

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

Minutes of

May 15, 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 10:07 a.m.

Attendance

The following Directors of the Corporation attended the meeting:

Judi Bosworth
Dina M. DeGiorgio
Angelo P. Ferrara
Anna M. Kaplan
Viviana L. Russell
Lee R. Seeman
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 27, 2014

Upon the motion of Ms. Bosworth, the Minutes of the meeting held on March 27, 2014 were unanimously accepted.

Board Member, Anna Kaplan, welcomed the following representatives from the Great Neck Library: Marietta DiCamillo, President, Board of Trustees

Laura Weir, Interim Director
Chris Johnson, Interim Assistant Director

Executive Director's Report

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

1. BTDC Seminar Series

- a. The BTDC met with Larry Levy, Executive Dean at Hofstra University for the National Center for Suburban Studies, to discuss ways we could partner with them. After several ideas emerged, co-hosting one of our upcoming business seminars was decided upon.
- b. We are partnering with Hofstra University with first seminar in our series of three seminars, which will be held on June 6, 2014, at Harbor Links Club House. This seminar is titled "*Getting it Done – The Men & Women Who Made Downtown Revitalization a Reality*". We have scheduled a list of speakers who will be covering a multitude of downtown revitalization topics such as building grassroots momentum, developing your downtown plan, streetscape improvements, the arts as a downtown anchor and financing your downtown efforts.
- c. Our morning key note address will be given by Vanessa Pugh, Deputy Commissioner, Suffolk County Office of Economic Development/formerly of the Nassau County Office of Economic Development who has had extensive experience in Long Island revitalization projects such as New Cassel in North Hempstead and Wyandanch in the Town of Babylon. We will also have a panel of Village Mayors speaking on how they effected change in their respective communities.
- d. Our luncheon plenary session will feature North Hempstead Supervisor Judi Bosworth and Michael Puntillo, Jr., President at Jobco. Mr. Puntillo is an expert in urban planning, design and building, and his business has been in North Hempstead for 64 years.

2. Town Dock Brochure

- a. We are continuing with this project to re-do the Town Dock Brochure. Several meetings have taken place with Councilwoman DeGiorgio, the Communications Department, and the Waterfront Advisory Committee ("WAC").
- b. As a result of all these meetings, the brochure will consist of Walking Maps of both Main Street and Shore Road, and several businesses that are along those two main arteries that lead to and/or run along the Port Washington's waterfront.
- c. Several hundreds of photographs were sifted through and set aside for consideration to be used in the brochure. The final selection is still underway as several other considerations are still being determined such as layout and design.
- d. We also secured several advertisers. Currently, we have 11 PAID advertisers at \$350 per ad and are looking for our final 12th advertiser.

3. Bonding

a. The Great Neck Library

- i. The Great Neck Library has been considering using the BTDC as their bonding issuer since July 2013. At the January 2014 BTDC Board Meeting, the BTDC Board was updated with the status of this ongoing project. On April 30, 2014, the Great Neck Library submitted an application to the BTDC to issue a Bond to assist in financing their project consisting of the renovation of the Library's existing approximately 47,125 square foot library building on an approximately 3 acre parcel, located at 159 Bayview Ave, in Great Neck.

b. Local Sikh Group

- i. Two community leaders from our town's Sikh community called the BTDC to inquire about bonding for an upcoming project they are currently working on. At no cost to the town or the two gentlemen, we set-up a meeting with them and Harris Beach to determine whether this was something the BTDC could do.
- ii. It was determined at this meeting that the project they were interested in financing was still very much in its infancy stage and too premature at this time. Perhaps this may be a project for some time in the future and something is something to possibly revisit.

4. Carle Place Visit with Civic Leaders

- a. We met with John Hommel, (He is the President of the Carle Place Civic Association AND is also the Legislative Aide to Nassau County Legislator Laura Schaefer who represents Carle Place in her district) and a few other community leaders from Carle Place.
- b. They expressed an interest in some façade improvements for their downtown, along with sidewalk repairs, tree planting, and yellow striping along the side streets.
- c. We suggested that Mr. Hommel, in his professional capacity, look into CRP Funds (Community Revitalization Project monies) that would be available to them through his boss, Legislator Schaefer. At this time, nothing has resulted on their end from that suggestion.
- d. The BTDC is looking into purchasing flags for their light pole fixtures and also into possibly having some trees planted.

5. Business Buzz – NHTV

- a. The first episode of Business Buzz went live this past weekend. In this episode, we featured Delux Transportation and Project Independence, during one of their PI Grocery Shopping trips. We rode with two PI seniors and interviewed them about their experience with PI and with Delux Transportation too. We also featured Ayhan Hassan, who owns several restaurants in the town of North Hempstead including Shish-Kebab, where we helped him prepare some of his favorite dishes back in the restaurant's kitchen.
- b. This 30 minute episode will be made available to PI, Delux and Mr. Hassan, so they too can use it to promote their business via the town, the BTDC, and NHTV.

- c. We also just completed filming our 2nd episode which was specifically targeted to feature some of the Town's waterfront business community in Port Washington. We interviewed Bill Gordon from LI Boat Rentals, John Thomson from Atlantic Outfitters, Chris Nihil from Port Sailing Center and Mal Nathan who is one of the town's Bay Constables. During these interviews, we had the opportunity to participate in some of the waterfront activities and services that they provide to residents and tourists such as water tubing, kayaking and sailing. We hope to have this edited and on air by the end of this month / beginning of next month, to attract business just in time for the summer season.
6. Project Independence ID Senior Discount Program
 - a. Project Independence is currently in the process of implementing the PI ID card. Once this is done, we will move forward with contacting businesses in those shopping centers that they provide transportation to.
7. TV & Filming Industry
 - a. We had a follow-up meeting with Town Clerk Wayne Wink and with Batia Zareh, a writer and producer who lives in North Hempstead, who is very interested in seeing more filming done here in the town.
 - b. She shared with us some very creative ways in which to encourage and attract the filming industry to the town, many of which we will explore to see if it's feasible with the current resources that are available to us.
8. Wells Fargo
 - a. Receiver of Taxes Charlie Berman coordinated a meeting with the new local bank manager Trey Williams, at Mr. Williams request. Mr. Williams expressed an interest in getting Wells Fargo more involved in the community. As relating specifically to the BTDC, we are currently in talks with him about sponsoring one of our upcoming business seminars.

Board Member Dina De Giorgio commented on the Port Washington Town Dock Brochure. She advised the BTDC staff that the Manhasset Bay Yacht Club is interested in last ad in the brochure. Ms. De Giorgio also requested that the 2nd Business Buzz episode which is focused on the Port Washington waterfront is made available to the Port Washington BID and Port Washington PW Guide.com portal when it is finished.

Board Chair, Judi Bosworth and Board Member, Anna Kaplan both commented favorably on the BTDC Business Buzz programming. They want the BTDC staff to make sure that businesses are highlighted from all over the Town. Ms. Bosworth likes that it is a great way to support local businesses and encourage residents to shop in North Hempstead downtowns.

Board Member Peter Zuckerman commented on the TV & Filming meeting with Town Clerk Wayne Wink. Mr. Zuckerman said he knows Batia Zareh and that he can help out on this initiative.

Board Member Dina De Giorgio had both a question and a comment on the Gold Coast International Film Festival. Ms. De Giorgio asked if the BTDC is going to be involved with this

year's Film Festival. She stated that the BTDC should do more to promote the Festival and better tie-in businesses with the GCIFF.

For Consideration

The following resolutions were considered:

RESOLUTION NO. 12 (2014)

**A RESOLUTION APPOINTING CHAIRS OF THE AUDIT,
GOVERNANCE AND FINANCE COMMITTEES OF THE BOARD OF
THE CORPORATION**

WHEREAS, the Town of North Hempstead Business and Tourism Development Corporation (the "Corporation") has established an Audit Committee, a Governance Committee and a Finance Committee; and

WHEREAS, pursuant to Sections 18 of Article VI of the By-Laws of the Corporation, the Board of the Corporation wishes to appoint chairs of each committee as follows:

Audit Committee	Anna M. Kaplan
Governance Committee	Judi Bosworth
Finance Committee	Judi Bosworth

(the "Appointments").

NOW, THEREFORE, BE IT

RESOLVED, that the Board of the Corporation hereby makes the appointments; and be it further

RESOLVED, that this resolution shall be effective immediately

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

Nays: None

Abstentions: None

Date: May 15, 2014

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

RESOLUTION NO. 13 (2014)

A RESOLUTION AMENDING THE BUDGET OF THE CORPORATION

WHEREAS, the Town of North Hempstead Business and Tourism Development Corporation (the “Corporation”) previously approved a budget for the Corporation for the year 2014 (the “Budget”); and

WHEREAS, staff of the Corporation has recommended that the Budget be amended to reduce the line entitled “Program Supervisor” by \$50,000.00 and increase the line entitled “Sponsorships” by \$50,000.00 (the “Budget Amendment”); and

WHEREAS, the Board of the Corporation desires to approve the Budget Amendment; and

NOW, THEREFORE, BE IT

RESOLVED, that the Board of the Corporation hereby authorizes the Budget Amendment; and be it further

RESOLVED, that this resolution shall be effective immediately.

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

Nays: None

Abstentions: None

Date: May 15, 2014

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

RESOLUTION NO. 14 (2014)

**A RESOLUTION AUTHORIZING THE CORPORATION'S
SPONSORSHIP OF THE GREAT NECK CENTER FOR THE VISUAL
AND PERFORMING ARTS INC. D/B/A THE GOLD COAST ARTS
CENTER'S GOLD COAST INTERNATIONAL FILM FESTIVAL**

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, the Great Neck Center for the Visual and Performing Arts, Inc. d/b/a Gold Coast Arts Center (the "Center") has requested that the Corporation sponsor the Center's Gold Coast International Film Festival and provide \$100,000 in sponsorship funds to the Center (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, Angelo Ferrara, Anna Kaplan, Viviana L. Russell, Lee R. Seeman, Peter J. Zuckerman

Nays: None

Abstentions: None

Date: May 15, 2014

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

RESOLUTION NO. 15 (2014)

**A RESOLUTION AUTHORIZING THE CORPORATION'S
SPONSORSHIP OF THE GREAT NECK CENTER FOR THE VISUAL
AND PERFORMING ARTS INC. D/B/A THE GOLD COAST ARTS
CENTER**

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, the Great Neck Center for the Visual and Performing Arts, Inc. d/b/a Gold Coast Arts Center (the "Center") has requested that the Corporation sponsor the Center's general activities and provide \$15,000 in sponsorship funds to the Center (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, Angelo Ferrara, Anna Kaplan, Viviana L. Russell, Lee R. Seeman, Peter J. Zuckerman

Nays: None

Abstentions: None

Date: May 15, 2014

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

RESOLUTION NO. 16 (2014)

A RESOLUTION AUTHORIZING THE CORPORATION'S SPONSORSHIP OF LANDMARK ON MAIN STREET, INC.

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, Angelo Ferrara, Anna Kaplan, Viviana L. Russell, Lee R. Seeman, Peter J. Zuckerman

Nays: None

Abstentions: None

Date: May 15, 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 10:48 a.m.

Respectfully submitted,

Secretary of the Corporation

