

BROOME COUNTY LOCAL DEVELOPMENT CORPORATION
185 Court Street
Binghamton, New York 13901
Friday, November 13, 2015, 1:00 pm

SYNOPSIS OF MEETING

PRESENT: T. Kane, J. Baumgartner, J. Bernardo, J. Davis, R. Nielsen Jr., J. Smith and J. Stevens

ABSENT: W. Howard, J. Rounds

GUESTS: Jerry Marinich, Broome County Legislature
Aaron Martin, Broome County Legislature
John Solak, City of Binghamton Resident
Emmanuel Priest, Office of Senator Akshar

STAFF: K. McLaughlin, S. Duncan, T. Gray, C. Campon

COUNSEL: J. Meagher

PRESIDING: T. Kane

Mr. Kane called the meeting to order at 1:45 p.m.

ITEM #1. APPROVE MINUTES OF THE JUNE 12, 2015 BOARD MEETING: Mr. Kane requested approval of the minutes for the June 12, 2015 board meeting.

MOTION: Resolution to approve the June 12, 2015 board meeting minutes. On a MOTION by Mr. Stevens, seconded by Mr. Baumgartner, the MOTION CARRIED UNANIMOUSLY.

ITEM #2. PUBLIC COMMENT: Mr. Solak began by asking how much money the LDC has. Ms. Campon answered with \$238,000. Mr. Solak also asked where this money comes from. Mr. McLaughlin stated from fees. Mr. Solak wanted to know what the expenditure for the Bearcats would be for, advertising, public relations. Mr. McLaughlin said a little of both. Mr. Solak feels that there are better ways the LDC could spend this money in the community. He feels spending it on a division one basketball team would not be the best decision. Mr. Solak said that spending money on events that are already established is a waste. He feels that not enough money is spent on funding new community events.

MOTION: No motion necessary.

NEW BUSINESS

ITEM #3. RESOLUTION AUTHORIZING A \$5,000 SPONSORSHIP TO THE BINGHAMTON UNIVERSITY BEARCATS BASKETBALL PROGRAM ON BEHALF OF THE BCIDA: Mr. Kane recused himself from this discussion due to the appearance of a conflict. Mr. Kane appointed Mr. Stevens as acting Chairman for this discussion. Mr. Nielsen stated that it is his understanding of the State Comptroller's views that if you are using these expenditures for advertising

and marketing, then it is entirely appropriate. He feels that the two proposals for the BU Bearcats encompasses both. Mr. Nielsen also pointed out that it is okay for tickets to be part of a proposal as long as they are used for business entertainment purposes, which is very common in the private sector. Mr. Nielsen feels that this is lawful, ethical and has practical benefit. He will be supporting this resolution. Ms. Duncan explained that she was approached by the new Director of Marketing for the athletic department at BU. She feels this proposal is very similar to other sponsorships that the Agency partakes in. It does provide advertising along with tickets. Mr. Davis asked what the scope of the advertising was. Ms. Duncan said the \$5000 sponsorship package included a combination of radio commercial spots aired on WNBH 1290 and 4 tickets to the games. The \$3500 sponsorship package includes a back lit panel and 2 tickets. The Board is asking that the back lit panel be included in the \$5000 package.

MOTION: To approve an arrangement with Binghamton University for the basketball advertising not to exceed \$5000 with a main focus on visual signage. On a MOTION by Mr. Nielsen, seconded by Mr. Smith, The MOTION CARRIED. Mr. Kane recused himself from the vote.

ITEM #4. RESOLUTION TO APPROVE THE 2016 LDC BUDGET: Mr. McLaughlin reviewed the proposed 2016 LDC budget with the Board. He stated that the Audit & Finance Committee had approved this proposed budget. Mr. McLaughlin wanted the Board to know that the majority of the funds go to marketing and advertising. There were no questions from the Board on this proposed budget.

MOTION: To approve the 2016 LDC Budget. On a MOTION by Mr. Stevens, seconded by Mr. Davis, the MOTION CARRIED UNANIMOUSLY.

ITEM #5. ADJOURNMENT: Mr. Kane requested a motion for adjournment.

MOTION: To adjourn the meeting. On a MOTION by Mr. Davis, seconded by Mr. Stevens, the MOTION CARRIED UNANIMOUSLY, and the meeting was adjourned at 2:00 pm.