

ST. LAWRENCE COUNTY INDUSTRIAL DEVELOPMENT AGENCY
MINUTES OF MEETING – November 16, 2010

CALL TO ORDER: Chairman Brian Staples called to order a meeting of the St. Lawrence County Industrial Development Agency at 8:04 AM at the Best Western, Canton.

ROLL CALL:

Blevins	Present	Hall	Present
LaBaff	Present	McMahon.....	Present
Peck.....	Present	Staples.....	Present
Weekes.....	Absent		

Others: IDA Staff Ray Fountain, Patrick Kelly, Leigh Rodriguez, Kimberly Gilbert, Richard Williams & Natalie Sweatland. Agency Counsel William R. Small, Esq., Karen White (NYPA), Tom Plastino (Citec).

MINUTES: Hall/LaBaff move to accept the minutes of the October 26, 2010 meeting. Accepted.

PUBLIC NOTICE: Public notifications sent November 8, 2010 to, at a minimum: St. Lawrence County’s newspapers designated for the publication of local laws and other matters required by law to be published; additional local media sources and websites.

PUBLIC COMMENT: None

FINANCIAL REPORT: None

COMMITTEE REPORT: Mr. Fountain reports that the Agency’s Planning & Separation Committee met, with a resolution coming out of the meeting. Mr. Blevins defers discussion on the meeting until the Executive Session.

STAFF REPORT:

- **St. Lawrence Snowmobile Association:** Mr. Williams reports that he has received the agreement for the Remson/Lake Placid line and has forwarded it to Bill Small for review.
- **ABO Policy Guidance:** Guidance 10-02 and 10-05 are distributed to the Agency. Mr. Fountain reports that the Agency will need to have in place, by the end of March 2011, a mission statement and measures of performance. In addition, all members are required to perform, on an annual basis, a confidential assessment of the Board. The assessments will be reviewed and tabulated by the Agency’s Governance Committee. One of each of the items will be required for each of the 3 authorities (IDA, IDALDC, IDACDC).
- **FishCap Project:** Mr. Kelly notes that staff were asked to meet with Pat McKeown and Don Meissner regarding the FishCap project. The project is intended to make St. Lawrence and Franklin counties the fishing capital of the world. The project has received public and private funding commitments already and are continuing to obtain additional funds. Mr. Kelly reports that he and Mr. Blevins travelled to Watertown to view the “Fishing Behind the Lines” - a pilot project Mr. Meissner has developed for military veterans. Funds received for the FishCap project go toward creation of fishing guides, brochures, billboards, ads, etc. and the promotion of the region via numerous media channels. Staff recommend that the Agency consider utilizing some of its marketing funds for the project as it has the potential to create significant tourism business for the County. The FishCap project’s proposed budget is \$170,000 per year for 3 years (total \$510,000). Most of the funds will be used for marketing, some to the Chamber of Commerce for administration, and some to Mr. Meissner for his contract. The SLRVRA has also been approached and will be considering the project as it develops its action plan. Other contributions include North Country Savings Bank (\$10,000 per year X 3 years plus \$10,000 matching contribution); Town of Massena (\$25,000 per year X 3 years); Alcoa (\$15,000 per year X 3 years); Town of Brasher (\$10,000), etc. If FishCap doesn’t meet its funding goal, it will most likely result in a decrease of support materials produced (brochures, billboards, guides); but the project has the potential to gather a regional notoriety.

Mr. McMahon inquires if this is consistent with anything we've done before. Mr. Kelly responds that the IDA has done a limited amount of tourism marketing. Examples include Canadian marketing, quality of life, etc.). Mr. McMahon asks how much is in the marketing budget? (\$100,000) Mr. Staples notes that we need to step up and try new things.

After considerable discussion, the Agency agrees to commit funds to the FishCap project in the amount of \$25,000 per year for three years for a total commitment of \$75,000. The third year's funding, however is contingent upon a satisfactory review by the Agency of the project's progress. LaBaff/McMahon motion. The motion receives unanimous approval.

- Agency Counsel: Mr. Fountain is advised by Agency Counsel William R. Small, Esq., that he may not be able to provide legal counsel to the Agency after he is sworn in as City Court Judge, as opposed to earlier information that he would have 6 months to close his office. Mr. Small will clarify this and advise the Agency.

OLD BUSINESS: None

NEW BUSINESS:

Resolution for the St. Lawrence Gas project: McMahon/LaBaff motion. Mr. Kelly explains that this resolution accepts the minutes of the 4 public hearings, approves the terms and conditions of the pilot that was approved by the affected taxing jurisdictions, ratifies the SEQRA determination made by the State Public Service Commission, and authorizes the negotiation (but not execution) of various agreements relating to the project. A final resolution authorizing execution of the documents will come before the board at a later time. In response to a question, Mr. Kelly reports that none of the comments could be considered negative. The project will assist Franklin County, which assists our regional economic development efforts and it will assist North Lawrence Dairy, a major St. Lawrence County employer. While the project will create few jobs, it represents a \$7M investment in the County. Mr. McMahon requests a press release for this project. The resolution receives unanimous approval.

Mr. Hall motions for a recess at 8:34 AM. Unanimous. The Agency returns from recess at 9:42 AM.

EXECUTIVE SESSION: Blevins/Hall motion for an Executive Session at 9:42 AM to discuss matters leading to the appointment, employment, promotion, demotion, discipline, suspension, dismissal or removal of a particular person or corporation; and the proposed acquisition, sale or lease of real property. Unanimous.

Peck/LaBaff motion to return to Regular Session. Unanimous. The Agency returns to Regular Session at 9:22 AM.

NEW BUSINESS (cont'd):

Resolution: Approving Job Descriptions – LaBaff/Blevins. No questions or comments. Resolution receives unanimous approval.

The Agency sets its meeting schedule for 2011: Third Thursday of each month at 8:30 AM, beginning with the January (20th), 2011 meeting.

ADJOURNMENT: Adjourned at 10:30 AM by unanimous consent.

/s/
(Mr.) Lynn Blevins, Secretary