

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

Minutes of

May 14, 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 10:08 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 March 19, 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:

PI Radio Show:

The BTDC recently co-hosted one of the PI Radio Shows. The subject matter which I covered was "How Seniors Can Create the Next Chapter in Their Lives by Becoming an "extra" on a TV show or in a Movie". (An EXTRA is anyone who fills out the background scene of a movie, television show or commercial shot. It could be a concert crowd, a baseball fan at a baseball stadium, or people on the street passing by the main actors or action scene taking place.)

I explained that as an EXTRA, it is their job to make the scenes being filmed look natural and as lifelike as possible. What makes this a great way to occupy ones time after retirement is that there is no special training or experience required for someone to become an EXTRA. What production companies need is the right "look" and wardrobe for that specific project they're doing. Also, the more skills an EXTRA has, the more projects that person may qualify for. (ie. dancing, athletics, real-life job experience...etc.) which puts retirees in a much more advantageous position than younger EXTRAS seeking work. The only requirements necessary from an EXTRA are flexibility, focus, and a great attitude.

TV & Filming:

After several meetings with the Clerk and the Town Attorney's Office, we have completed a revision of Chapter 36 of the Town Code which oversees Filming in the town. It was on the town board calendar this past Tuesday, and a hearing date is set for June 2, 2015.

Some of the changes to Chapter 36 worthy to note are the inclusion of town parks that the clerk can permit for, notice requirements that will be imposed on the production company to conduct, and basecamps for productions in the town will also require a permit.

Requests for TV and Filming in the town are also starting to come in. On more than one occasion, location scouts have shared with me that this winter has pushed their filming schedule behind due to the late winter weather. Nevertheless, we have had a few exciting projects filmed in the town so far: ESPN Commercial, The Long Island Medium, Royal Pains (in

Town Hall and at MJD Park), a basecamp at the town dock, and we have ABC/Netflix Marvel TV series coming up in a few days.

Something also worth noting is the additional business that filming has brought into our area in addition to the direct revenue our permits generate. Specifically with the filming of Royal Pains at Town Hall and MJD, I know that some of the local merchants in Manhasset significantly benefitted from the additional business as a direct result of the production taking place here.

Viscardi Center:

I recently met with John Kemp (President & CEO of the Viscardi Center), Cindy Roth (Assistive Technology, Viscardi Center) to do a little brainstorming to see how we could find mutual beneficial ways that they might be able to partner with the town.

The Viscardi Center is in the exploratory stage of opening a for-profit call center business, catering to local businesses in the community. Their call center would be staffed by Viscardi graduates as the actual call takers. I discussed with them the idea of taking a “field trip” to the town’s 311 call center at YWCCC to use as a model. It would be approximately a group of 7-10 people, some of whom may be disabled (wheelchair bound). This is a perfect example of community integration... It’s a way that we can show support to this very special population in our town and the growth of their business. I have arranged to have the Viscardi Center folks visit our 311 facility on May 21st at 2pm.

Seminar Series:

We have been working on the next BTDC seminar will be held later this month on May 28, 2015 at the Harbor Links Club House and will begin at 8 a.m. As always, a free continental breakfast will be included. An all-star panel of experts will help small business owners from North Hempstead navigate the often tricky ins-and-outs of 401(K)’s, 403(B)’s, SEP’s, SIMPLE IRA’s, and Cash Balance plans.

This seminar, “The Myths & Truths of Employer Retirement Plans: What Every Business & Non-Profit Should Know” offers our local businesses the opportunity to interact with experts in the retirement planning industry who will offer suggestions about pensions, senior retirement funds, investment strategies, and the law. As a fist for the BTDC, this seminar will offer two CPE credits and two HRCI credits for those seeking credits in their respective fields in continuing education credit for their certification.

The seminar will feature a panel of experts from various industries to discuss retirement planning. Speakers include Gary Thayer, Counsel at Archer, Byington, Glennon & Levine; Paul

Carmichael, Strategist at United Pension Benefits; William Schories, Vice President of Senior Retirement Consultant at Oppenheimer Funds; Jeffery Isaac, Managing Director of MassMutual Retirement Services; Peter Janowsky and John Ryan of the Ryan-Janowsky Wealth Management Group.

National Hispanic Heritage Month

I have been asked to help organize with Estefany Garay from the Supervisor's Office, recognition of the upcoming Hispanic Heritage Month for the town. Hispanic Heritage Month is observed from September 15 to October 15, by celebrating the histories, cultures and contributions of American citizens whose ancestors came from Spain, Mexico, the Caribbean and Central and South America. (The day of September 15 is significant because it is the anniversary of independence for Latin American countries Costa Rica, El Salvador, Guatemala, Honduras and Nicaragua.)

As a result, I have reached out to the Governor's Office and will be arranging a meeting with them to discuss this further.

Business Buzz

Our next episode of Business Buzz, which we filmed this week, will feature "Summer Fun" activities, where we featured:

- **Harbor Links Golf Course** where we discussed and participated in:
 - Golf for beginners, private lessons, driving, putting, summer program offerings, and miniature golf
- **Port Washington Tennis Academy** where we discussed and participated in:
 - History of facility, private lessons, summer program offerings, racquet grip, hitting, serving
- **Hick's Nursery** where we discussed and participated in:
 - Summertime gardening for beginners, different types of plants & flowers, soil testing, educational offerings, interview with Stephen Hicks – Owner, professional landscape designs with tips & tricks

Oyster Bay-North Hempstead-Glen Cove Workforce Investment Board:

Roy attended the WIB Quarterly Board Meeting at the Nassau BOCES Long Island High School of Art, in Syosset. Presentations were made by Dr. AJ Hepworth, Principal, Doshi STEM Institute &

LIHSA and Roslaie Drago, Long Island Regional Director of the Workforce Development Institute to discuss the Institute's programs.

Fourteen proposals for Workshop Services solicited thru a RFP were evaluated by staff with final recommendations made to the Board for their approval. Nine were approved. Two were conditionally selected.

In addition, there was discussion on the transition from the expired Workforce Opportunity Act (WOA) to the new Workforce Innovation and Opportunity Act (WIOA). The Workforce Partnership staff presented to the North Hempstead Supervisor's Office, proposed amendments to the 1998 WOA Oyster Bay-North Hempstead-Glen Cove Agreement so it would comply with the new WIOA criteria. The original agreement and amendments are currently being vetted by the Town Attorney at this time.

Additional Comment by BTDC Executive Director, Kim Kaiman:

Ms. Kaiman advised the Board that one of this year's BTDC's Business Seminars series will, hopefully, include a seminar at the Apple Manhasset Store. The BTDC is waiting for approval from the local Apple Store's corporate supervisors as to whether or not we can proceed. If it does, the seminar's focus will be on Business Mobility – Productivity for the Small Business Entrepreneur.

Comments by BTDC Board Chair, Judi Bosworth regarding filming within the Town of North Hempstead:

Board Chair, Ms. Bosworth, complimented Executive Director, Kim Kaiman, on how well the Royal Pains shoot at Town Hall was handled – how smooth it was – and the professionalism that was exhibited during the filming. The Chair further commented that everyone in the Town knows that Ms. Kaiman is the “go to” person with the coordinating of filming within the Township.

For Consideration

The following resolutions were considered:

RESOLUTION NO. 8 (2015)

A RESOLUTION AUTHORIZING THE BTDC TO ENTER INTO A SPONSORSHIP AGREEMENT WITH THE LANDMARK ON MAIN STREET, IN THE AMOUNT OF \$15,000.00, FOR THEIR 2015 PROGRAMMING.

WHEREAS, pursuant to Section II(C) of the Statement of Procurement Policy and Procedure of the Town of North Hempstead Business and Tourism Development Corporation (the “Corporation”), the Chair of the Board of the Corporation is permitted to award sponsorships to entities and events subject to approval of the Board of the Corporation; and

WHEREAS, Landmark on Main Street, Inc. (the “Landmark”) has requested that the Corporation sponsor Landmark’s general activities and provide \$15,000 in sponsorship funds to Landmark (the “Sponsorship”); and

WHEREAS, the Chair of the Board has recommended that the Board of the Corporation approve the Sponsorship; and

WHEREAS, the Board desires to approve the Sponsorship.

NOW, THEREFORE, BE IT

RESOLVED, that the Board of the Corporation hereby authorizes the Chair to award the Sponsorship, subject to the Center’s execution of a sponsorship agreement with the Corporation containing the terms and conditions of the Sponsorship; and be it further

RESOLVED, that staff of the Corporation are hereby authorized to effectuate the provisions of this resolution, including, but not limited to, payment of the sponsorship funds described above; 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: May 14, 2015

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

RESOLUTION NO. 9 (2015)

A RESOLUTION AUTHORIZING THE BTDC TO CREATE A MATCHING GRANT BEAUTIFICATION PROGRAM UNDER THE PROGRAM'S PROPOSED GUIDELINES.

WHEREAS, the Town of North Hempstead Business and Tourism Development Corporation (the "Corporation") seeks to create a Matching Grant Beautification Program which would collaborate with local, nonprofit, and governmental organizations in the revitalization and beautification of the Town's commercial or mixed use "downtown" areas (the "Program"); and

WHEREAS, funds from the Program may be utilized for streetscape improvements, such as street furniture, tree planters, trees and other landscaping, signage and other appurtenant improvements; and

WHEREAS, eligible applicants would be required to match every dollar of Program funds sought with funding from another source; and

WHEREAS, the Board of the Corporation thinks it's in the best interest of the Corporation to approve the creation of the Program.

NOW, THEREFORE, BE IT

RESOLVED that the Board of Corporation authorizes the creation of the Program; and
be it further

RESOLVED that the Chair is hereby authorized to execute such documents and instruments and to take such other action as may be necessary to effectuate the foregoing.

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: May 14, 2015

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

Adjournment

Upon the motion of Ms. Bosworth, the Members by unanimous vote adjourned the meeting at 10:32 a.m.

Respectfully submitted,

Secretary of the Corporation

