

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

**Minutes of**

**March 27, 2014**

**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 10:05 a.m.

**Attendance**

The following Directors of the Corporation attended the meeting:

Judi Bosworth  
Dina M. DeGiorgio  
Viviana L. Russell  
Lee R. Seeman  
Peter J. Zuckerman

The following Directors of the Corporation were absent:

Angelo P. Ferrara  
Anna M. Kaplan

Corporation staff present consisted of:

Kim Kaiman, Executive Director  
Roy Smitheimer, Community/Economic Development Specialist  
Michael Kelly, Deputy Town Attorney

**Minutes of Meeting Held on December 5, 2013**

BTDC Board Chair, Ms. Bosworth, deemed the Minutes of the meeting held December 5, 2013 official.

## **Minutes of Meeting Held on January 23, 2014**

Upon the motion of Ms. Bosworth, the Minutes of the meeting held on January 23, 2014 were unanimously accepted..

## **Executive Director's Report**

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

1. NYS Authority Budget Office ("ABO")
  - a. The BTDC has state filing requirements under the ABO through the Public Authorities Reporting Information System ("PARIS"). The 2013 deadline for filing our reports through PARIS is the end of this month, March 31, 2014. 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.
  - b. The ABO also requires any newly appointed Board Member or employee, to attend an online Training Webinar. This training satisfies the requirements of participating in State approved training, as required by Section 2824 of Public Authorities Law, regarding one's legal, fiduciary, financial and ethical responsibilities as of an authority. Judi Bosworth completed the webinar on 2/26/14; I completed the webinar on 3/5/14; and Peter Zuckerman is registered for the webinar 4/4/14.
2. AVZ
  - a. Albrecht, Viggiano, Zureck & Co. ("AVZ") are the independent auditors for the BTDC. Since first appointed as Executive Director, both Roy and I 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 necessary as part of the ABO PARIS filing requirement. The audit was recently completed - Please note that the it was a clean audit and there were no deficiencies.
3. Town Dock Brochure
  - a. We have met with Councilwoman DeGiorgio and the communications department in coordinating the effort to re-do the Town Dock brochure. We are currently in the draft phase, with an outline / idea of what it will look like and are currently looking to see how many advertisers we will be able to include in the brochure.
  - b. Presently, there are 5 companies in Port Washington that have expressed an interest in advertising in the new brochure, and I expect more within the weeks to follow.
  - c. I also plan on attending the next Waterfront Advisory Committee meeting on April 7, 2014, to have a discussion with its members regarding the Town Dock brochure.
4. My North Hempstead App
  - a. North Hempstead residents and visitors want to explore destination areas that

deliver 'must-see' attractions, high-quality amenities and great experiences. Areas that achieve those goals can generate significant traffic and revenue growth for their specific community. With this in mind, we are currently working with both the Town's DOITT and Communications Departments to include the ability for app users to identify local areas of interest within a few miles from where they are situated when using the My North Hempstead App.

- b. This new feature, tentatively titled "What's Around Me", will be GPS specific to the user, and will enable the user to narrow down their search via categories such as "Restaurants", "Shopping", "Parks"...etc.
  - c. My long term goal is to have welcome signs throughout North Hempstead encouraging both visitors and residents to download the My North Hempstead App. Ideally, these signs will be in locations such as the Town Dock, the various LIRR stations, and the Town Parks.
5. LaunchPad Long Island
- a. Prior to my commencement with the BTDC, Roy Smitheimer had already been in communication with LaunchPad Long Island. LaunchPad Long Island is a business accelerator and co-working community. Currently, they have established themselves in Mineola and Huntington. It was created to help entrepreneurs improve the odds of startup success and build successful companies on Long Island. Their mission is to: Rapidly launch ideas & concepts that have low startup costs and minimal barriers to success; Create an entrepreneurial community that fosters collaboration & innovation; Mentor entrepreneurs and assist them with taking their idea/business to the next level; Seed the startup of many, many Long Island companies & accelerate their growth; Inspire entrepreneurs; and Create jobs.
  - b. We have met with them several times to help facilitate partnerships with local building owners and landlords with the hopes of bringing them to downtown Great Neck. An ideal location which is close to NYC, the LIRR, and which hosts an energized downtown area.
6. Business Buzz - NHTV
- a. We recently taped our 1<sup>st</sup> show which featured two local businesses. We hope to have the editing done and have this 1<sup>st</sup> episode ready to air within the next few weeks both on the NHTV government access channels on both Cablevision and Fios, and to also make it available online through social media. The two featured business were:
    - i. Delux Transportation – We were able to coordinate a day in which Delux was scheduled to pick-up 2 seniors through the Town's Project Independence Shopping Day. We first interviewed Andrea Majer from Delux, then hopped into the back seat of the taxi and drove with them to pick-up the two PI seniors. While in the car, we interviewed the driver and both seniors all the way to their shopping destination. The seniors were thrilled to participate and Delux was honored to have been asked to be one of the 1<sup>st</sup> businesses highlighted in this new program.
    - ii. Shish-Kebab – We also interviewed Ayhan Hassan, who owns several restaurants in the town of North Hempstead. We were invited to help him prepare some of his favorite dishes during lunchtime, back in the restaurant's kitchen. While preparing these dishes, we interviewed him about his restaurants, where they are located, his love for the town and

community, and he shared some of his cooking tips & tricks.

- iii. Our next taping will be in May where we will focus on the businesses surrounding the Port Washington waterfront and Town Dock area.

#### 7. Project Independence ID Senior Discount Program

- a. Project Independence has a Senior Transportation Program for all Town residents age 60 and over. One of the services in this program is to provide transportation to shopping centers where the senior can go grocery shopping, visit a drug store, or get some banking done. However, there are several other stores that are also available in these shopping centers.
- b. I had the opportunity to discuss the idea of a North Hempstead Project Independence Senior Discount Program with Commissioner Caisy Meyers. The idea is to reach out to those businesses within the shopping centers that our seniors frequent and ask them to offer our seniors a discount upon presenting their PI Senior ID card.
- c. Project Independence is currently in the process of implementing the PI ID card. Once this is done, we will move forward with contacting those businesses in those shopping centers.

#### 8. TV & Filming Industry

- a. We met with the town Clerk Wayne Wink to discuss how we can move forward with a more streamlined approach to encourage the TV and Film Industry to conduct their business here in the town. We are ideally situated and could really create a niche for this type of endeavor. At the moment, Maxine Moss from the clerk's office has been the primary contact on behalf of the town, as location scouts reach out to her seeking permits to conduct their work. Maxine has done an amazing job and I would really like to bring this outreach to the next level.
- b. I have spoken with communications about creating an online brochure which would highlight some of the more popular areas within the town that have been used in previous filming within the town by major motion pictures and national television shows. We will continue to work on this in the weeks to come.

#### 9. Senator Martins – Matching Funds Program

- a. We met with Senator Martins to seek funding for two proposed programs:
  - i. Façade Improvement Program – Here, we sought seed money to set-up a Facades Improvement Matching Fund Grants Opportunities Program. The Program would be developed as a 50/50 Grant match, up to \$10,000.00 per store front. Part of the 50% match may come from a municipality or nonprofit with a minimum of 10% for commercial property owners or tenants. Eligible applicants would be commercial property owners, commercial tenants, municipalities, and nonprofits. Eligible locations would be retail or mixed-use corridors.
  - ii. Downtown Beautification Program – Here too we sought funding to develop Downtown Beautification Matching Fund Grant Opportunities Program. The Program would be a 50/50 Grant Match between the BTDC and eligible applicants. Those who eligible are nonprofits, local LDCs, and local municipalities. Eligible areas are retail or mixed use corridors.

10. Newsday FunBook Ad

- a. The Newsday FunBook is the complete summer guide to Long Island's restaurants, entertainment hotspots, and exciting weekend getaways. With listings for the best shopping, family activities, and dates for all local fairs and festivals, it is one of the most comprehensive guides to everything fun on Long Island. This guide is delivered to home subscribers right before Memorial Day weekend. The BTDC worked with the communications department to create a full page ad highlighting a few of the town's most popular summer events including the Town's fireworks.

**For Consideration**

The following resolutions were considered:

**RESOLUTION NO. 6 (2014)**

**A RESOLUTION AUTHORIZING THE CORPORATION TO ENTER INTO AN AGREEMENT TO PROVIDE LOCAL DEVELOPMENT SERVICES TO THE TOWN OF NORTH HEMPSTEAD**

**WHEREAS**, the Corporation desires to enter into an agreement with the Town of North Hempstead (the "Town") to provide local development professional services to the Town for a term commencing January 1, 2014 and ending December 31, 2014 in consideration of the sum of Two Hundred Seventeen Thousand Five Hundred and 00/100 Dollars (\$217,500.00) and the provision to the Corporation of Town personnel and services to accomplish Corporation functions (the "Agreement"); and

**WHEREAS**, the Board of the Corporation finds it in the best interests of the Corporation to enter into the Agreement with the Town.

**NOW, THEREFORE, BE IT**

**RESOLVED** that the execution of the Agreement is hereby authorized; and be it further

**RESOLVED** that the Chair or Vice Chair of the Board be and are hereby authorized and directed to execute the Agreement on behalf of the Corporation, and to take such further actions as may be necessary to effectuate the foregoing; and be it further

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

Ayes: Dina M. De Giorgio, Viviana L. Russell, Lee R. Seeman, Peter J. Zuckerman

Nays: None

Abstentions: Judi Bosworth

Date: March 27, 2014

Upon the motion of Ms. Seeman, the resolution was unanimously adopted.

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**RESOLUTION NO. 7 (2014)**

**A RESOLUTION ACCEPTING THE CORPORATION'S 2013 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 2013 financial statements (the "2013 Financial Statements").

**WHEREAS**, the Board of the Corporation has reviewed and desires to accept the audited 2013 Financial Statements.

**NOW, THEREFORE, BE IT**

**RESOLVED**, that the Directors hereby accept the audited 2013 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 2013 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, Viviana L. Russell, Lee R. Seeman, Peter J. Zuckerman

Nays: None

Abstentions: None

Date: March 27, 2014

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

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**RESOLUTION NO. 8 (2014)**

**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 31<sup>st</sup> 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, Viviana L. Russell, Lee R. Seeman, Peter J. Zuckerman

Nays: None

Abstentions: None

Date: March 27, 2014

Upon the motion of Member Bosworth, the resolution was unanimously.

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**RESOLUTION NO. 9 (2014)**

**A RESOLUTION APPOINTING ROY SMITHEIMER AS DEPUTY  
DIRECTOR OF THE CORPORATION.**

**WHEREAS**, pursuant to Article V, Section 15 and Article VI, Sections 14 and 16 of the By-Laws of the Town of North Hempstead Business and Tourism Development Corporation (the

“Corporation”), the Board of Directors (the “Board”) of the Corporation may employ or retain such agents and employees as it deems necessary to conduct the business of the Corporation; and

**WHEREAS**, the Board of the Corporation desires to appoint a Deputy Director; and

**WHEREAS**, the Board of the Corporation finds that Roy Smitheimer, Secretary to the Commissioner of Planning and Development of the Town of North Hempstead, is qualified to act as Deputy Director of the Corporation; and

**WHEREAS**, the Board desires to appoint Roy Smitheimer as Deputy Director of the Corporation, pursuant to the Corporation’s agreement with the Town of North Hempstead (the “Agreement”), which Agreement authorizes the Town to contribute, and the Corporation to accept, the professional services of employees of the Town for the benefit of the Corporation.

**NOW, THEREFORE, BE IT**

**RESOLVED**, that Roy Smitheimer is hereby appointed Deputy Director of the Corporation, pursuant to the Agreement; and be it further

**RESOLVED**, that the Deputy Director shall serve at the pleasure of the Board of the Corporation, but shall not serve beyond the Deputy Director’s employment with the Town of North Hempstead; and be it further

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

Ayes: Judi Bosworth, Dina M. De Giorgio, Viviana L. Russell, Lee R. Seeman, Peter J. Zuckerman

Nays: None

Abstentions: None

Date: March 27, 2014

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

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**RESOLUTION NO. 10 (2014)**

**A RESOLUTION ADOPTING AN ADVERTISING AND SPONSORSHIP POLICY FOR THE CORPORATION**

**WHEREAS**, the Board of the Town of North Hempstead Business and Tourism Development Corporation (the "Corporation") and staff of the Corporation have expressed the desire to allow advertisers to place advertisements in Corporation publications and on other Corporation property, and to solicit sponsorships for Corporation and non-Corporation events; and

**WHEREAS**, the Board of the Corporation desires to adopt an Advertising and Sponsorship Policy (the "Policy"), copies of which have been distributed to the members of the Board of the Corporation, to guide the Corporation in soliciting and placing such advertisements and sponsorships; and

**NOW, THEREFORE, BE IT**

**RESOLVED**, that the Policy is hereby adopted; and be it further

**RESOLVED**, that staff of the Corporation are directed to conduct the affairs of the Corporation in accordance with the Policy, as such Policy is applicable; and be it further

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

Ayes: Judi Bosworth, Dina M. De Giorgio, Viviana L. Russell, Lee R. Seeman, Peter J. Zuckerman

Nays: None

Abstentions: None

Date: March 27, 2014

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

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

**ADVERTISING AND SPONSORSHIP POLICY**

**Adopted: March 27, 2014**

The following serves as the policy (“Policy”) of the Town of North Hempstead Business and Tourism Development Corporation (the “Corporation”) governing placement, acceptance, and other matters relating to Advertising and soliciting of Sponsorships.

**1) Definitions.**

- a) “Advertising” herein means a notice(s) or announcement(s) in a public medium promoting a product, service, or event. An entity placing Advertising is an “Advertiser.”
  
- b) “Sponsorship” herein means the display, in exchange for financial remuneration, of an individual’s, firms, corporation’s, partnership’s or other entity’s (each, an “Sponsor”) name, logo, design or other insignia on Corporation property, publications or advertisements so as to indicate and recognize such Sponsor’s support of the Corporation, a Corporation event, or event of another entity sponsored by the Corporation or for which sponsorship services are provided by the Corporation.
  
- c) “Property” herein means all property of the Corporation, including real and personal property, publications, signage, web services, the Corporation website or any other asset or property of the Corporation.

**2) General Provisions.**

- a) The Corporation has sole and absolute discretion with respect to interpretation and enforcement of this policy and all other Advertising and Sponsorship matters.
  
- b) The Corporation in its sole discretion may change this policy at any time.
  
- c) No Property of the Corporation shall be intended or considered as an open, limited, or designated public forum, and no person shall have a right to access or use any

Corporation Property or publication for any purpose other than as authorized by the Corporation.

- d) Sponsors and Advertisers are solely responsible for obtaining necessary permission to use photographs, trademarks, trade names, copyrighted material or any other legally protected property and shall hold the Corporation harmless for any such use, including all consequences or damages resulting therefrom. All commercial messages or advertisements shall be accepted and published by the Corporation upon the representation that the agency or sponsor is authorized to publish the entire contents and subject matter thereof. Sponsors and Advertisers agrees to indemnify and hold harmless the Corporation, its officers, agents and employees against all damages, costs and expenses including, without limitation, attorney's fees resulting from any claim, action or proceeding alleging that the commercial message, Advertisement or Sponsorship infringes on any copyright, violates any right of privacy, or other personal or property right, constitutes libelous matter, plagiarism, unfair competition, unfair trade practice, infringement of trademarks, or other matter contrary to law or contains any formula or instructions injurious to the user of a Sponsor's or Advertiser's product.
- e) Sponsors and Advertisers assume liability for all content (including text photographs, representations, illustrations, sketches, maps, labels, trademarks or other copyrighted matter) of Sponsorships or Advertisements printed or placed and also assume responsibility of any claims arising therefrom made against the Corporation.
- f) The Corporation is not liable for delays in publication or presentation of Advertisements or Sponsorship messages in any event or for any reason, including acts of God, action by any governmental or quasi-governmental entity, lack of funds, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of the Corporation affecting publication or presentation of Advertisement or Sponsorship in any manner.
- g) If an error or omission occurs in the publication or placement of any Advertisement or Sponsorship message, the Corporation's liability shall be limited to the amount of the reduction in the value of the Advertisement or Sponsorship due to the error or omission, but in no event shall liability exceed the total cost payable for the Advertisement or Sponsorship space.

3) Advertising Provisions.

- a) Advertising may be sold by the Corporation subject to the approval of the Executive Director and the Chair of the Board of Directors. All advertisers must execute an advertising agreement that has been approved by counsel to the Corporation.
- b) The Corporation has sole discretion for determining the types of Advertising that will be accepted and displayed on its Property, and under no circumstances shall The Corporation's acceptance of any Advertising be considered an endorsement of the product(s) and/or service(s) advertised or for the company that manufactures, distributes, or promotes such product(s) or service(s).
- c) Advertising from an entity that is engaged in any of the following activities, that has a mission of supporting any of the following subject matters, or that, in the sole discretion and judgment of the Executive Director or the Chair of the Board of Directors, is deemed to be unsuitable for and contrary to community standards or appropriateness for government publications, shall be prohibited on any Corporation Property:
  - i) Promotion of the sale or consumption of alcoholic or cereal malt beverages, in name, likeness or implication or promotion of establishments that are licensed for and primarily sell alcoholic or cereal malt beverages, including bars; provided, however, restaurants or other food services establishments and hotels or other places of lodging may be authorized when the commercial message or advertisement promotes only the food services or lodging;
  - ii) Promotion of the sale or consumption of tobacco products or depiction of the use of tobacco products;
  - iii) Commentary, advocacy or promotion of issues, candidates, campaigns or organizations of a social, political, religious, or rhetorical nature;

- iv) Promotion of gambling, pari-mutual betting, or games of chance, in name, likeness or implication, or promotion of establishments providing such services or activities of a related or similar nature;
  - v) Depiction in any form of nudity or semi-nudity, profanity, obscenity, or lewdness, or characterizations which suggest, depict or promote any such element or sexually oriented products, activities or materials;
  - vi) Promotion in any form of illegal drugs, illegal drug use or illegal drug materials, or characterizations which suggest or depict the promotion or glorification of any such products, activities or materials;
  - vii) Promotion of the use or sale of firearms, explosives or other weapons, or the depiction, suggestion or glorification of violence or acts of a violent nature;
  - viii) Use of language or descriptive material which taken in form and context is deemed to be unsuitable for and contrary to community standards of appropriateness for governmental or family publications;
  - ix) Use of words, language, representations or descriptive material of any kind having more than one meaning or connotation, one of which would otherwise be prohibited under this Policy;
  - x) Inclusion of materials, depictions, promotions or offerings which are the type prohibited by, or by their nature would violate, any postal restrictions or regulations or any federal, State, or local law, rule, or regulation.
- d) Advertising must also clearly identify the advertiser. Any Advertising that could be misconstrued as editorial content must be clearly labeled as Advertising.
- e) The Corporation recognizes and maintains a distinct separation between Advertising content and editorial content. All Advertising content on Corporation Property shall be clearly and unambiguously identified as such.

- f) All content must be created by the Advertiser. The Corporation will not develop or create advertising content.
- g) The Corporation reserves the right to reject, cancel, or remove Advertising at any time for any reason. In such a case, it will provide prompt notice to the advertiser upon rejection, cancellation, or removal of any Advertising, together with an explanation following the rejection, cancellation, or removal. The Corporation also reserves the right to determine the appropriate placement of all Advertising on the Site.
- h) It is the responsibility of the Advertiser to comply with all applicable domestic and foreign laws, including applicable laws and regulations of regulatory bodies. The Corporation will not monitor compliance with applicable laws and regulations. However, The Corporation reserves the right to review all Advertising for compliance with applicable laws and regulations and, if The Corporation becomes aware of any breach or potential breach of any applicable law or regulation, The Corporation reserves the right to remove the Advertising.
- i) No Advertising shall be permitted that may harm the good name or reputation of The Corporation.
- j) Advertising shall be sold by the Corporation at the following rates, which are subject to increase by the Chair of the Board of Directors. No decrease in the following rates may be implemented without the approval of the Board of Directors:

4) **Sponsorship Provisions.**

- a) The Executive Director of the Corporation, subject to the approval of the Chair of the Board of Directors or the Board of Directors as specified in this Policy, is authorized to solicit Sponsorships of the Corporation, Corporation events and events of another entity sponsored by the Corporation or for which sponsorship services are provided by the Corporation.
- b) Sponsorships shall be solicited at the sole discretion of the Executive Director, and shall be solicited from such Sponsors as the Executive Director and the Chair of the Board of Directors deem appropriate based on the best interests of the Corporation, subject to this Policy.

- c) Sponsorships do not imply endorsement of products or services by the Corporation. A sponsorship does not imply any exclusive arrangement with the Corporation. A sponsorship does not imply any grant of control or influence to the donor over the content of any Corporation activity, publication, position or policy.
  
- d) Approval of Sponsorships:
  - i) Sponsorship agreements projected to generate \$20,000 or more shall require the approval of the Board of Directors.
  
  - ii) Sponsorship agreements projected to generate more than \$10,000 but less than \$20,000 shall require the written approval of the Chair of the Board of Directors.
  
  - iii) Sponsorship agreements projected to generate \$10,000 or less shall require the written approval of the Executive Director of the Corporation.
  
- e) After approval of a Sponsorship by the Corporation, the Corporation and the Sponsor shall enter into a sponsorship agreement that will detail the following information, at a minimum:
  - i) Activities, products, and services of the private entity, its parent, subsidiaries, affiliates and predecessor companies;
  
  - ii) Benefits to be given to the proposed sponsor by the Corporation;
  
  - iii) The amount to be paid by the Sponsor to the Corporation;
  
  - iv) Prominence of the proposed public recognition of support;
  
  - v) Content of the proposed public recognition of support;
  
  - vi) Duration of the proposed public recognition of support;

- vii) Conditions under which the sponsorship agreement may be terminated.
  
- f) The Corporation intends to preserve its rights and discretion to exercise full editorial control over the placement, content, appearance, and wording of sponsorship affiliations and messages. The Corporation may make distinctions on the appropriateness of sponsors on the basis of subject matter of a potential sponsorship recognition message. The Corporation will not deny sponsorship opportunities on the basis of the potential sponsor's viewpoint.
  
- g) Sponsorship from an organization that is engaged in any of the following activities, that has a mission of supporting any of the following subject matters, or that, in the sole discretion and judgment of the Executive Director or the Chair of the Board of Directors, is deemed to be unsuitable for and contrary to community standards or appropriateness for government publications, shall be prohibited on any Corporation Property:
  - i) Promotion of the sale or consumption of alcoholic or cereal malt beverages, in name, likeness or implication or promotion of establishments that are licensed for and primarily sell alcoholic or cereal malt beverages, including bars; provided, however, restaurants or other food services establishments and hotels or other places of lodging may be authorized when the commercial message or advertisement promotes only the food services or lodging;
  - ii) Promotion of the sale or consumption of tobacco products or depiction of the use of tobacco products;
  - iii) Commentary, advocacy or promotion of issues, candidates, campaigns or organizations of a social, political, religious or rhetorical nature;
  - iv) Promotion of gambling, pari-mutual betting, or games of chance, in name, likeness or implication, or promotion of establishments providing such services or activities of a related or similar nature;
  - v) Depiction in any form of nudity or semi-nudity, profanity, obscenity, or lewdness, or characterizations which suggest, depict or promote any such element or sexually oriented products, activities or materials;

- vi) Promotion in any form of illegal drugs, illegal drug use or illegal drug materials, or characterizations which suggest or depict the promotion or glorification of any such products, activities or materials;
  - vii) Promotion of the use or sale of firearms, explosives or other weapons, or the depiction, suggestion or glorification of violence or acts of a violent nature;
  - viii) Use of language or descriptive material which taken in form and context is deemed to be unsuitable for and contrary to community standards of appropriateness for governmental or family publications;
  - ix) Use of words, language, representations or descriptive material of any kind having more than one meaning or connotation, one of which would otherwise be prohibited under this Policy;
  - x) Inclusion of materials, depictions, promotions or offerings which are the type prohibited by, or by their nature would violate, any postal restrictions or regulations or any federal, State, or local law, rule, or regulation.
- h) The words "a paid sponsorship", or some like term, may be added to sponsorship messages that, in the sole opinion of the Corporation, might be confused with editorial matter.

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**RESOLUTION NO. 11 (2014)**

**A RESOLUTION AUTHORIZING THE PAYMENT OF CERTAIN FUNDS TO THE TOWN OF NORTH HEMPSTEAD TO BE USED FOR THE TOWN'S BEACHFEST EVENT**

**WHEREAS**, the Town of North Hempstead Business and Tourism Development Corporation (the "Corporation") previously operated an event known as "Beachfest" at North Hempstead Beach Park; and

WHEREAS, staff of the Corporation have previously solicited sponsorships for such Event and have received funds in exchange for such sponsorships; and

WHEREAS, the sum of \$10,251.00 (the "Beachfest Funds") is currently contained in a separate account of the Corporation for Event purposes, which sum includes sponsorship funds received for the Event; and

WHEREAS, the Corporation desires to transfer the Beachfest Funds to the Town of North Hempstead (the "Town"), which Beachfest Funds are to be segregated by the Town from other Town funds and are to be used only for Beachfest (the "Conditions"); and

**WHEREAS**, the Town is amenable to the transfer of the Beachfest Funds to the Town, subject to the Conditions; and

**NOW, THEREFORE, BE IT**

**RESOLVED**, that the Board of the Corporation hereby authorizes the transfer of the Beachfest Funds to the Town, subject to the Conditions; and be it further

**RESOLVED**, that staff of the Corporation are hereby authorized to effectuate the provisions of this resolution; and be it further

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

Ayes: Judi Bosworth, Dina M. De Giorgio, Viviana L. Russell, Lee R. Seeman, Peter J. Zuckerman

Nays: None

Abstentions: None

Date: March 27, 2014

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

## Adjournment

Upon the motion of Ms. Bosworth, the Members by unanimous vote adjourned the meeting at 10:30 a.m.

Respectfully submitted,

Secretary of the Corporation