

**TOWN OF NORTH HEMPSTEAD  
BUSINESS AND TOURISM DEVELOPMENT CORPORATION**

**Minutes of**

**March 19, 2015**

**10:00 AM**

**Town Board Meeting Room  
220 Plandome Road  
Manhasset, New York**

**Call to Order**

The meeting was called to order by Ms. Bosworth at 10:12 a.m.

**Attendance**

The following Directors of the Corporation attended the meeting:

Judi Bosworth  
Dina M. DeGiorgio  
Anna M. Kaplan  
Lee R. Seeman  
Viviana L. Russell

The following Directors of the Corporation were absent:

Angelo P. Ferrara  
Peter J. Zuckerman

Corporation staff present consisted of:

Kim Kaiman, Executive Director  
Roy Smitheimer, Deputy Director  
Michael Kelly, Deputy Town Attorney

## **Minutes of Meeting Held on January 15, 2015**

Upon the motion of Ms. Bosworth, the Minutes of the meeting held on March 19, 2015 were unanimously accepted.

## **Executive Director's Report**

Ms. Kaiman presented the Executive Directors Report, which consisted of the following:

### **NYS Authorities Budget Office ("ABO")**

The BTDC has state filing requirements under the ABO through the Public Authorities Reporting Information System ("PARIS"). The 2014 deadline for filing our reports through PARIS is the end of this month, March 31, 2015. We have been working on these reports over the last several weeks and have completed them. Once we receive board approval, we will file them in order to be in compliance with the state.

### **Audit - AVZ**

Albrecht, Viggiano, Zureck & Co. ("AVZ") are the independent auditors for the BTDC. We have worked diligently to prepare and supply AVZ with all their document requests in order for them to complete their audit. This audit is also a necessary component of the ABO PARIS filing requirement. The audit was recently completed and was distributed to the board. I am happy to report that the BTDC was determined to have a clean audit, there were no deficiencies, and no management letter was issued on internal controls either.

### **Visitor's Guide of North Hempstead**

Last year the BTDC produced in-house, in partnership with the town's Communications Department and the Waterfront Advisory Committee, a Town Dock Brochure. This featured the town's waterfront community in Port Washington and all the surrounding amenities. This year, the BTDC is looking to expand this, and issue a RFP for a North Hempstead Brochure, highlighting premiere places to see/visit here throughout the entire town. Areas we are hoping to feature are: Parks, Museums, Historical Homes, Venues, and Unique activities and/or amenities.

We are currently working on the RFP which I expect to have completed by the end of this month.

### **LaunchPad Great Neck**

Over the last several months, LaunchPad Great Neck has been under construction with several delays in their official opening – most of which were due to the inclement winter weather. I have been advised that that the target date for their official opening will be sometime next

month, April 2015. Peter Goldsmith will head-up the Great Neck site and will advise us of the exact date as we get closer.

### **TV & Film**

I have reviewed Chapter 36 of the town code and made recommendations/revisions to the Town Attorney's office as to some of the changes I believe we should make. I believe the Town Clerk has also made his recommendations regarding to Chapter 36 to the town attorney's office as well. I expect that within the next few weeks we'll have a revised version of Chapter 36 ready to present to the Town Board.

Next-up and continuing to work on:

- New Town TV & Film Website
- Online fillable forms
- Online payments for film permits
- Digital media inventory of town properties and local downtowns
- Residential & Commercial Registry for film friendly locations
- Updated Contact information for all incorporated villages in the town for use online

### **Business Buzz**

We recently aired an episode with the theme of "Getting Fit & Staying Healthy for 2015" where we featured three local businesses.

1. Sundown Ski Shop – We discussed trying a new winter activity for the whole family, walked through the process of being fitted for skis, proper outer wear gear, and participating in group discounted ski trips organized by Sundown Ski.
  - a. The owner of Sundown Ski reached out to us after the airing of his segment and requested several DVD copies of the program because he is going to play them in all of his Long Island stores on the store monitors, running on a loop. He was extremely happy!
2. Decision Nutrition – Keren Gilbert is a nutritionist who is a North Hempstead resident, and has a private practice in Great Neck. She is also the author of the "HD Diet" and is currently on her book tour. This segment involved healthy eating habits where Ms. Gilbert invited us into her home and showed us one of her favorite, easy to cook family/healthy meals. We discussed the principles of her diet and all-around approach to maintaining healthy eating habits.

- a. Ms. Gilbert has a social media publicist who in turn sent out several posts, tweets and instagram photos about NHTV and Business Buzz to all of Ms. Gilberts followers, linking them back to the town’s YouTube page.
3. Manhasset Fitness Center (“MFC”) – We went to MFC for one-on-one personal training to show our viewers how easy it is to get into a healthy routine by incorporating some very simple workout routines. We met with several of their trainers who had different areas of specialties (i.e. – Obstacle Course Training, one-on-one training, group classes...etc.) and showed our viewers how easy it is for even a beginner to start a workout regimen.

Additionally, Business Buzz is being submitted for the “Hometown Media Award” through The Alliance Community Media Organization. The Hometown Media Awards honor and promote community media and local cable programs that are distributed on PEG access cable television channels. Awards are presented to creative programs that address community needs, develop diverse community involvement, challenge conventional commercial television formats, and move viewers to experience television in a different way.

**Matching Grant Beautification Program**

As discussed during the December 2014 BTDC Board Meeting, the purpose of the Town of North Hempstead Business & Tourism Development Corporation’s Matching Grant Beautification Program is to collaborate with local, nonprofit, and governmental organizations in the revitalization and beautification of the Town’s commercial or mixed use “downtown” areas.

The BTDC has just completed a first draft of this proposed program and will be distributing it to the board for review by the end of this month.

**Comments by BTDC Board Chair, Judi Bosworth and Board Member, Dina De Giorgio, re: Proposed BTDC town-wide Visitors Guide as opposed to Port Washington Waterfront Brochure:**

Board Chair, Ms. Bosworth, inquired about BTDC doing another Port Washington Waterfront Brochure. Board Member, Ms. De Giorgio, would like to see BTDC move forward on town-wide Guide and to have the Greater Port Washington Business Improvement District be the entity to promote the Port Washington waterfront. BTDC Executive Director, Kim Kaiman, suggested, as a fallback position, she can have the BTDC & the Town’s Communications Department reprint last year’s brochure to make sure one is available for this year. Ms. De Giorgio cautioned that this may be an issue for some because last year’s advertisers would get an extra year’s exposure than what they initially paid (paid for 1 year; get 2 years).

**For Consideration**

The following resolutions were considered:

**RESOLUTION NO.5 (2015)**

**A RESOLUTION AUTHORIZING THE EXECUTIVE DIRECTOR TO FILE A SERIES OF REPORTS WITH THE AUTHORITIES BUDGET OFFICE PURSUANT TO STATE LAW**

**WHEREAS**, the Public Authorities Accountability Act of 2005 and the Public Authorities Reform Act of 2009 (the “Acts”) require local authorities as defined by the Acts to file an annual report, an investment report, a procurement report and a certified financial audit (the “Reports”) with the Authorities Budget Office of the New York State Comptroller’s Office by March 31st of each year; and

**WHEREAS**, the Executive Director has requested authorization from the Board to file such Reports; and

**WHEREAS**, the Board of the Corporation desires to authorize the Executive Director to file the Reports and other such documents as may be necessary to comply with the Acts.

**NOW, THEREFORE, BE IT**

**RESOLVED** that the Executive Director is hereby authorized to file the Reports and other such documents as may be necessary to comply with the Acts; and be it further

**RESOLVED**, that this resolution shall be effective immediately.

**Ayes:** Judi Bosworth, Dina M. De Giorgio, Anna M. Kaplan, Lee R. Seeman, Viviana L. Russell

**Nays:** None

**Abstentions:** None

**Date:** March 19, 2015

Upon the motion of Ms. Bosworth, Chair, the resolution was unanimously adopted.

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**RESOLUTION NO.6 (2015)**

**A RESOLUTION ACCEPTING THE CORPORATION’S 2014 AUDITED FINANCIAL STATEMENTS**

**WHEREAS**, the Public Authorities Accountability Act of 2005, as amended by the Public Authorities Reform Act of 2009, and Article 1, Section 3 of the by-laws of the Town of North Hempstead Business and Tourism Development Corporation (the “Corporation”) require the Board of Directors of the Corporation to review and accept the annual audited financial statements of the Corporation; and

**WHEREAS**, Albrecht, Viggiano, Zureck & Company, P.C. has audited the Corporation’s 2014 financial statements (the “2014 Financial Statements”).

**WHEREAS**, the Board of the Corporation has reviewed and desires to accept the audited 2014 Financial Statements.

**NOW, THEREFORE, BE IT**

**RESOLVED**, that the Directors hereby accept the audited 2014 Financial Statements; and be it further

**RESOLVED**, that the Directors hereby authorize the Executive Director and the Chief Financial Officer of the Corporation to take such action as may be necessary to effectuate the foregoing, including, without limitation, the filing of the audited 2014 Financial Statements with the New York State Authorities Budget Office, the Supervisor of the Town of North Hempstead (the “Town”) and the Town Board; and be it further

**RESOLVED**, that this resolution shall be effective immediately.

**Ayes:** Judi Bosworth, Dina M. De Giorgio, Anna M. Kaplan, Lee R. Seeman, Viviana L. Russell

**Nays:** None

**Abstentions:** None

**Date:** March 19, 2015

Upon the motion of Ms. Bosworth, Chair, the resolution was unanimously adopted.

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Board Member, Lee R. Seeman, recused herself from the meeting at 10:31am & left the Board Room.

**RESOLUTION NO.7 (2015)**

**A RESOLUTION AUTHORIZING THE EXECUTIVE DIRECTOR AND THE DEPUTY DIRECTOR TO APPLY FOR AND OBTAIN MEMBERSHIPS ON BEHALF OF THE CORPORATION.**

**WHEREAS**, the Executive Director of the Town of North Hempstead Business and Tourism Development Corporation (the “Corporation”) has recommended that the Board of the Corporation authorize the Executive Director and the Deputy Director to apply for memberships, on behalf of the Corporation, to various chambers of commerce and business organizations within the Town (the “Memberships”), and to authorize payment from funds of the Corporation for any fees necessary to obtain the Memberships; and

**WHEREAS**, the Board of the Corporation finds it in the best interests of the Corporation to authorize the Executive Director and the Deputy Director to apply for and obtain the Memberships and to pay for such Memberships with funds of the Corporation.

**NOW, THEREFORE, BE IT**

**RESOLVED** that the Executive Director and the Deputy Director be and hereby are authorized to apply for and obtain the Memberships and to pay for such Memberships with funds of the Corporation; and be it further

**RESOLVED** that the total amount to be paid for the Memberships shall not exceed the sum of Seven Hundred Fifty and 00/100 Dollars (\$750.00); and be it further

**RESOLVED**, that this resolution shall be effective immediately.

**Ayes:** Judi Bosworth, Dina M. De Giorgio, Anna M. Kaplan, Lee R. Seeman, Viviana L. Russell

**Nays:** None

**Abstentions:** None

**Date:** March 19, 2015

Upon the motion of Ms. Bosworth, Chair, the resolution was unanimously adopted.

Board Member, Lee R. Seeman, returns to Board Room at 10:32pm after vote on Resolution No. 7. (2015)

### **Adjournment**

Upon the motion of Ms. Bosworth, the Members by unanimous vote adjourned the meeting at 10:33 a.m.

Respectfully submitted,

Secretary of the Corporation

