

CITY OF NEWBURGH
INDUSTRIAL DEVELOPMENT AGENCY (IDA)
MINUTES OF MEETING
November 20, 2017

Present

Board Members: Joshua Smith, Chairman
Michael Curry, Austin DuBois, John Penney, Marlon Ramos,
Nancy Thomas
Excused: Adam Pollick
Staff: Theresa Waivada, Executive Director
Craig Skelly, CFO

1. **Roll Call**: Chairman Smith called the meeting to order at 7:05 pm. A quorum is present.
2. **Proof of Notice of Meeting**: Accepted.
3. **Reading and Approval of minutes of the previous meeting**

Approval of the October 16, 2017 board meeting minutes:

Mr. Penney: Motion to approve the October 16, 2017 minutes as presented
Mr. DuBois: Motion seconded.
Discussion: None.
VOTE: Unanimously adopted.

4. **Report of the Treasurer; Approval of Payment of Bills**

Treasurer Michael Curry presented the Treasurer's Report (see Attachment 1).

A motion to approve the Treasurer's Report and approve payment of bills (Check Numbers 680-688) as presented was made by Austin DuBois, seconded by Jack Penney, and unanimously approved.

The Treasurer also mentioned reviewing the policy that controls the agency using vouchers for payment of goods or services. As every check is authorized by the agency, the use of the voucher system seems to be redundant.

5. **Report from the Executive Director**

The Executive Director reminded the board that December is the month to review all policies, make changes if needed, and adopt at the full board meeting in December.

All the board members received the Scobie Drive Progress Report. A bill for partial payment was received as well.

A phone call was received from Ethan Cook, from Pyramid Brokerage, for a client of theirs, Upstate Shredding. They are interested in the Scobie Drive site—10 acres—for car shredding. Fifteen (15) jobs would be created.

As an update on the Foundry was being reported to the board, Austin DuBois, excused himself from the board meeting at this time. Weiss' attorney told IDA Counsel to sit with him and the Board of Directors of the Foundry to find a solution.

Keith Liebolt, a local developer, was approached by Weiss to partner with Weiss for \$2.5 million. There may be an issue concerning the Phase I tax credits may be coming to an end. After some discussion, Mr. DuBois was invited back to the meeting.

Eileen Banyra met with Allie Church concerning the composting project at Scobie Drive. The city has a state grant for \$250,000. Can that be used to assist with removing trees from the site? Could OC IDA be of assistance?

A few board members indicated an interest in visiting the Ulster County Resource Recovery Agency's operations in Kingston. The date and time of the visit is scheduled for November 21, 2017 at 10 a.m. Right after this tour, another is set up for Community Composting's site.

6. **Report from the Chairman**

The Governance Committee met November 16, 2017 to review the initial responses to the Executive Director advertisement. As Chair Smith was unavailable, he authorized the committee to meet without him. Out of the thirteen (13) responses received at that time, there were eight (8) responses that were removed from the potential candidate list. The board directed the administrative assistant to send out a no-thank-you letter to those eight candidates. Some discussion took place on the remaining five (5) candidates.

The Governance Committee will be meeting again on November 28 at 5 p.m. in the Law Library. They will be reviewing the resumes received and the policies of the agency.

7. **Unfinished Business**

At the direction of board member Marlon Ramos, the board has in their meeting packet a copy of the three finalists' proposals. They are: Ashworth Creative, Kingston Creative, and Volum8. The administrative assistant was directed to set up the interviews for the three finalists. Some discussion took place on the cost of the web site and how this web site will co-exist with the IDA's web page on the city's web site.

8. **New Business**

There is no new business at this time.

9. **Adjournment**

A motion to adjourn the meeting at 8:35 p.m. was made by Mike Curry, seconded by Jack Penney, and unanimously passed.

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CITY OF NEWBURGH
INDUSTRIAL DEVELOPMENT AGENCY (IDA)
MINUTES OF MEETING
October 16, 2017

Present

Board Members: Joshua Smith, Chairman
Michael Curry, Austin DuBois, John Penney, Adam Pollick, Marlon Ramos
Nancy Thomas

Staff: Theresa Waivada, Executive Director
Craig Skelly, CFO

Guests: James McIver (Managing Geologist) and Rosaura Andujar-McNeil,
(P.E.), from C.T. Male Associates

1. **Roll Call:** Chairman Smith called the meeting to order at 7:05 pm. A quorum is present.
2. **Proof of Notice of Meeting:** Accepted.
3. **Reading and Approval of minutes of the previous meeting**

Approval of the September 18, 2017 board meeting minutes:

Mr. Penney: Motion to approve the September 18, 2017 minutes as corrected
Mr. Curry: Motion seconded.
Discussion: Name correction of guest; should be Eileen Banyra.
VOTE: Unanimously adopted.

4. **James McIver, Managing Geologist, C.T. Male Associates, Highland NY**

The Board invited Mr. McIver to present his proposal for services to determine potential development of the IDA-owned Scobie Drive property and the potential for leasing a portion of the property to a composting company.

Following technical discussion, the Board asked Mr. McIver to submit a contract to undertake a modified investigation including discussion with the composting company and its use of the land. The Board authorized the Executive Director to execute an amended contract for \$4,000.00, on a motion made by Austin DuBois, seconded by Mike Curry, and passed unanimously.

5. **Report of the Treasurer; Approval of Payment of Bills**

Treasurer Michael Curry presented the Treasurer's Report (Attachment 1) and the Five-Year Approved Budget (Attachment 2).

A motion to approve the Five-Year Approved Budget as presented was made by Mike Curry, seconded by Jack Penney, and unanimously approved.

A motion to approve the Treasurer's Report and approve payment of bills (Check Numbers 673-679) as presented was made by Jack Penney, seconded by Austin DuBois, and unanimously approved.

The board agreed that advertising for the position of Executive Director will not exceed \$750.00 at this time. Also, add Mid-Hudson News.com to the list for advertising of the position.

6. **Escrow for 105 West Street and Foundry**

The Board discussed the 105 West Street site, what improvements have been made (site has been black topped), what needs to still be done. After the discussion, it was unanimously decided that the escrow funds can be released to assist with completing any necessary work left unfinished.

7. **Unfinished Business**

Web site selection process:

Board member Marlon Ramos gave the names of the three finalists to be interviewed – Ashworth Creative, Kingston Creative, and Volum8. Notification to the firms not chosen will be e-mailed. The finalists will be contacted and interviews will be set up.

8. **Adjournment**

A motion to adjourn the meeting at 9:15 p.m. was made by Jack Penney, seconded by Austin DuBois, and unanimously passed.

C.T. MALE ASSOCIATES

Engineering, Surveying, Architecture & Landscape Architecture, D.P.C.

MEMORANDUM

DATE: November 17, 2017
TO: City of Newburgh IDA
FROM: Jim McIver and Rosaura Andújar-McNeil, P.E.
RE: **Project Progress # 1 - Feasibility of Composting Facility at the 5 Scobie Drive Site**

Background

The following memorandum, Project Progress # 1, was prepared to update the City of Newburgh Industrial Development Agency (IDA) regarding progress made following the November 2, 2017 meeting between the IDA, Community Compost Company (CCC), and C.T. Male Associates D.P.C. (C.T. Male). The purpose of the initial meeting was to explore the potential to redevelop the IDA owned 5 Scobie Drive property (hereafter referred to as "the Site") as a composting facility (CF).

Project Progress

The following actionable items were discussed at the November 2 meeting (progress presented in *italics*):

- CCC to provide a generic site plan of the proposed CF. - *CCC provided a draft sketch site plan on November 16. C.T. Male is currently evaluating the site plan and preparing a project cost estimate in response. C.T. Male anticipates having a draft project cost estimate for the IDA's review by November 28.*
- CCC to provide available dates/times to visit the following sites: 5 Scobie Drive site, UCRRA site, and potentially the CCC site in New Paltz. - *CCC provided available dates for the site visits to the CCC and UCRRA sites (November 20th or 21st) and these site visits are being scheduled. CCC and C.T. Male representatives conducted a site visit at the 5 Scobie Drive Site on November 16.*
- CCC to provide information regarding what types of wastes/materials the proposed CF will be accepting and anticipated schedule for construction. - *CCC indicated that wood chips, food scraps, and animal manures will be utilized as compost materials. CCC indicated that they will receive "food scraps up to 5,000 cubic yards for first year as per DEC registered site (composting facility)".*

Subsequent to the November 2 meeting CCC indicated that they will be reaching out to the City of Newburgh Planning Department to initiate discussion regarding the potential development of the Site.

C.T. MALE ASSOCIATES

Engineering, Surveying, Architecture & Landscape Architecture, D.P.C.

Critical Path Items

CCC indicated their intention to be operational within a year should they decide to move forward with the project. However, several impediments to redevelopment exist and must be addressed in a timely fashion. C.T. Male has developed the following list of critical path items that need to be addressed in order to get the Site "shovel ready" (entity responsible for the item in *italic*):

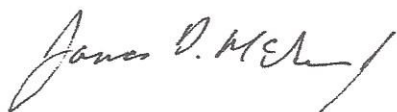
- Reasonable order of magnitude project cost estimate. - *C.T. Male*
- Contact the City of Newburgh to determine status of the \$250,000 water and sewer CFA grant and necessary next steps to access the grant. - *IDA*
- Determine what options are available for the matching grant contribution (20%) and whether the IDA will pursue the grant or leave it up to CCC (e.g. can in-kind contributions from the IDA or City of Newburgh be used?) - *IDA*
- Determine the fair market value of the Site. - *IDA*
- Establish a Purchase and Sales Agreement or similar. - *IDA and CCC.*
- Submission of a Brownfield Cleanup Agreement (BCA) amendment to make CCC party to the BCA and eligible for tax credits. - *IDA and CCC*
- Prepare a revised Remedial Action Work Plan (RAWP) for submission to the NYSDEC as soon as possible but before December 31, 2017 (pending IDA/CCC approval and authorization). - *C.T. Male*
- Contact the City of Newburgh to confirm that site plan approval is needed and determine the next steps in the process. - *CCC*
- Request permission from the City of Newburgh for tree removal prior to the site plan approval process. The Site is a potential endangered bat species roosting site and tree removal must be performed prior to March 2018 if site work is to begin this year (pending IDA approval). - *IDA*

Based on the available information and foreseeable necessary next steps, it is C.T. Male's opinion that the Site is not likely to be "shovel ready" by the late spring/early summer of 2018 unless an aggressive timeline is pursued.

Should you have any questions or concerns do not hesitate to contact us.

Sincerely,

C.T. MALE ASSOCIATES, D.P.C.



Jim McIver
Managing Geologist



Rosaura Andújar-McNeil, P.E.
Project Environmental Engineer

11/20/2017

Treasurers Report

Operating Account - TD Bank

Opening Balance

\$ 256,807.50

10/16/2017

<u>Check #</u>	<u>Voucher #</u>	<u>Check Date</u>	<u>Invoice</u>	<u>Amount (\$)</u>	<u>Remark</u>	<u>Payee</u>
680		11/20/2017		\$ 937.50	Office Supplies	Diana Hesse
681		11/20/2017		\$ 2,250.00	Admin Services	Teri Waivada
682		11/20/2017		\$ 232.50	Services Rendered for Bookkeeping	On The Money Bookkeeping, Inc.
683		11/20/2017		\$ 580.00	Legal	Oxman Law
684		11/20/2017		\$ 53.33	Telephone	Verizon
685		11/20/2017		\$ 2,196.50	Engineering	CT Male
686		11/20/2017		\$ 230.00	Advertising	Hudson Valley Press
687		11/20/2017		\$ 200.00	Advertising	Statewide News
688		11/20/2017		\$ 50.00	Advertising	NYSEDC

\$ 6,729.83

Deposit List

Payor

Amount

Sprint	9/29/2017	\$ 1,845.41
MetroPCS	9/5/2017	\$ 1,832.08
Central Hudson	10/6/2017	\$ 1,160.40
AT&T	10/6/2017	\$ 3,249.69
T-Mobile	10/6/2017	\$ 3,387.48

\$ 261,552.73

Closing Balance

11/20/2017 \$ 261,552.73

Balance as of

Applicant Funds - TD Bank

Opening Balance

\$ 14,137.50

10/16/2017

Balance as of

11/20/2017 \$ 14,137.50

Tenant Security - TD Bank

Opening Balance

\$ 2,400.00

10/16/2017

Balance as of

11/20/2017 \$ 2,400.00

Money Market - TD Bank

Opening Balance

\$ 733,662.57

10/16/2017

\$ 405.02

10/31/2017

11/20/2017 \$ 734,067.59

Balance as of

Opening Balance

M Curry
Treasurer
City of Newburgh IDA Board

I. CONTACT INFORMATION

Eve Ashworth
President and CEO
Ashworth Creative
85 Civic Center Plaza
Poughkeepsie, NY 12601

Phone: 845-877-0410 (Office)
845-453-6869 (Mobile)

Email: eve@ashworthcreative.com

Web: ashworthcreative.com

AshworthCreative

III. DESCRIPTION OF SUBCONTRACTOR

N/A. Ashworth Creative does all work in house.

IV. PROJECT BUDGET/COST SUMMARY

Ashworth Creative Logo Development Process

Goal: Raise awareness of City of Newburgh IDA and make it both visible and memorable.

The best company and organizational identities represent the ultimate design process by distilling ideas down into a name, type treatment, and mark. Ashworth Creative is able to create a logo from start to finish in four to six weeks.

1: Competitive Analysis

A competitive analysis is an essential first step of a logo design process. How are your competitors positioning themselves? What types of logos are common to them? Are their logos and taglines projecting a similar image? Do their similarities offer you an opportunity to stand out from the crowd? This step starts in the course of creating this proposal. The results are fully discussed during our very first meeting, the mood board meeting.

2: Mood Boards

The goal of the mood board meeting is two-fold: first, to inform your stakeholders on logo style, color, and fonts; and second, to identify your design preferences. This is completed by presenting multiple competitor logos and typefaces within each mood board. We will review each board with you by pointing out colors, fonts, and marks to identify the preferred logo styles of the group.

3: Concept Presentation

Six logos will be presented with type treatment, in black and white, contextual positioning in the form of a business card or signage, and other color palette options. The goal of this meeting is to narrow the concepts to one or two concepts that will receive further revisions.

4: Application

Price: \$4,000

AshworthCreative

All Ashworth-Built Websites are Responsive

An estimated 70% of all Internet access is mobile, and the mobile market continues to grow rapidly. A responsive website helps to capture these on-the-go users and quickly and easily relays the correct information in a positive user experience. Your responsive website will be very helpful in procuring good search engine optimization (SEO) results.

Ashworth Creative Budget

Website:

\$10,000*

- One dedicated information architecture meeting with all stakeholders
- Creation of new site map
- Website template with minor design updates
- Mobile Responsive Design
- Website Development
- Staff Training session
- Web analytics and custom reporting included

*Does not include stock photography purchase/selection or copywriting

Website Hosting:

\$50/Month

Ongoing Website Maintenance Program:

\$100/month

To ensure your website remains in a healthy state, Ashworth will review your website once a month to make any necessary software updates to the WordPress core installation, custom scripts, and any plugins that were used for the development of your website.

1. Contact Information

Kingston Creative

1 North Front Street, Suite 101
Kingston, NY 12401

(845) 514-2068
hello@kingstoncreative.net

4. Project Budget/Cost Summary

We are proposing the following:

**Branding/Logo Design +
Website Design & Development**
\$10,000

**Web hosting +
Security Package**
\$600/yr

Maintenance
\$1,000/yr

5. Project Schedule

Logo Design (2-4 weeks)

We will take feedback from the IDA Board about the existing brand of the IDA, and poll members about about color palettes and aesthetic choices. Using these design inputs, we will produce a logo that will represent the IDA in the most advantageous light to its target audience. The IDA will get two rounds of revisions off of the initial design.

Website (8 weeks)

We will design and build a fast, beautiful and effective website using the Wordpress Content Management System (CMS), which is open-source and commonly used in the web development world. It's so common that many hosting companies have specific solutions built specifically for Wordpress optimization.

Here's our process for building a website:

Discovery (Week 1)

We will take feedback from the IDA board about the goals of the website, and conduct discovery by reviewing all existing content, search and social media data of the existing IDA web property, as well as other IDAs in the region.

We will craft user personas, which are profiles of the types of end users of the website.

We will create a visual marketing funnel, which will show how user personas will encounter information about the Newburgh IDA, turn into a lead, receive follow-up information, partner with the IDA, and do something amazing.

Information Architecture (Week 2)

We will create a sitemap, which will list the hierarchy of all of the Newburgh IDA's website pages. The sitemap will account for having three years' worth of data maintained on it, including a \$2800 Annual Report, \$2801 Budget Report, \$2802 Independent Audits and Audit Reports, Procurement Policies and Annual Procurement Report, Property Acquisition and Disposition Policies, Investment Policies and Annual Investment Report, Uniform Tax Exemption Policy for IDAs, Fee Schedules, and Current Year Official Statements.

We'll also create a wireframe, which will preview how information and functionality will be organized on the most important parts of the website.

Design (Weeks 3-4)

Upon approval of the sitemap and wireframe, we will make a 1:1 preview of exactly what the aforementioned critical pages will look, including color choices, photos, form previews, and any other visual choices, on both desktop and mobile.

You should supply any applicable graphic files in an editable, vector digital format. You should supply photographs in a high resolution digital format. We have subscriptions to several stock photography websites, and can provide a limited number of stock photographs as part of our engagement.

We will write and design interesting, well-organized content that includes visual storytelling elements that can show potential IDA partners real, concrete examples of what is possible when working with the City of Newburgh.

Development (Weeks 5-6)

Upon Newburgh IDA's approval of the design, we will build out the site using the Wordpress CMS on a private test site. As content is developed and approved, we will load it into the site.

Once the site is completed in a test environment, we'll conduct browser testing. Browser testing longer means attempting to make a website look the same in browsers of different capabilities or on devices with different size screens. It means ensuring that a person's experience of a design should be appropriate to the capabilities of a browser or device. We'll test our work in current versions of major desktop browsers including those made by Apple (Safari), Google (Chrome), Microsoft (Edge), Mozilla Firefox and Opera. We'll also test to ensure that people who use Microsoft Internet Explorer 11 for Windows get an appropriate experience. We won't test in other older browsers unless we agree to separately. We suspect that if we looked at the most commonly used browsers for your existing site, only a tiny percentage of users are using outdated browsers.

We'll also conduct mobile browser testing, which is essential in ensuring that a person's experience of a design is appropriate to the capabilities of the device they're using. We test our designs in: iOS 9: Safari, Google Chrome Android: Google Chrome.

Launch (Week 7)

Once browser testing is complete, we will soft-launch the site into a live hosting environment, submit a new sitemap to Google, ensure that Google Analytics data, ensure that Facebook Publisher markup is active, and do a final test that all functionality is working as intended.

Analyze & Optimize (Week 8)

We will listen for any user experience anecdotes and check Google Analytics and Webmaster Tools data to see if there any site functionality issues.

Web Hosting

We've trusted WPEngine with our highest-profile web design projects. They offer best-in-class performance, fantastic support, a platform with lots of features, and strong security. Since this is a municipal website, we are recommending that we also add a year of Sucuri's "Pro" website security package, which provides a very high level of protection against malicious actions by hackers.

Maintenance

We offer a yearly maintenance plan, which includes:

Checking for and updating plugins, WordPress + theme software when they are available
(keeping your website secure)

One hour a month's worth of updates to content such as adding/removing/changing PDFs, text + images, or fixing issues caused by in-house employees or stakeholders are included; anything beyond an hour a month is billed at a rate of \$95/hr, and unused hours do not carry forward.

I. CONTACT INFORMATION

VOLUM8 CREATIVE INC.

Please feel free to reach out to either our main office or personally to Charles Graham with any questions you may have pertaining to this proposal.

OFFICE

Volum8 Creative Inc.
3 Wallkill Ave.
Montgomery NY 12549

email: hello@volum8.co
office: 845.202.2206
fax: 253 669 8568

CHARLES GRAHAM

email: charlie@volum8.co
mobile: 845.820.5592

III. DESCRIPTION OF SUBCONTRACTOR

N/A

IV. PROJECT SCOPE

Prior to listing budget requirements and cost summary, we would like to outline the scope of the project as per the RFP and ABO requirements. The new website scope as we understand it will include sections on the site for the following:

- Calendar for board meetings
- News and announcements (blog)
- Listings of IDA-owned properties
- Mission statement and performance measures
- Policies, by-laws and ethics
- Board and executive members (org chart)
- Committee and board meetings, agenda and minutes
- Audit, financial and annual reports
- Subsidiaries and affiliates
- Economic development assistance info
- ****Migration of data from current site**

Each of the above points will be organized in a logical manner to make content easy to access.

TECHNOLOGY REQUIREMENTS

The new IDA website will be built using the Wordpress CMS (content management system) so that IDA staff can keep the website content up to date, in-house. Wordpress is not a proprietary software and is well supported with nearly 50% of the top million sites using it. This makes it easily transferable and maintainable by a majority of available hosts. The new IDA site will utilize a custom designed theme inside of Wordpress, not a template, which will help further reinforce the new brand for the Newburgh IDA.

***Migration of data to the new site may require additional time to complete depending on the format and breadth of the content.*

IV. PROJECT SCOPE

TRAINING

Once the new site is deployed and tested, we will standby for 24 hours if any emergency bug fixes are required. After that, documentation for site usage will be created and delivered via PDF and a living web document for any future instruction will be provided and updated as necessary. In addition, two hours of personal meetings will be available for training purposes prior to, or after, the site launch for any IDA staff that may require access to update content.

HOSTING

For the hosting of our Wordpress sites, we rely on our partners at WP Engine and their server environments designed specifically for Wordpress; optimized for speed, scalability and security. All site data is backed up daily. They are the most widely used Wordpress hosting technology for the web's top 10k Wordpress sites. There is no better professional Wordpress host on the market.

SITE MAINTENANCE

For maintenance of the site, we will provide up to one (1) hour each month to maintain site health. This includes keeping the wordpress core and any plugins, such as ecommerce, updated and secure. Any bugs or minor adjustments needed for the site are covered and improvements to speed and performance are continually assessed and modified.

BRANDING / LOGO DESIGN

For the new IDA logo, we will meet with the board to gather their direction and insight, as well as using our customized design briefs to draft 3-5 black and white concept logos. Once a concept is chosen, we will conduct up to three (3) rounds of revisions to get to the final full color logo. After the logo is completed, we will create new letterhead and business cards as well as guidelines for the website design to follow.

V. PROJECT BUDGET/COST SUMMARY

DESCRIPTION	TIME	RATE	COST
Branding / Logo Design	20	\$150	\$3,000
Website Design	30	\$150	\$4,500
Website Development	40	\$150	\$6,000
Hosting and Maintenance (<i>First year w/ annual renewal</i>)	-	-	\$1,440
		Total	\$16,440

As per the RFP, a deposit for the project will be issued to begin work in the amount of \$5,754. Once the project is completed and approved, yet prior to launch, a final payment of \$10,686 will be required, at which time Newburgh IDA will be the sole owner of all works created. Proposal and price will remain valid for three (3) months.

VI. PROJECT SCHEDULE

Upon execution of the contract, the following schedule will apply:

2-3 WEEKS Branding / Logo Design

3-5 WEEKS Website Design

4-6 WEEKS Website Development

1 WEEK Final Approvals and Launch of New Site

Total required time to complete project: 10-15 WEEKS