

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

**Minutes of**

**REGULAR MEETING**

**August 15, 2013**

**10:00 AM**

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

**Call to Order**

The meeting was called to order by Mr. Kaiman, the Chairman of the Board of Directors of the Corporation, at 10:12 a.m.

**Attendance**

The following Directors of the Corporation attended the meeting:

Jonathan S. Kaiman

Thomas K. Dwyer

Anna M. Kaplan

Viviana Russell

Lee R. Seeman

The following Directors of the Corporation were absent:

Dina M. DeGiorgio

Angelo P. Ferrara

Corporation staff present consisted of:

Louise Fishman, Program Director

Roy Smitheimer, Economic Development Consultant

Michael Kelly, Deputy Town Attorney

**Minutes of Meeting Held on April 9, 2013**

Upon the motion of Mr. Kaiman, duly seconded, the minutes of the meeting held April 9, 2013 were accepted.

## **Program Director's Report**

Ms. Fishman presented the Program Director's Report, which consisted of the following:

- On June 21, 2013, the BTDC held a half-day Small Business Solutions Summit at the Amsterdam at Harborside, 300 East Overlook, Port Washington. Congressman Steve Israel was the keynote speaker. There were 14 presenters addressing a multitude of subjects such as the Affordable Care Act, Business Plan Development, Collaborative Marketing, SBA Financing, the Long Island Economic Forecast, BTDC New Business Services, NYS Sales & Use Tax Exemptions for Small Businesses and Becoming a Vendor to the Federal Government. There were approximately 80 attendees with extensive networking prior to and after the Summit was over. The Amsterdam was a major sponsor of the event. A Small Business Solutions Summit Recap webpage and menu navigation link was placed on the BTDC's website, [www.btdc.biz](http://www.btdc.biz), with all the speakers, their subject matter and power presentations for attendees and others to access as a follow-up to the conference.
- On August 6<sup>th</sup> & 8<sup>th</sup>, 2013, the BTDC partnered with the Long Island Development Corp./Long Island Small Business Assistance Corp. (LIDC/LISBAC) and the Amsterdam at Harborside to host the BTDC's first-ever cultural seminar and art exhibit to promote the arts in the township. The week long Art Exhibit featured the work of artist, Ruth Ponianski, whose parents live at the Amsterdam. The opening reception was held on August 6<sup>th</sup> at 7:30pm. The seminar, "The Business of Art" was held on Thursday, August 8<sup>th</sup> at 8:30am, featured Angela Susan Anton, CEO, Anton Publications as the Mistress of Ceremonies; Charlee Miller, Executive Director, Art League of Long Island, "Art as a Marketing Tool for Business"; Caroline Sorokoff, Associate Director, Great Neck Arts Center, "Art as a Community Revitalization Tool" and Dr. Michael Schantz – ED/CEO, Heckscher Museum of Art, "Business of Museums – their impact on communities, economic development and quality of life". Both the art exhibit and the seminar was held at the Amsterdam in Port Washington. The art reception attracted 60 attendees while over 80 people attended the Thursday seminar. There will be a 2<sup>nd</sup> cultural seminar to be held in October at the Yes We Can Community Center in New Cassel.
- On Monday, July 22<sup>nd</sup>, BTDC Community/Economic Development Specialist, Roy Smitheimer, convened a subcommittee of the "Great Neck Now! Middle Neck Road Revitalization Task Force with Great Neck Chamber officials to discuss both a print and digital business directory for the Great Neck peninsula. Roy reviewed directories developed by other near-by chambers and various website options, including mobile apps, available to set-up a detailed online presence. Smitheimer stressed that a project such as this should be driven by the local business community and encouraged the GN Chamber officials to take this project on. He assured the Chamber officials that the BTDC will provide hands-on support to bring this project to fruition.
- On Tuesday, August 27<sup>th</sup>, Smitheimer will be meeting with Village of Great Neck Mayor, Ralph Kreitzman; Village of Great Neck Mayor, David Fox; Nassau County Legislator Judi Bosworth, Councilwoman Lee Seeman, Office of Inter-Municipal Coordination Director,

Ellen Birnbaum, Town Chief Sustainability Officer, Fran Reid, Villadom Corp. Principal, Kris Torkan & others to discuss a proposed “Clean, Green Zone” for Middle Neck Road, GN, using new trash & recyclable receptacles as part of the “Great Neck Now!” initiative. The meeting will be held at the Village of Great Neck Village Hall.

- On Wednesday, July 17<sup>th</sup>, TNH Planning Commissioner, Michael Levine, Roy Smitheimer and I met with CoStar Group Senior Account Executive, Todd Zimmerman for a presentation of CoStar’s Online Suite of Commercial Property, Tenant and Sales Comparables Databases. The databases will provide both the BTDC and the Planning Department with the desired information needed when a business firm is seeking to purchase a building or lease space within the Township. Mr. Zimmerman reviewed the various features of the CoStar’s services, the different tiers and the associated cost for each. We are recommending the Board execute a subscription agreement with CoStar for the full suite of services.
- Roy Smitheimer is working with Regina Gil as Chair of the North Hempstead Arts Advisory Committee to convene its members for its official meeting in mid-September.
- Roy Smitheimer is working with BTDC Board Member Viviana Russell, Yes We Can Community Center Director, April Brown-Lake to get the local chapter of Service Corp of Retired Executives (SCORE), a national business mentoring group to set itself up at the YWC Center a couple of days a week for one-on-one business counseling sessions and larger group training sessions. Board member Viviana Russell spoke in greater details of the meeting stating the desired goal of enlisting SCORE’s greater presence at YWC Center is to give Prospect Avenue, New Cassel businesses and other entrepreneurs in the community better access to free business training. Board Chair, Jon Kaiman, agreed that this is a worthwhile strategy to pursue.
- Louise Fishman pointed out to the Board that each of their meeting folders include the following: Long Island Regional Economic Development Council Meeting Notes for April 9, 2013, May 9, 2013 and June 25, 2013; Regional Council Leadership Workshop Notes on the New York State Business Incubator and Innovation Hot Spot Program, NYS Innovation Venture Capital Fund, Next Generation Job Linkage Program; Opportunity Agendas; Infrastructure Work Group Strategies worksheet; Path Through History Heritage Tourism Grant Program Proposed 2013 Guidelines; Long Island Cleaner, Greener, Sustainability Plan (the Town of North Hempstead is the lead agency for the consortium involved in its development) and the LIREDC July 22, 2013 Infrastructure Work Group Agenda. Smitheimer is a committee member of the Infrastructure Work Group.

## **For Consideration**

The following resolutions were considered:

**RESOLUTION NO. 8 (2013)**

**A RESOLUTION AUTHORIZING THE EXECUTION OF A LICENSING AGREEMENT FOR COMMERCIAL REAL ESTATE INFORMATION SERVICES.**

**WHEREAS**, the Town of North Hempstead Business and Tourism Development Corporation (the “Corporation”) is in need of commercial real estate information services (the “Services”) to better track the North Hempstead commercial real estate market in order to identify commercial properties that are for sale or lease, target prospective buyers and tenants and compile up-to-date market reports; and

**WHEREAS**, CoStar Realty Information, Inc., 1331 L Street NW, Washington, DC 20005-4101 (the “Licensor”) is uniquely qualified to provide the Services.

**NOW, THEREFORE, BE IT**

**RESOLVED**, that the board of directors of the Corporation (the “Directors”) hereby authorizes the execution of a license agreement with the Licensor to provide the Services for an initial term of one year in consideration of the payment of \$1,604.00 for the balance of the 2013 calendar year plus \$3,208.00 for the 2014 calendar year and (the “Agreement”); and be it further

**RESOLVED**, that the Directors hereby authorize the Program Director of the Corporation to execute the Agreement and take such other action as may be necessary to effectuate the foregoing; and be it further

**RESOLVED**, that the Office of the Town Attorney, as counsel to the Corporation, be and hereby is authorized and directed to negotiate and supervise the execution of the Agreement.

Date: August 15, 2013

Upon the motion of Mr. Kaiman, the resolution was amended to include New York State Sales Tax (8.625%) to the principal payments and to include a provision that the resolution was conditioned on the availability of funding. The amendments were unanimously adopted.

Upon the motion of Mr. Kaiman, the amended resolution was adopted.

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**RESOLUTION NO. 9 (2013)**

**A RESOLUTION AMENDING AND EXTENDING THE  
PROFESSIONAL SERVICES AGREEMENT WITH VANESSA GREEN  
D/B/A GLOBAL MEDIA DEVELOPMENT COMPANY**

**WHEREAS**, the Town of North Hempstead Business and Tourism Development Corporation (the "Corporation") has entered into a professional services agreement (the "Agreement") with Vanessa Greene d/b/a Global Media Development Company, 1329 Avalon Square, Glen Cove, New York 11542 (the "Consultant") on December 5, 2012; and

**WHEREAS**, the Consultant is assisting the Corporation in implementing the ArtsBuild New Cassel Action Plan approved by the Board of the Town of North Hempstead on February 15, 2012; working with businesses in the New Cassel Industrial area, Prospect Avenue property and business owners and other stakeholders to produce a creative industries recruitment and development plan; creating a supportive environment by facilitating the formation of an Arts Council that encourages artists to live, produce and present their work in New Cassel; and is to identify and cultivate national and regional funding opportunities for arts development, and is to assist in the preparation and submission of grant applications and proposals for the Town of North Hempstead (the "Services").

**WHEREAS**, the Consultant has requested additional funding in the amount of Twenty Thousand and 00/100 Dollars (\$20,000.00) be added to its agreement with the Corporation in order to complete the Services for calendar year 2013; and

**WHEREAS**, the Program Director has recommended to the Board of Directors (the "Board") of the Corporation that the Board approve the Amendment.

**NOW, THEREFORE, BE IT**

**RESOLVED**, that the Board of the Corporation hereby authorizes amending the Agreement with the Consultant to add the sum of Twenty Thousand and 00/100 Dollars (\$20,000.00) to the total contract amount for calendar year 2013, for a total amount to be paid to the contractor of not to exceed Forty-Five Thousand and 00/100 Dollars (\$45,000.00) for the calendar year 2013 (the "Total 2013 Contract Amount"), to be paid in hourly payments of Forty Five and 00/100 Dollars (\$45.00) per hour (altogether, the "Amendment"); and be it further

**RESOLVED**, that the Directors hereby authorize the Program Director of the Corporation to execute the Amendment and take such other action as may be necessary to effectuate the foregoing; and be it further

**RESOLVED**, that the Office of the Town Attorney, as counsel to the Corporation, be and hereby is authorized and directed to negotiate and supervise the execution of the Amendment.

Date: August 15, 2013

Upon the motion of Mr. Kaiman, the resolution was amended to include a provision that the resolution was conditioned on the availability of funding. The amendments were unanimously adopted.

Upon the motion of Mr. Kaiman, the amended resolution was unanimously adopted.

### **Adjournment**

Upon the motion of Mr. Kaiman, the Members by unanimous vote adjourned the meeting at 10:25 a.m.

Respectfully submitted,

Secretary of the Corporation