

CITY OF NEWBURGH  
INDUSTRIAL DEVELOPMENT AGENCY (IDA)  
MINUTES OF MEETING  
May 30, 2017

Present

Board Members: Joshua Smith, Chairman  
Michael Curry, Austin DuBois, John Penney, Adam Pollick,  
Marlon Ramos, Nancy Thomas  
Counsel: Thomas Whyatt (via telephone)  
Staff: Theresa Waivada, Executive Director  
Craig Skelly, CFO

1. **Roll Call**: Chairman Smith called the meeting to order at 7:03 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 April 17, 2017 board meeting minutes:

Mr. Curry: Motion to approve the April 17, 2017 minutes as presented  
Mr. DuBois: Motion seconded.  
Discussion: None.  
VOTE: **Unanimously adopted.**

4. **Request for Communications**

None.

5. **Executive Session**

At this time, the board went into executive session, to discuss disposition of property and possible litigation, with a motion made by Austin DuBois, seconded by Jack Penny, with unanimous consent from all board members.

With a motion made by Nancy Thomas and seconded by Jack Penney, the board returned to their regular business meeting, with unanimous consent from all board members.

6. **Request for Bills, Treasurer's Report**

Treasurer Mike Curry presented the Treasurer's Report for the period March 6, 2017 through May 30, 2017 (see Attachment 1).

Mr. DuBois: Motion to accept Treasurer's Report and approve payment of checks  
(#s 640-653) as presented  
Mr. Penney: Motion seconded.  
Discussion: No discussion.  
VOTE: **Unanimously adopted.**

Treasurer Mike Curry informed the board that he will be away for an extended period of time, returning late July.

7. **Work Session**

Website Request for Proposals (RFP) – two proposals were received and disseminated to the board for review. After some discussion, it was the general consensus of the board that more proposals are needed. The board authorized staff to seek out more potential bidders and conduct another RFP (see Attachment 2).

Board Retreat: The Board received a list of possible issues to be discussed at the Retreat. They were asked to review and add any other concerns or issues to be added to the agenda. The location has been decided but the date is still being worked on. At this time, mid-to-late August seems to be the time period when the all the Board members are available. (See Attachment 3.)

8. **Adjourn**

A motion to adjourn the meeting was made by Mike Curry, seconded by Jack Penney, and unanimously passed.

5/30/2017

Treasurers Report

Operating Account - TD Bank  
Opening Balance

\$ 200,361.72

3/6/2017

Check #	Voucher #	Check Date	Invoice	Amount (\$)	Remark	Payee
640		3/24/2017	ALREADY PAID			
641		4/17/2017	ALREADY PAID	\$ 53.11	Telephone	Verizon
642		4/17/2017	ALREADY PAID	\$ 53.18	Telephone	Verizon
643		4/17/2017	ALREADY PAID	\$ 391.50	Legal Services	Oxman Tullis
644		4/17/2017	ALREADY PAID	\$ 4,000.00	Annual Audit	BST
645		4/17/2017	ALREADY PAID	\$ 5,750.00	Annual Audit	BST
646		4/17/2017	ALREADY PAID	\$ 50.00	Reimbursement	Terri Walivada
647		4/17/2017	ALREADY PAID	\$ 1,111.25	Admin Services	Diana Hesse
648		5/16/2017	ALREADY PAID	\$ 6,825.00	Admin Services	Theresa Walivada
649		5/16/2017	ALREADY PAID	\$ 141.97	Supplies	Office Depot
650		5/30/2017		\$ 556.25	Admin Services	Diana Hesse
651		5/30/2017		\$ 382.50	Services Rendered for Bookkeeping	On The Money Bookkeeping, Inc.
652		5/30/2017		\$ 3,600.00	Admin Services	Theresa Walivada
653		5/30/2017		\$ 49.31	Telephone	Verizon
654		5/30/2017		\$ 188.50	Legal Services	Oxman Tullis

Deposit List

Payer	Amount
Metro PCS	\$ 1,770.13
Metro PCS	\$ 1,770.13
Sprint	\$ 1,845.41
AT&T	\$ 1,845.41
T-Mobile	\$ 3,155.03
T-Mobile	\$ 3,155.03
Newburgh Plaza	\$ 3,281.44
Newburgh Plaza	\$ 3,281.44
	\$ 500.00
	\$ 23,152.57

Operating Account  
Closing Balance

Total \$ 25,655.59  
\$ 202,864.74  
5/30/2017 \$ 202,864.74

Applicant Funds - TD Bank  
Opening Balance

3/6/2017 \$ 14,137.50

Tenant Security - TD Bank  
Opening Balance

5/30/2017 \$ 14,137.50

Money Market - TD Bank  
Opening Balance

3/6/2017 \$ 2,400.00

5/30/2017 \$ 2,400.00  
2/28/2017 \$ 731,397.22  
3/31/2017 \$ 188.32  
4/30/2017 \$ 186.40  
5/30/2017 \$ 231.55

Balance as of

5/30/2017 \$ 731,983.49

M Curry  
Treasurer  
City of Newburgh IDA Board

Design by Sue  
128 Liberty Street  
Newburgh, NY 12550  
845-561-2704 Fax 845-562-2700  
sue@designbysue.com

Attachment 2

**Bid for Logo, Website and Hosting for  
IDA, Newburgh, NY per RFP dated May 8, 2017**

Presented: May 16, 2017

**1. Contact Information:**

Susan (Sue) Young, Design by Sue, 128 Liberty Street, Newburgh, NY 12550. Phone 845-561-2704, fax 845-562-2700, email sue@designbysue.com, website www.designbysue.com

**2. Description of Firm and Qualifications:**

Design by Sue has been in business at 128 Liberty Street, just around the corner from City Hall in Newburgh, since 1991. Previous to that, Sue Young owned and operated Snyder's Stationers at the same location since 1982. Design by Sue is a sole proprietorship and MWBE certified business with an A+ BBB rating, offering commercial graphic design services of all types as well as other services such as copies, printing, website design and hosting, signs, displays, wide format printing, screen printing, embroidery, and many other types of services. Web designing and hosting has been among the services provided since 1996. Samples of some of the sites created and hosted by Design by Sue can be seen here, <http://www.designbysue.com/website-gallery/>

**3. Description of Sub Contractor:**

N/A There will be no subcontractor involved.

**4. Project Budget and Cost Summary**

**A. Creation of logo for IDA, Newburgh, NY**

Logo creation to include up to 3 concepts and the completion of a final logo from those 3 concepts. Concepts will be based on a meeting with the IDA Board to access the ideas and thoughts of the board.

**B. Creation of website for the IDA**

1. Website to be created using WordPress as the platform. This will be a freestanding copy of WordPress so the site can be moved to a different server if required.
2. Website to be comparable in scope to that currently at <http://www.cityofnewburgh-ny.gov/industrial-development-agency>
3. All information to remain a minimum of three years on website, (current year plus 2 years of previous records)
4. Hosting will be provided by Design by Sue
5. Website will include a security certificate (web address will begin with https)
6. All information to be as complete and as update to date as is provided by the client
7. Monitoring and updating of WordPress software and all links to be maintained and kept current
8. Website will be easy to navigate and be responsive for usage on mobile devices

9. Upon completion with the final payment ownership and copyright of the website will transfer to the IDA Newburgh.

**Website to include the following, per the Authorities Budget Office Policy Guidance:**

1. Report on Operations and Accomplishments, including a description of the authority's operations, completed and active projects, as well as any material changes in authority operations and programs. Current report to be updated annually within 90 days of the fiscal year as provided by the IDA and previous reports will remain on the site for two years.
2. Authority Mission Statement, to be reviewed annually by client and updated as needed by Design by Sue and kept on the website permanently
3. Performance Measures Report, updated measures to be provided by the IDA prior to the start of the fiscal year with the revised measures posted on the website at the at time. Updating of the report to be provided by Design by Sue as required by the IDA.
4. Schedule of Debt, updated information as provided by IDA will be posted within 90 days of the end of the fiscal year and maintained on an annual schedule as provided by the client. This information to remain on the website for two years.
5. List of Authority Board Members and Executive Management Team, to include all information required by the Authorities Budget Office Policy Guidance, to be kept on website permanently.
6. Personal and Real Property Transactions, to be updated annually and posted within 90 days of the end of fiscal year and kept on the website for two years.
7. Management's Assessment of the Authority's Internal Control Structure and Procedures, to include a description of operating and financial risks, to be updated annually and posted within 90 days of end of fiscal year. To be posted to the website for 2 years.
8. All information to be displayed on the website to be provided by the IDA within the required guideline times, allowing a minimum of two weeks for posting on the website.
9. Also include in this proposal is the registration of one domain name for one year if needed.

**C. Hosting of the above created website for one year, up to 2 GB of storage.**

**5. Project Schedule**

Website creation to begin upon the awarding of the bid and when the required information for the website is provided to Design by Sue. Expected completion, based on prompt replies from the IDA to requests for information is 3 months.

**6. Additional Requirement/Addition Terms and Conditions**

A final proposal will be provided after the bid is awarded and after the meeting with the IDA Board. At that time the final costs will be determined (as there may be changes to this bid request). A deposit of 35% will be due with the balance due upon completion of the website and before the site is opened to the public.

**7. Quote for services as described:**

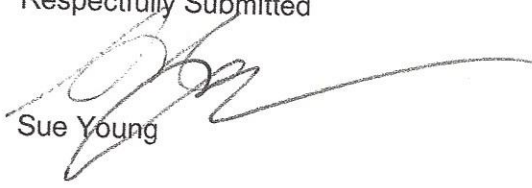
Logo Design: \$ 500

Creation of Website: \$ 4500

Maintenance of Website: \$ 500 annually

Hosting: \$ 375 annually

Respectfully Submitted



Sue Young



# NEWBURGH IDA PROPOSAL

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BRANDING & WEBSITE



volum8

OFFICE / 1 845 202 2206  
FAX / 1 253 669 8568  
EMAIL / [hello@volum8.co](mailto:hello@volum8.co)  
ADDRESS / 3 Wallkill Ave Montgomery NY 12549

May 30, 2017

Teri & Co.,

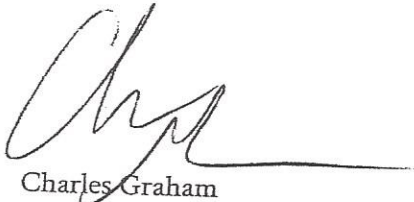
I would like to start out by saying that I was excited to receive this RFP. As a member of the Orange County Partnership Board, I have a personal interest in seeing our local economies become more successful and equitable. Nowhere is that more true, than in the City of Newburgh.

As a resident of the City, I experienced firsthand the need for responsible growth, restoration and development. I respect the IDA's purpose and would be honored to support it. Although my company is stationed down the street in Montgomery, we have our sights set on relocating to the City of Newburgh within the next year, and have already been working with a number of individuals, organizations and businesses there.

I feel that Newburgh is on the cusp of a true renaissance, but it still needs guidance. By working together, we can position the IDA to better guide development and spearhead meaningful projects, with a forward-thinking identity to champion what Newburgh will become. Now more than ever, an organization's website and brand speaks volumes for what it will accomplish. We have the experience and expertise to make sure the IDA is not only compliant with ABO requirements, but is recognized as a leader, speaking for the good of its community.

You will find this proposal structured as requested in the RFP with the addition of a project scope. Should there be any additional questions, please don't hesitate to reach out to me personally.

Sincerely,



Charles Graham  
President  
Volum8 Creative Inc.



# 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](mailto:hello@volum8.co)  
office: 845.202.2206  
fax: 253 669 8568

### CHARLES GRAHAM

email: [charlie@volum8.co](mailto:charlie@volum8.co)  
mobile: 845.820.5592

## II. DESCRIPTION OF FIRM / QUALIFICATIONS

### ABOUT VOLUM8 CREATIVE INC.

The team at Volum8 has a cumulative 65+ years of experience in web design and branding. Established in 2013, it was awarded "Startup of the Year" by the Orange County Chamber of Commerce in 2014 and has garnered a number of respects from industry awards as well. With offices in Middletown, Montgomery and a new headquarters slated for Newburgh in the near future, Volum8 is heavily embedded in the local community and has an outstanding reputation for quality and process.

Regionally, Volum8 hosts the Hudson Valley Tech Meetup quarterly at the SUNY Orange Kaplan Hall in Newburgh. The company also provides its services free-of-charge to local non-profits, such as the Hudson Valley Cancer Resource Center, as part of its culture of giving back, and works with local area schools to educate students on the topics of coding and design.

We are well-versed in working with government regulations for websites, having built several ADA compliant sites, including federally funded non-profits. Having worked with responsive design technologies since their inception, our websites are optimized for all devices and modern browsers, while remaining user-friendly for visitors and administrators alike. Our work with branding can be seen throughout the Hudson Valley for companies and organizations large and small.

### NEWBURGH CLIENTS

Newburgh Prep (branding)

Perreca Electric (web)  
<http://perreca.com/>

Construction Contractors Association (CCA) (branding / web)  
<https://www.ccahv.com/>

Newburgh Art + Industry (web)  
<http://newburghartandindustry.com/>

RBT, formerly Vanacore, DeBenedictus, DiGiovanni & Weddell (branding / web)  
<http://rbtcpas.com/>

## II. DESCRIPTION OF FIRM / QUALIFICATIONS

### ADDITIONAL WEBSITE EXAMPLES

New Hope Community  
<http://newhopecommunity.org/>

O'Keeffe & McCann LLP  
<http://omlawteam.com/>

Jeff Bank  
<https://www.jeffbank.com/>

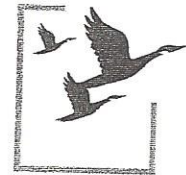
MNTM Engineering  
<http://mntm.co/>

Rosmarins Day Camp  
<http://www.rosmarinsdaycamp.com/>

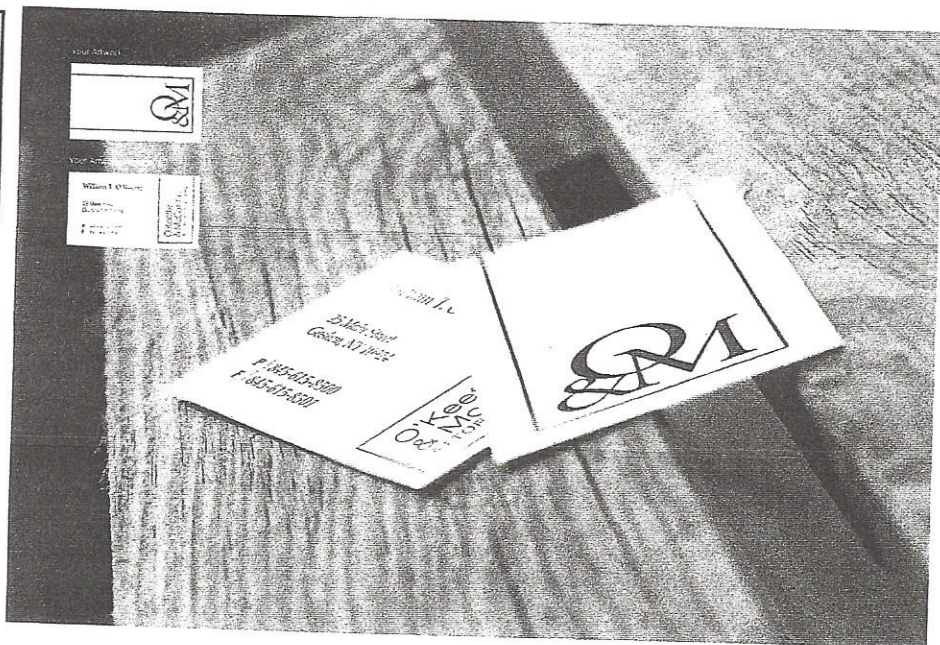
### BRANDING EXAMPLES



## II. DESCRIPTION OF FIRM / QUALIFICATIONS



O'Keeffe  
& McCann LLP.  
ATTORNEYS AT LAW



### 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
		<b>Total</b>	<b>\$16,440</b>

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

# VII. ADDITIONAL REQUIREMENTS

N/A

# PROJECT APPROVAL

I agree to the above scope of work and payment schedule and authorize the start of the project.

  
\_\_\_\_\_

Volum8 Creative Inc.

Charlie Graham / President    05/30/17

authorized person name/title    date

\_\_\_\_\_

client signature

\_\_\_\_\_

authorized person name/title    date



# THANK YOU FOR YOUR CONSIDERATION

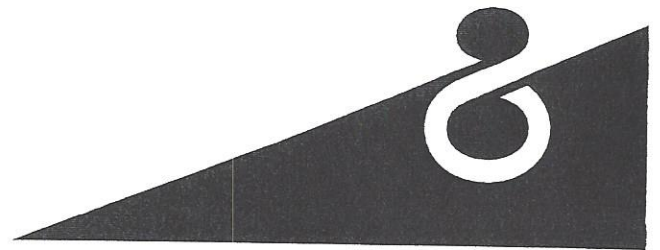
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**CHARLIE GRAHAM**

PRESIDENT / CREATIVE DIRECTOR

CELL / 1 845 820 5592

EMAIL / [charlie@volum8.co](mailto:charlie@volum8.co)



Board Retreat:

Proposal from Peter Fairweather, June 19, 21, 22, 26, 28, 29, 30 and July 11, 12, 13, 14 and later.  
Preference for Date, Time and Location.

Here are some key preparatory questions for the board members:

What is the mission of the IDA? It is guided by Article 18A GML.

*The mission of the City of Newburgh Industrial Development Agency is to advance the job opportunities, health, general prosperity, and economic welfare of the people of the City of Newburgh and to improve its recreation opportunities, prosperity, and standard of living, through the promotion, development, encouragement and assistance of industrial, manufacturing, warehousing, commercial, research, and recreation facilities, educational or cultural facilities, health care facilities and continuing care retirement communities, in the City of Newburgh.*  
*Mechanism to achieve Mission—Bonding authority, tax abatements and PILOTs.*

### Agenda Suggestions from Consultant

- What do they see as the most important role the IDA has to play in economic development in Newburgh?
- Who are the key partners for the IDA in that role?
- What are the biggest opportunities for the IDA to assist economic development in Newburgh?
- What are the biggest challenges for the IDA in promoting economic development in Newburgh?
- What is the role of IDA board members in economic development in Newburgh?
- What are the most important qualifications for a new director?
- What would success look like for the Newburg IDA?

The fee would be approximately \$2,500. I am assuming about 19 hours for preparation, conduct of the retreat and compilation of a retreat report. I would charge a rate of \$135/hour, slightly below my standard \$150/hour.

NOTES: