it in the paper. Seth also suggested we actually mail it out to businesses and partner with the Chamber of Commerce.

Don and Seth would like to see it shorter. Sheena will revise it and email it to all Board Members for review and approval.

Marina Abramovic - Seth stated she is a potent figure who has ownership in Hudson and has made all sorts of declarations about the city. He feels it makes sense for us to reach out to her to say we appreciate her presence here. Mayor says we should include Eric Galloway also. Sheena said she made an early effort to meet with Eric Galloway, however spoke with only his assistant. Sheena to reach out to both and offer HDC support for any forthcoming projects.

MOTION to go into Executive Session for a personnel matter to discuss the employment of Executive Staff by Seth Rapport, seconded by Mayor Hallenbeck. All in favor. MOTION passed.

MOTION by leave Executive Session by Lori Selden, seconded by Ohrine Stewart. MOTION passed.

MOTION was made by Lori Selden, seconded by Perry Lasher to increase Sheena Salvino's employment from part time to full time (40 hours) and increase her salary

to \$45,000 per year plus health insurance to be determined, 2 weeks vacation and 5 days personal/sick time, effective 1/1/13. All in favor. MOTION passed.

**ADJOURNMENT**

MOTION to adjourn by Perry Lasher, seconded by Lori Selden. All in favor. MOTION passed.

Meeting adjourned at 3:50 pm.