

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

Minutes of

January 26, 2016

7:30 PM

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

Call to Order

The meeting was called to order by Ms. Bosworth at 9:21PM. immediately following the Solid Waste Management Authority meeting of the Board of Directors.

Attendance

The following Directors of the Corporation attended the meeting:

Judi Bosworth
Dina M. DeGiorgio
Angelo P. Ferrara
Anna M. Kaplan
Lee R. Seeman
Viviana L. Russell
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 December 3, 2015

Upon the motion of Ms. Bosworth, the Minutes of the meeting held on December 3, 2015 were Unanimously accepted.

Executive Director's Report

Ms. Kaiman referred the Board to read her written Executive Directors Report. The following is her report that was submitted and circulated to all the Board Members prior to this meeting:

Beautification Matching Grant Program:

The BTDC's 2015 Matching Grant Program received 6 applications, which have been evaluated and scored by myself, BTDC Deputy Director, Roy Smitheimer, TNH Supervisor's designee (Commissioner Levine, Planning Department [two of his staff members]), and the TNH Council Person from who's Council District the application was submitted. The submitted applications were from the following:

1. Pearl and Ivy Foundation of Westbury, Inc. (District 1)
2. Westbury Business Improvement District (District 1)
3. Manhasset Chamber of Commerce (District 4)
4. Great Neck Plaza Business Improvement District (District 5)
5. Greater New Hyde park Chamber of Commerce (District 5)
6. Residents for a More Beautiful Port Washington (District 6)

After careful review of all the applications, awarded amounts are expected to be announced at this BTDC Board meeting.

Fair Media Council

Back in November, I appeared as a panelist at Vision Long Island's Smart Growth Summit. The moderator for my panel was Jaci Clement, CEO & Executive Director, for Fair Media Council.

The Fair Media Council advocates for quality local news and works to create a media savvy society. The Council was created to represent the voice of the news consumer — the public — local businesses - on how the local media was doing its job. That was more than 30 years ago, when a group of concerned business and community leaders realized the important role news plays in maintaining vibrant, competitive communities.

FMC is widely regarded as one of the oldest and most effective media watchdog organizations in the country, with a unique emphasis on creating an educated news consumer. No other organization in the country fulfills these dual roles.

Since November, Ms. Clement and I have remained in contact with one another, and she has asked that I be one of their judges on behalf of the town for their upcoming Folio Awards in April.

Long Island Convention & Visitors Bureau and Sports Commission

I met with LICVBSC's new President & CEO, Kristen Jarnagin, who took on her new position with the organization in September 2015. We discussed different ways that we might be able to promote the town to help make it a destination place on Long Island.

Some of the ideas that we discussed was to target adults to our public golf course, and upscale shopping in Manhasset's "Miracle Mile", in addition to our family oriented waterfront activities in the Port Washington waterfront.

I'm currently looking into the possibility of the town/BTDC joining the LICVBSC's membership which I believe will give us greater exposure through all of their resources.

TNH Arts Advisory Council

On December 16, 2015, the reconstituted Arts Council met for its 2nd quarterly meeting.*

Reports/discussion included Status on Town Acceptance of Herb Arnold, Found Objects Sculptures, "The Bull" and "The American Eagle", from the Arnold Family, Plant-A-Row for the Hungry – Painted Planters, Arts Theme Committee, Juried Art Committee, Cultural Arts Directory, Arts Advisory Council Arts Map Proposal and the Town of North Hempstead 4th Annual Trashion Show (Judges Needed).

While alternatives options were suggested by the Administration, the Arts Council reiterated its strong desire that the Arnold sculptures be accepted by the Town and placed into Clark Botanical Gardens.

Arts Council member, Alex Nunez, invited Marvin Makofsky, Founder, Plant-A-Row for the Hungry – Port Washington, to the Westbury Arts Council December meeting to discuss the program and the logistics in putting in place a similar one in the Westbury area. Alexandra Ainatchi, another Council member, who is from Great Neck, is interested in bringing Plant-A-Row to the Great Neck area.

The Arts Theme Committee had met to establish an identity for the Council. The theme developed by the committee is Arts Matter! Whether it be art, music, dance, theatre, film/media. The committee/Council wants to establish May 2016 as the kick-off for Arts

Matter! with a press event and a number of activities to celebrate North Hempstead Arts. A logo will be developed and a signature event such as a reception will be hosted by the Council. The Juried Arts Committee recommended 4 quarterly juried themes over the course of a year. The winning paintings for each theme will be displayed at North Hempstead Town Hall for 3 months. The themes are: 1) Town Parks & Waterfront Recreation 2) Town Iconic Landmarks 3) Multi-Cultural and 4) Environmental. A fifth theme, Town History, was also discussed. Submission fees will be \$25 for Town Residents, Employees of a business based in North Hempstead and anyone affiliated with an art organization located in North Hempstead. Submission fees for students (18 years and younger)(K-12) will be \$10. The initial round will be done in time for the first themed paintings to be displayed in Town Hall in May 2016 as part of the Arts Matter! month.

The Council also formed a Cultural Arts Directory Committee. Its purpose is to research and define how a cultural arts directory should be established (digital vs print or both) and whether the Arts Council can tap into other organization's database, such as Long Island Arts Alliance (LIAA), to help develop the North Hempstead one.

Finally, Roy notified the Council members of the upcoming Town Trashion Show (January 28) and that the Town is seeking judges for the contest.

(*sentence not in original circulated Executive Directors Report)

DECA Competition

I had the honor to once again represent the Town of North Hempstead in this year's DECA competition, held at Freeport High School. DECA is an industry-validated competitive event, which is aligned with the National Curriculum Standards in the career clusters of marketing, business management and administration, finance, and hospitality and tourism. DECA's evaluation process involves students in both a written component such as an exam or report, and an interactive component with an industry professional serving as a judge.

I represented the town in a full-day, Nassau County-wide DECA Competition, serving as a judge. In this capacity, I had the privilege to evaluate over 40 high school students under the career cluster of "Hospitality and Tourism", with a focus on "Emotional Intelligence."

The students were seen/evaluated in 30 minute intervals, with only 30 minutes to read a business-focused fact pattern, determine what the issue(s) is, and create a solution to address not only the current issue, but to also address the potential for future issues that could arise. It involved on-the-spot interactive role-playing, which was different with every student that made their presentation. I enjoyed participating in this and look forward to the next opportunity to do so again.

For Consideration

The following resolutions were considered:

RESOLUTION NO. 1 (2016)

A RESOLUTION ELECTING OFFICERS OF THE CORPORATION

WHEREAS, under Section 1 of Article VI of the By-Laws (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 is to elect a Chair, Vice-Chair, Secretary and Treasurer; and

WHEREAS, such elections are valid for one year from the date of election; and

WHEREAS, the Board of the Corporation wishes to elect officers of the Corporation in accordance with the By-Laws; and

WHEREAS, the Board wishes to re-elect Judi Bosworth as Chair of the Corporation, Anna M. Kaplan as Vice-Chair of the Corporation, Viviana Russell as Treasurer of the Corporation and Lee Seeman as Secretary of the Corporation; and

WHEREAS, the members of the Board of the Corporation wish to make such elections; and

WHEREAS, in accordance with the By-Laws, the terms of such offices shall expire one (1) year from the date of this resolution or until a successor be chosen in accordance with the By-Laws.

NOW, THEREFORE, BE IT

RESOLVED, that the board of directors of the Corporation hereby elects the following persons to the following offices:

| | |
|-----------------|------------|
| Judi Bosworth | Chair |
| Anna M. Kaplan | Vice-Chair |
| Viviana Russell | Treasurer |
| Lee Seeman | Secretary |

; and be it further

RESOLVED, that terms of such officers shall commence immediately and shall continue for one (1) year or until a successor be chosen in accordance with the By-Laws.

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

Nays: None

Abstentions: None

Date: January 26, 2016

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

RESOLUTION NO. 2 (2016)

**A RESOLUTION APPOINTING MEMBERS TO THE AUDIT COMMITTEE,
GOVERNANCE COMMITTEE AND FINANCE COMMITTEE OF THE
CORPORATION.**

WHEREAS, under Section 2824 of the Public Authorities Law, the Board of Directors (the “Board”) of the Town of North Hempstead Business and Tourism Development Corporation (the “Corporation”) is required to establish an Audit Committee, a Governance Committee and a Finance Committee (the “Committees”); and

WHEREAS, the Board of the Corporation wishes to appoint members to the Committees in accordance with the By-Laws; and

WHEREAS, the Board wishes to appoint the following members to the following committees:

Audit Committee

Anna M. Kaplan (Chair)
Dina M. De Giorgio
Viviana Russell

Governance Committee

Judi Bosworth (Chair)
Lee R. Seeman
Peter J. Zuckerman

Finance Committee

Judi Bosworth (Chair)
Angelo Ferrara
Anna M. Kaplan

WHEREAS, in accordance with the By-Laws, the terms of such appointments shall expire one (1) year from the date of this resolution or until a successor be chosen in accordance with the By-Laws.

NOW, THEREFORE, BE IT

RESOLVED, that the Board of Directors of the Corporation hereby appoints the following members to the following committees:

Audit Committee

Anna M. Kaplan (Chair)
Dina M. De Giorgio
Viviana Russell

Governance Committee

Judi Bosworth (Chair)
Lee R. Seeman
Peter J. Zuckerman

Finance Committee
Judi Bosworth (Chair)
Angelo Ferrara
Anna M. Kaplan

; and be it further

RESOLVED, that terms of such appointments shall commence immediately and shall continue for one (1) year or until a successor be chosen in accordance with the By-Laws.

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

Nays: None

Abstentions: None

Date: January 26, 2016

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

RESOLUTION NO. 3 (2016)

**A RESOLUTION AUTHORIZING AN AMENDMENT TO AN
AGREEMENT WITH THE TOWN OF NORTH HEMPSTEAD TO
PROVIDE LOCAL DEVELOPMENT SERVICES TO THE TOWN OF
NORTH HEMPSTEAD**

WHEREAS, pursuant to Resolution No. 6 (2014), duly adopted by the corporation on March 11, 2014 and as amended pursuant to Resolution No. 3 (2015), duly adopted by the Corporation on January 15, 2015, the Corporation has entered 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, 2015 (the "Original Agreement"); and

WHEREAS, the Town has requested that this Board extend the term of the Agreement for one additional year such that the expiration date of the Agreement shall be

December 31, 2016 and provide for consideration in the sum of Seventy-Five Thousand and 00/100 Dollars (\$75,000.00) in exchange for the services to be provided by the Corporation in calendar year 2016 (the “Amendment”); and

WHEREAS, the Board of the Corporation finds it in the best interests of the Corporation to authorize the Amendment.

NOW, THEREFORE, BE IT

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

RESOLVED that the Vice Chair of the Board be and is hereby authorized and directed to execute the Amendment 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, Angelo P. Ferrara, Anna M. Kaplan, Lee R. Seeman, Viviana L. Russell, Peter J. Zuckerman

Nays: None

Abstentions: None

Date: January 26, 2016

Ms. Bosworth, Chair, recused herself and left the room.

Upon the motion of Ms. Kaplan, Vice-Chair, the resolution was unanimously adopted.

Ms. Bosworth, Chair, re-entered the Town Board Room.

RESOLUTION NO. 4 (2016)

A RESOLUTION AUTHORIZING THE AWARD OF CERTAIN GRANTS RELATED TO THE CORPORATION’S 2015 DOWNTOWN BEAUTIFICATION GRANT PROGRAM.

WHEREAS, pursuant to Resolution No. 9 (2015), duly adopted by the corporation on May 15, 2015, the Board of the Corporation authorized the creation of a Downtown Beautification Matching Grant Program whereby the Corporation would make available the sum of up to \$10,000.00 per Town councilmatic district in matching funds for streetscape beautification projects (the “Program”); and

WHEREAS, staff of the Corporation have released applications and information to be used by potential applicants to apply for funds made available by the Program; and

WHEREAS, the Corporation has received applications as such:

| <u>Awardee Name</u> | <u>Project Title</u> | <u>Amount Requested</u> | <u>Cost of Project</u> |
|--|---|-------------------------|------------------------|
| Pearl & Ivy Foundation of Westbury, Inc. | Prospect Avenue Revitalization | \$10,000.00 | \$20,565.00 |
| Westbury Business Improvement District | Post Avenue Beautification | \$10,000.00 | \$20,000.00 |
| Manhasset Chamber of Commerce | Plandome Road Beautification Project | \$10,000.00 | \$25,485.00 |
| Great Neck Plaza Business Improvement District | Great Neck Plaza Streetscape Improvements | \$10,000.00 | \$30,000.00 |
| Greater New Hyde Park Chamber of Commerce | Welcome to NHP Landscape Design | \$4,200.00 | \$8,400.00 |
| Residents for a More Beautiful Port Washington | Anchoring Main Street with Beauty and History | \$4,465.00 | \$8,930.00 |

; and

WHEREAS, staff of the Corporation, along with staff of the Town of North Hempstead and the Town Board members for each councilmatic district in which an application was submitted, have reviewed and scored the applications using the methodology established by staff of the Corporation and made available to the public; and

WHEREAS, based on the scoring and the grant allocation calculation established by the Corporation and made available to the public, staff of the Corporation have recommended the following awards:

| <u>Awardee Name</u> | <u>Project Title</u> | <u>Award Amount</u> | <u>Awardee Match</u> |
|--|---|---------------------|----------------------|
| Pearl & Ivy Foundation of Westbury, Inc. | Prospect Avenue Revitalization | \$5,000.00 | \$5,000.00 |
| Westbury Business Improvement District | Post Avenue Beautification | \$5,000.00 | \$5,000.00 |
| Manhasset Chamber of Commerce | Plandome Road Beautification Project | \$10,000.00 | \$10,000.00 |
| Great Neck Plaza Business Improvement District | Great Neck Plaza Streetscape Improvements | \$7,043.20 | \$7,043.20 |
| Greater New Hyde Park Chamber of Commerce | Welcome to NHP Landscape Design | \$2,956.80 | \$2,956.80 |
| Residents for a More Beautiful Port Washington | Anchoring Main Street with Beauty and History | \$4,465.00 | \$4,465.00 |

(the “Proposed Awards”); and

WHEREAS, the Board of the Corporation desires to effectuate the Proposed Awards.

NOW, THEREFORE, BE IT

RESOLVED that awards of Program funds are hereby authorized to be made to the above-named awardees for the projects and in the amounts stated above; and be it further

RESOLVED the awards made by this resolution are conditioned upon each awardee executing a grant agreement with the Corporation in the form approved by Counsel to the Corporation; and

RESOLVED that the Chair or Vice Chair of the Board be and are hereby authorized and directed to execute such agreements and other documents as may be required to effectuate the awards made by this resolution; and be it further

RESOLVED, that this resolution shall be effective immediately.

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

Nays: None

Abstentions: None

Date: January 26, 2016

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

RESOLUTION NO. 5 (2016)

**A RESOLUTION AMENDING RESOLUTION NO. 7 (2015)
REGARDING MEMBERSHIPS.**

WHEREAS, Pursuant to Resolution No. 7 (2015) (the “Resolution”), the Board of the Corporation authorized the Executive Director and the Deputy Director to apply for memberships, on behalf of the Corporation, to various chambers of commerce and business organizations within the Town (the “Memberships”) and attend various chamber and business improvement district and professional events (the “Events”), and to authorize payment from funds of the Corporation for any fees necessary to obtain the Memberships and attend the Events up to an amount no to exceed Seven Hundred Fifty and 00/100 Dollars (\$750.00); and

WHEREAS, in order to renew or obtain further Memberships and attend further Events, the Executive Director of the Corporation has requested that this Board amend the Resolution to change the total amount up to which the Corporation may spend to obtain

Memberships and attend Events to One Thousand and 00/100 Dollars (\$1,000.00) (the “Increase”); and

WHEREAS, the Board of the Corporation finds it in the best interests of the Corporation to amend the Resolution to reflect the Increase.

NOW, THEREFORE, BE IT

RESOLVED that the Resolution be and hereby is amended to reflect the Increase; and be it further

RESOLVED, that this resolution shall be effective immediately.

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

Nays: None

Abstentions: None

Date: January 26, 2016

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

Acknowledgement/Statement of Gratitude for BTDC Downtown Beautification Grant

The following two statements were received from organizations that were awarded downtown beautification matching fund grants by the BTDC Board of Directors. The representatives from each organization asked that their comments be read into the record. However, due to time constraints, the Board requested that their statements be included as part of the written record of this meeting instead:

The Pearls and Ivy Foundation of Westbury, Inc., Pi Pi Omega Chapter of Alpha Kappa Alpha Sorority, Inc., and ArtsBuild New Cassel organizations are very excited to have received the BTDC Grant. This grant will allow us to continue the efforts to revitalize Prospect Avenue. It is hoped that through the Prospect Avenue Revitalization Project, that the business area of New Cassel will become a vibrant public space in which the community and business owners will be able to prosper and enjoy for years to come.

Thank you very much for considering us for this award.

Patricia Y. Mack, Treasurer, Dr. Irene Betty Hylton, President

Residents For A More Beautiful Port Washington thanks The Town of North Hempstead Business & Tourism Development Corporation for investing in the beautification and vibrancy of Port Washington's downtown. This grant both inspired and helps fund a majestic garden renovation at the Port Washington Post Office, a bustling hub at the top of Main Street. It also enables Residents to continue the momentum our ground up community Model Blocks project to revitalize Main Street, which includes: a mixed use overlay district, an expansive renovation of the LIRR plaza garden, new teak planters with seasonal plantings and a façade aid program to add charm and character to Main Street. Residents thanks the BTDC for implementing this wonderful program that is making a difference in downtowns all over North Hempstead.

Mindy Germain, Executive Director, RMBPW

Adjournment

Upon the motion of Ms. Bosworth, the Members by unanimous vote adjourned the meeting at 9:27 p.m.

Respectfully submitted,

Secretary of the Corporation

