TOWN OF NORTH HEMPSTEAD
BUSINESS AND TOURISM DEVELOPMENT CORPORATION

Minutes of

REGULAR MEETING

December 5, 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. Riordan at 10:31 a.m.

Attendance

The following Directors of the Corporation attended the meeting:

John B. Riordan

Thomas K. Dwyer

Anna M. Kaplan

Lee R. Seeman

Viviana L. Russell

The following Directors of the Corporation were absent:

Dina M. De Giorgio

Angela P. Ferrara

Corporation staff present consisted of:

Louise Fishman, Program Director
Roy Smitheimer, Community/Economic Development Specialist
Michael Kelly, Deputy Town Attorney

Minutes of Meeting Held on October 15, 2013

Upon the motion of Mr. Riordan, seconded by Mr. Dwyer, the minutes of the meeting held October 15, 2013 were unanimously accepted.

Program Director's Report

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

- On Thursday, October 17, 2013,Ms. Fishman taped an interview for the BTDC's NHTV program "Taste of the Town" with Joan Gallo, co-owner of Biscuits & Barbeque, 106 East Second Street, Mineola. The restaurant serves southern cooking in an old style railroad diner.

- On Wednesday, October 23, 2013, we participated in a ribbon cutting for R-Best Produce, a wholesale produce distribution firm who re-located their company from Hunts Point in the Bronx to 99 Seaview Blvd, Port Washington. They re-located all 30 employees from their Hunts Point plant to their new Port Washington headquarters. The owner of R-Best Produce, Philip Delpret, is also the owner of Uncle Giuseppes Marketplace, a small specialty chain of Italian boutique supermarkets. Presently, there are 5 including one in Port Washington.

- On Friday, October 25th, 2013, the BTDC partnered with ArtsBuild New Cassel and the Long Island Development Corp/Long Island Small Business Assistance Corp. (LIDC/LISBAC) to host the second of two cultural seminars focusing on the arts as an economic driver. The free seminar and art exhibition "The Business of Art – Round 2: Funding Sources for Artists, Nonprofits and Entrepreneurs" was held at the Yes We Can Community Center in Westbury. The seminar featured three speakers versed on cultural and arts funding. They were Lisa Robb, Executive Director, The New York State Council on the Arts, Peter Cobb, Program Officer, The New York Foundation for the Arts and Roz Goldmacher, President & CEO, Long Island Development Corporation. Councilwoman Viviana Russell moderated the Program. There were 50 people in attendance.

  Board Member Viviana Russell commented on the "Business of Art – Round 2" seminar. She noted that Vanessa Greene (Global Arts Media) continues to work with Lisa Robb (NYSCA) and Peter Cobb (NYFA) in developing ArtsBuild New Cassel. Staff Member Roy Smitheimer added that Ms. Greene was instrumental in preparing the seminar.

- On Tuesday, December 3rd, the BTDC held its third seminar and last of the 2013 Small Business Development Seminar Series. The free seminar "Social Media III: FaceBook, Google, YouTube and You" was held at the Harbor Links Club House, One Fairway Drive, Port Washington. Beth Granger (Beth Granger Consulting) provided a general overview of the social media world available on the web and differentiated between business to consumer and business to business applications. Mike Aversano (Local Biz on the Web) discussed how to use the web to identify leads through the use of Google Words and Google Pay Per Click campaigns and through Search Engine Optimization. He further discussed how to take those leads and synthesize them into an integrated digital campaign to promote a business's products and/or services. Ellen DePasquale Williams (Constant Contact) focused on how mobile devices, such as smartphones and tablets, are the new reality for small businesses. She presented different formats that the business community can use to optimize their email to be more mobile friendly and be more effective in reaching their target audiences. There were 70+ people in attendance. Ms. Fishman added

that one attendee stated it was the best seminar he ever attended and asked "How do you get so many people?"

- On Saturday & Sunday, December 14th & 15th, 11:00am to 4:00pm, the BTDC is once again hosting Winter Wonderland at Clark Botanic Garden. I prepared for 700 children for the cookie decorating and arranged for Pat Farrell to play the electric organ for holiday sing-alongs with those in attendance.
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For Consideration

The following resolutions were considered:

RESOLUTION NO. 14 (2013)

A RESOLUTION REVIEWING AND ACCEPTING THE CORPORATION'S BUDGET FOR 2014.

WHEREAS, the Public Authorities Accountability Act of 2005, as amended by the Public Authorities Reform Act of 2009 , and Article I, Section 3 of the by-laws of the Town of North Hempstead Business and Tourism Development Corporation (the "Corporation") requires the board of directors (the "Directors") of the Corporation to review and accept the annual budget of the Corporation; and

WHEREAS, the Corporation staff has prepared an annual budget for the fiscal year ending December 31, 2014 (the "2014 Budget"), which is included with the materials of this meeting.

NOW, THEREFORE, BE IT

RESOLVED, that the Directors hereby accept the 2014 Budget; and be it further

RESOLVED, that the Directors hereby authorize the Program Coordinator, the Chief Executive Officer of the Corporation, 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 2014 Budget with the New York State Authorities Budget Office, the Supervisor of the Town of North Hempstead (the "Town"), the Town Comptroller, and the Town Board.

Ayes: John B. Riordan, Thomas K. Dwyer, Anna M. Kaplan, Lee R Seeman, Viviana L. Russell

Nays: None

Abstentions: None

Date: December 5, 2013

Upon the motion of Mr. Riordan, duly seconded by Ms. Kaplan, the resolution was unanimously adopted.

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RESOLUTION NO. 15 (2013)

A RESOLUTION ADOPTING A CONTRACT, PAYMENT AND CLAIM POLICY FOR THE CORPORATION

WHEREAS, in order to help streamline and standardize contract and payment procedures within the Corporation, staff of the Corporation has prepared a Contract, Payment and Claim Policy (the "Policy") for the Corporation, a copy of which policy has been distributed to members of the Board of the Corporation; and

WHEREAS, staff of the Corporation has recommended that the Corporation adopt the Policy.

NOW, THEREFORE, BE IT

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

RESOLVED, that staff of the Corporation are hereby directed to conduct the business of the Corporation in adherence to the Policy.

Ayes: John B. Riordan, Thomas K. Dwyer, Anna M. Kaplan, Lee R. Seeman, Viviana L. Russell

Nays: None

Abstentions: None

Date: December 5, 2013

Upon the motion of Mr. Riordan, duly seconded by Ms. Kaplan , the resolution was unanimously adopted.

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RESOLUTION NO. 16 (2013)

A RESOLUTION ADOPTING AMENDED PROCUREMENT POLICIES AND PROCEDURES

WHEREAS, in order to simplify and clarify certain provisions of the Corporation's Procurement Policies and Procedures, staff of the Corporation has drafted certain revisions to the Policy with regard to the purchase of grocery items and the letting of contracts for marketing services and sponsorships (the "Amended Policy"), a copy of which Amended Policy has been distributed to the members of the Board of the Corporation; and

WHEREAS, staff of the Corporation has recommended that the Corporation adopt the Amended Policy.

NOW, THEREFORE, BE IT

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

RESOLVED, that staff of the Corporation are hereby directed to conduct the business of the Corporation in adherence to the Amended Policy.

Ayes: John B. Riordan, Thomas K. Dwyer, Anna M. Kaplan, Lee R. Seeman, Viviana L. Russell

Nays:

Abstentions:

Date: December 5, 2013

Upon the motion of Mr. Riordan, duly seconded by Mr. Dwyer, the resolution was unanimously.

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RESOLUTION NO. 17 (2013)

A RESOLUTION AUTHORIZING THE RETENTION OF ALBRECHT, VIGGIANO, ZURECH AND COMPANY, P.C. TO PERFORM AN AUDIT OF THE CORPORATION'S FINACIAL STATEMENTS FOR THE YEAR ENDING DECEMBER 31, 2013

WHEREAS, the Town of North Hempstead Business and Tourism Development Corporation (the "Corporation") is in need of auditing services with respect to its 2013 financial statements (the "Services");; and

WHEREAS, Albrecht, Viggiano, Zureck & Company, 25 Suffolk Court, Hauppauge, New York 11788 (the "Consultant") is uniquely qualified to provide the Services.

NOW, THEREFORE, BE IT

RESOLVED, that the board of directors of the Corporation (the "Directors") hereby authorize execution of an professional services agreement with the Consultant to provide the Services in consideration of the payment of $15,000.00 (the "Agreement"); and be it further

RESOLVED, that the Directors hereby authorize staff of the Corporation take such other action as may be necessary to effectuate the foregoing.

Ayes: John B. Riordan, Thomas K. Dwyer, Anna M. Kaplan, Lee R. Seeman, Viviana L. Russell

Nays: None

Abstentions: None

Date: December 5, 2013

Upon the motion of Mr. Riordan, duly seconded by Ms. Russell, the resolution was unanimously adopted.

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RESOLUTION NO. 18 (2013)

A RESOLUTION SETTING DATES FOR 2014 ANNUAL AND REGULAR MEETINGS OF THE BOARD OF DIRECTORS OF THE CORPORATION

WHEREAS, in accordance with the By-Laws of the Corporation, the Board of the Corporation (the "Board") is required to hold an annual meeting in January of each year, and may hold such other meetings as the Board may decide; and

WHEREAS, the Board desires to set January 23, 2014 as the date for the annual meeting of the Board and to set the following dates for regular meetings of the Board:

March 13, 2014

May 15, 2014

July 10, 2014

September 18, 2014

December 4, 2014

NOW, THEREFORE, BE IT

RESOLVED, that the Board hereby sets January 23, 2014 for the annual meeting of the Board; and be it further

RESOLVED, that the Board hereby sets the following dates for regular meetings of the Board:

March 13, 2014

May 15, 2014

July 10, 2014

September 18, 2014

December 4, 2014

; and be it further

RESOLVED, that each meeting shall begin at 10:00 a.m. in the Town Board Room of Town Hall.

Ayes: John B. Riordan, Thomas K. Dwyer, Anna M. Kaplan, Lee R. Seeman, Viviana L. Russell

Nays: None

Abstentions: None

Date: December 5, 2013

Upon the motion of Ms. Kaplan, duly seconded by Mr. Dwyer, the resolution was unanimously adopted.

A RESOLUTION INCREASING THE SALARY OF THE PROGRAM DIRECTOR OF THE CORPORATION

Upon the motion of Ms. Kaplan to table the Resolution, seconded by Ms. Russell, the motion was unanimously adopted,.

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RESOLUTION NO. 19 (2013)

A RESOLUTION AUTHORIZING THE EXECUTION OF AN AGREEMENT FOR BOOKKEEPING AND ACCOUNTING SERVICES FOR 2014

WHEREAS, the Town of North Hempstead Business and Tourism Development Corporation (the "Corporation") is in need of bookkeeping and accounting services (the "Services"); and

WHEREAS, the firm of Shapiro, Goldstein, Moses & Artuso LLP, 6800 Jericho Turnpike, Suite 208W, Syosset, New York 11791 (the "Consultant") is uniquely qualified to provide the Services; and

WHEREAS, the Board wishes to retain the Consultant to perform the Services for the Corporation for an amount not to exceed $5,600.00 for the year 2014 (the "Contract Amount").

NOW, THEREFORE, BE IT

RESOLVED, that the Board of the Corporation hereby authorizes the execution of an agreement to retain the Consultant to perform the Services for the Contract Amount; and be it further

RESOLVED, that the Chair and/or the Vice Chair shall be authorized to execute such agreement; and be it further

RESOLVED, that the Corporation is hereby authorized to pay such claims for payment as may be made by the Consultant for the Services in accordance with such agreement; and be it further

RESOLVED, that this resolution shall take effect immediately.

Ayes: John B. Riordan, Thomas K. Dwyer, Anna M Kaplan, Lee R. Seeman, Viviana L. Russell

Nays: None

Abstentions: None

Date: December 5, 2013

Upon the motion of Ms. Kaplan, duly seconded by Ms. Russell, the resolution was unanimously adopted.

Adjournment

Upon the motion of Ms. Kaplan, seconded by Ms. Russell, the Members by unanimous vote adjourned the meeting at 10:45 a.m.

Respectfully submitted,

Secretary of the Corporation