

NEWBURGH
IDA 
INDUSTRIAL DEVELOPMENT AGENCY
MINUTES OF BOARD MEETING
September 18, 2023

Present:

Board Members: Marlon Ramos, Chairman
Christina Amato, 1st Vice Chair
Gregory Nato, Secretary
Robin Yanyiah Pearson - Member

Excused: Michael Kelly, 2nd Vice Chair
Adam Pollick, Treasurer
Theresa Priester, Member

Staff: Cherisse Vickers, Executive Director

Counsel: Robert J. McLaughlin, Esq., Whiteman Osterman & Hanna

Guests: None.

1. **Roll Call:** Marlon Ramos, Chairman
2. **Proof of Meeting Notice:** Marlon Ramos, Chairman. Notice Sent and Accepted.

3. **Reading and Approval of June 12, 2023 Meeting Minutes:**

Regular Meeting: Minutes from the regular board meeting of June 12, 2023, were distributed to the board via e-mail.

Motion to approve June 12, 2023 regular meeting minutes as presented:

Mr. Nato: Motion to approve the minutes

Ms. Pearson: Motion seconded

VOTE: Unanimously adopted

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

Christina Amato presented the June Treasurer's Report to the board.

Motion to approve the June 2023 Treasurer's Report

Ms. Pearson: Motion to approve

Mr. Ramos: Motion seconded

VOTE: Unanimously passed

Motion to approve June 2023 Bill Payments

Mr. Nato: Motion to approve (Checks 1170, 1172-1177)

Ms. Pearson: Motion seconded

VOTE: Unanimously passed

Motion to approve the July 2023 Treasurer's Report

Mr. Ramos: Motion to approve

Mr. Nato: Motion seconded

VOTE: Unanimously passed

Motion to approve July 2023 Bill Payments

Mr. Ramos: Motion to approve (Checks 1178-79,1183,1187-90)

Ms. Pearson: Motion seconded

VOTE: Unanimously passed

Motion to approve the Aug 2023 Treasurer's Report – with the correction of the opening balance for operating account.

Mr. Nato: Motion to approve

Mr. Ramos: Motion seconded

VOTE: Unanimously passed

Motion to approve Aug 2023 Bill Payments

Mr. Pearson: Motion to approve (Checks 1192-95)

Mr. Nato: Motion seconded

VOTE: Unanimously passed

The board discussed having the Executive Director review which accounts should be interest bearing.

5. **Chairman's Report:**

The Chairman and other board members were able to visit the Foundry. The work is progressing at a good pace. The work is high quality. There is now a better approximation of when finalization will take place.

Chairman Ramos would also like to foster better communication with between the

Industrial Development Agency and the City of Newburgh. To that end the City Council and Mayor were invited to go on the tour.

The Chairman Ramos spoke about was the possibility of the Industrial Development Agency making an impact on the city of Newburgh community. Discussion included several ways to legally do that. One important thing to note is that the Industrial Development Agency cannot just donate money. The community benefit must be project related. He would like to explore deferring agency fees in exchange for community benefits from a potential developer.

Agency attorney, Robert McLaughlin, will continue to research appropriate ways the agency can support the community.

6. **Counsel's Report:**

Katherine Kemp is no longer employed by Whiteman, Osterman & Hanna, LLP. David Craft is the new attorney that is taking her place and will be attending the IDA monthly meetings when Robert McLaughlin, Esq. cannot.

There is nothing new to report on Scobie Drive.

There is no activity on the hotel site. They are still pursuing financing. There is the possibility of the Industrial Development Agency having to amend the agreement because of this.

Counsel provided board members copies of an ABO report on the Chautauqua Industrial Development Agency. He urged the Newburgh IDA board to have a look at it. It reports misuse of funds, giving unauthorized gifts, failing to report legally required items, having no board fiduciary duties, and much more. The Chautauqua IDA has been threatened with censure if there is no corrective action taken by their agency within 90 days.

7. **Executive Director's Report:**

Executive Director, Cherisse Vickers, attended some webinars during the summer. One particular webinar was quite applicable to the City of Newburgh. The webinar was focused on Utica, NY and how they positively welcome new migrants by putting policies and actions in place to help them. This is being done on a much larger scale than most other cities in New York State. It is an interesting occurrence for the City of Newburgh to examine.

The Murphy's Ditch easement was discussed. The City of Newburgh Industrial Development Agency received a long overdue back payment in the amount of \$55,000. Insurance has been provided by the Newburgh Plaza Association.

She is still working with the consultant the board chose in a previous meeting to revise the agency's Uniform Tax-Exempt Policy.

Ms. Vickers also met with Lakeland Bank during the summer to try to instill confidence in them to fund projects in Newburgh.

8. **Executive Session:**

Motion to enter into Executive Session to discuss issues related to personnel.

Ms. Amato: Motion made
Mr. Ramos: Motion seconded

Motion to end the Executive Session

Ms. Amato: Motion made
Mr. Ramos: Motion seconded

No decisions were made during Executive Session.

9. **New Business:**

Resolution # 2023-09-18-01 Extension of 2 Corwin Court Lease

Motion to enter into Executive Session to discuss issues related to the disposition of real property.

Ms. Amato: Motion made
Mr. Nato: Motion seconded

Motion to end the Executive Session

Ms. Amato: Motion made
Mr. Nato: Motion seconded

No decisions were made during Executive Session.

Based on questions the board has regarding this lease agreement, Ms. Amato proposed tabling this resolution. Mr. Nato seconded. It was unanimously approved.

Resolution # 2023-09-18-02 RFP for a Public Relations Firm

Mr. Nato: Motion made
Ms. Pearson: Motion seconded
VOTE: Resolution unanimously adopted

10. **Old Business:**

Ms. Vickers discussed responses for the RFP to create an agency website. Board members chose to extend the deadline till October 11 to allow other potential applicants to apply.

11. **Adjournment**

As there is no further business to come before the board, a motion to adjourn was made by Mr. Nato and seconded by Ms. Amato. Unanimously passed.

**CITY OF NEWBURGH INDUSTRIAL DEVELOPMENT AGENCY
TREASURER'S REPORT SEPT 18, 2023 MEETING
August**

OPERATING Account #2847

Opening Balance As of Aug 1, 2023 **\$30,000.83 X = Cleared Bank**
from bank statement

<u>Deposits</u>	<u>Payor</u>	<u>Amount</u>	<u>Remarks</u>
	8/1/2023 Orange Cty Dept of Finance	39,705.78 X	
	8/1/2023 AT&T	3,880.29 X	JULY CEL TOWER
	8/2/2023 Central Hudson	2,154.31 X	JULY CEL TOWER
	8/3/2023 Dish Network	600.00 X	JULY CEL TOWER
	8/17/2023 Murphys Ditch Easement	55,000.00 X	
	8/17/2023 T-Mobile	5,092.93 X	JULY CEL TOWER
	8/31/2023 Interest Income - Bank Error - Reversed Next Month	128.17 X	
	TOTAL DEPOSITS 2847	<u><u>\$106,561.48</u></u>	

<u>Disbursements</u>	<u>Check Date</u> <u>Payee</u>	<u>Amount</u>	<u>Remarks</u>
	1191 8/17/2023 VOID	0.00	VOID
	1192 8/17/2023 City of Newburgh	95.22	Inv #2023/26/0000001
	1193 8/17/2023 J&G Law	420.00	Inv #310364
	1194 8/17/2023 Philadelphia Insurance Co	1,520.00	Inv #2005930481
	1195 8/30/2023 Whiteman, Osterman & Hanna LLP	6,213.00	Inv #64889/893/346
	TOTAL CHECKS & DISBURSEMENTS 2847	<u><u>\$8,248.22</u></u>	

Closing Balance As of Aug 31, 2023 **\$128,314.09** **Op Acct #2847**

PAYROLL Acct #8243

Opening Balance As of Aug 1, 2023 **\$72,198.92**
Credit 8/31/2023 Interest Income - Bank Error - Reversed Next Month **63.22**
72,262.14

Debit	8/4/2023 Payroll Fees month July 2023	55.14	
Debit	8/8/2023 Net Pay (part of gross wages)	3,179.51	7/24 - 8/6/23
Debit	8/8/2023 Employer Payroll Tax + Employee WH (part of gross wages)	1,135.15	7/24 - 8/6/23
Debit	8/23/2023 Net Pay (part of gross wages)	2,767.63	8/07 - 8/24/23
Debit	8/23/2023 Employer Payroll Tax + Employee WH (part of gross wages)	964.52	8/07 - 8/24/23
	Total Monthly Payroll Expense	<u><u>8,101.95</u></u>	

Closing Balance As of Aug 31, 2023 **\$64,160.19** **Payroll Acct #2843**

APPLICATIONS FUND Account #2855			
Opening Balance	As of Aug 1, 2023	\$14,137.50	
	Interest Income - Bank Error - Reversed Next Month	<u>\$13.94</u>	
Closing Balance	As of Aug 31, 2023	<u>\$14,151.44</u>	App Fund Acct #2855
LESSOR/TENANT Account #2863			
Opening Balance	As of Aug 1, 2023	\$2,400.00	
	Interest Income - Bank Error - Reversed Next Month	<u>\$2.37</u>	
Closing Balance	As of Aug 31, 2023	<u>\$2,402.37</u>	Lessor Acct #2863
LABOR MONITORING Account #7072			
Opening Balance	As of Aug 1, 2023	\$15,000.00	
	Interest Income - Bank Error - Reversed Next Month	<u>\$14.79</u>	
Closing Balance	As of Aug 31, 2023	<u>\$15,014.79</u>	Labor Monitor Acct #2863
MONEY MARKET Account #2871			
Opening Balance	As of Aug 1, 2023	1,215,013.32	
Interest Income	8/31/2023	3,771.53 Interest	
Closing Balance	As of Aug 31, 2023	<u>\$1,218,784.85</u>	MM Acct #2871
LAKELAND BANK Account #4346			
Opening Balance	As of Aug 1, 2023	0.00	
Closing Balance	As of Aug 31, 2023	<u>0.00</u>	LAKELAND BANK Account #4346
LAKELAND BANK Account #5683			
Opening Balance	As of Aug 1, 2023	4,000,000.00	
Closing Balance	As of Aug 31, 2023	<u>4,000,000.00</u>	LAKELAND BANK Account #5683

CITY OF NEWBURGH INDUSTRIAL DEVELOPMENT AGENCY
TREASURER'S REPORT SEPT 18, 2023 MEETING
JULY

OPERATING Account #2847

Opening Balance As of July 1, 2023 **\$154,001.50 X = Cleared Bank**
from Bank Statement

<u>Deposits</u>	<u>Date</u> <u>Payor</u>	<u>Amount</u>	<u>Remarks</u>
	7/3/2023 AT&T	3,880.29 X	JUNE CEL TOWER
	7/5/2023 Central Hudson	2,154.31 X	JUNE CEL TOWER
	7/6/2023 Dish Network	600.00 X	JUNE CEL TOWER
	7/12/2023 T-Mobile	5,076.64 X	JUNE CEL TOWER
	7/12/2023 Orange County	277,940.46 X	
	TOTAL DEPOSITS 2847	<u><u>\$289,651.70</u></u>	

<u>Disbursements</u>	7/13/2023 TRANSFER OUT	300,000.00	TO MONEY MARKET ACCOUNT
	7/26/2023 TRANSFER OUT	96,705.00	TO MONEY MARKET ACCOUNT

<u>Check Number</u>	<u>Check Date</u> <u>Payee</u>	<u>Amount</u>	<u>Remarks</u>
1178	7/5/2023 Cherisse Vickers	60.74	
1179	7/5/2023 Lanc&Tully PC	1,492.50	Inv #154244
1180-1182	7/0/2023 VOID	0.00	VOID
1183	7/11/2023 NYS Dept of Labor	77.76	NYS UI underpayment
1184-1186	7/0/2023 VOID	0.00	VOID
1187	7/26/2023 J&G Law	330.00	Inv #309597
1188	7/26/2023 ODP Business Solutions	240.78	Inv #322276486001
1189	7/26/2023 Whiteman, Osterman, & Hanna, LLP	5,175.24	Inv #643404, 406, 407, 410
1190	7/28/2023 Storage Boss, LLC	1,080.00	
	TOTAL CHECKS & DISBURSEMENTS 2847	<u><u>\$405,162.02</u></u>	

Closing Balance As of July 31, 2023 **\$38,491.18**

PAYROLL Acct #8243

Opening Balance As of July 1, 2023 **\$80,554.93**

<u>Debit</u>	<u>Debit Date</u> <u>Payroll Expense</u>	<u>Amount</u>	<u>Payroll Period</u>
Debit	7/7/2023 Payroll Fees month June 2023	55.14	
Debit	7/12/2023 Net Pay (part of gross wages)	3,157.04	6/26-7/9/23
Debit	7/12/2023 Employer Payroll Tax + Employee WH (part of gross wages)	1,161.02	6/26-7/9/23
Debit	7/26/2023 Net Pay (part of gross wages)	2,929.73	7/10-7/23/23
Debit	7/26/2023 Employer Payroll Tax + Employee WH (part of gross wages)	1,053.08	7/10-7/23/23

	Total Monthly Payroll Expense	<u><u>8,356.01</u></u>	
Closing Balance	As of July 31, 2023	<u><u>\$72,198.92</u></u>	Payroll Acct #2843
APPLICATIONS FUND Account #2855			
Opening Balance	As of July 1, 2023	\$14,137.50	
		\$0.00	
Closing Balance	As of July 31, 2023	<u><u>\$14,137.50</u></u>	App Fund Acct #2855
LESSOR/TENANT Account #2863			
Opening Balance	As of July 1, 2023	\$2,400.00	
		\$0.00	
Closing Balance	As of July 31, 2023	<u><u>\$2,400.00</u></u>	Lessor Acct #2863
LABOR MONITORING Account #7072			
Opening Balance	As of July 1, 2023	\$15,000.00	
		\$0.00	
Closing Balance	As of July 31, 2023	<u><u>\$15,000.00</u></u>	Labor Monitor Acct #2863
MONEY MARKET Account #2871			
Opening Balance	As of July 1, 2023	4,808,570.05	
TRANSFER OUT		4,000,000.00	TO LAKELAND BANK
		30.00	Wire Transfer Fee
	TOTAL DISBURSEMENTS	<u><u>4,000,030.00</u></u>	
TRANSFER IN	7/13/2023	300,000.00	FROM OPERATING ACCOUNT
TRANSFER IN	7/26/2023	96,705.00	FROM OPERATING ACCOUNT
Interest Income	7/31/2023	9,768.27	Interest Received From Bank
	TOTAL DEBITS DEPOSITS	<u><u>406,473.27</u></u>	
Closing Balance	As of July 31, 2023	<u><u>\$1,215,013.32</u></u>	MM Acct #2871
LAKELAND BANK Account #5836			
Opening Balance	As of July 1, 2023	0.00	
Closing Balance	As of July 31, 2023	<u><u>\$0.00</u></u>	LAKELAND BANK Account #5836

LAKELAND BANK Account #5863

Opening Balance

As of July 1, 2023

0.00

TRANSFER IN

7/19/2023

4,000,000.00

FROM OPERATING ACCOUNT

Closing Balance

As of July 31, 2023

0.00

LAKELAND BANK Account #4346

4,000,000.00

**CITY OF NEWBURGH INDUSTRIAL DEVELOPMENT AGENCY
TREASURER'S REPORT SEPT 18, 2023 MEETING
JUNE**

OPERATING Acct #2847

OPERATING Acct #2847

Opening Balance
from Bank Statement

As of June 1, 2023

\$146,706.30 X = Cleared Bank

Deposits

<u>Date</u>	<u>Payor</u>	<u>Amount</u>
6/1/2023	AT&T	3,767.28 X
6/2/2023	Central Hudson	2,154.31 X
6/8/2023	Dish Network	600.00 X
6/9/2023	T-Mobile	5,076.64 X
TOTAL DEPOSITS 2847		<u><u>\$11,598.23</u></u>

Remarks
APR CEL TOWER
APR CEL TOWER
APR CEL TOWER
APR CEL TOWER

Disbursements

<u>Check Number</u>	<u>Check Date</u>	<u>Payee</u>	<u>Amount</u>
1170	6/2/2023	Cornerstone Residence LP	200.00
1171	6/0/2023	VOID	0.00
1172	6/6/2023	City of Newburgh	350.94
1173	6/8/2023	J&G Law. LLP	1,376.79
1174	6/12/2023	Ms. Fairfax	225.98
1175	6/26/2023	Hudson Valley Press	56.28
1176	6/26/2023	PKF O'Connor, Davies	2,375.00
1177	6/26/2023	Whiteman, Osterman & Hanna LLP	12,793.15
TOTAL CHECKS & DISBURSEMENTS 2847			<u><u>17,378.14</u></u>

Remarks
VOID
Inv #2022/31/0000058
Inv #2308743
Receipt
Inv #40799
Inv #731954
Inv #63351/633515/638943/638945/638946

Closing Balance

As of June 31, 2023

\$140,926.39

PAYROLL Acct #8243

Opening Balance

As of June 1, 2023

\$89,547.92

Debit		Payroll Fee for May services	55.14
Debit	6/14/2023	Net Pay (part of gross wages)	3,246.86 05/29-06/11/2023
Debit	6/14/2023	Employer Payroll Tax + Employee WH (part of gross wages)	1,205.30 05/29-06/11/2023
Debit	6/27/2023	Net Pay (part of gross wages)	3,269.30 06/12-06/25/2023
Debit	6/27/2023	Employer Payroll Tax + Employee WH (part of gross wages)	1,216.39 06/12-06/25/2023
TOTAL JUNE PAYROLL EXPENSE			<u><u>8,992.99</u></u>

Closing Balance

As of June 30, 2023

80,554.93

PAYROLL Acct #8243

APPLICATIONS FUND Acct #2855

Opening Balance

As of June 1, 2023

\$14,137.50

\$0.00

Closing Balance

As of June 30, 2023

\$14,137.50**APPLICATIONS FUND Account #2855****LESSOR/TENANT Acct #2863**

Opening Balance

As of June 1, 2023

\$2,400.00

\$0.00

Closing Balance

As of June 30, 2023

\$2,400.00**LESSOR/TENANT Acct #2863****LABOR MONITORING Acct #7072**

Opening Balance

As of June 1, 2023

\$15,000.00

\$0.00

Closing Balance

As of June 30, 2023

\$15,000.00**LABOR MONITORING Account #7072****MONEY MARKET Acct #2871**

Opening Balance

As of June 1, 2023

4,794,973.34

Interest Income

13,596.71

Closing Balance

As of June 30, 2023

4,808,570.05**MONEY MARKET Acct #2871****MONEY MARKET Acct #2871**

CITY OF NEWBURGH
INDUSTRIAL DEVELOPMENT AGENCY

Resolution No. 2023-09-18-01

RESOLUTION AUTHORIZING THE AGENCY TO ENTER INTO A RENEWAL OF A LEASE AGREEMENT

A regular meeting of City of Newburgh Industrial Development Agency (the “Agency”) was convened in public session at City Hall, 83 Broadway, Newburgh, New York on September 18, 2023, at 6:00 o'clock p.m., local time.

The meeting was called to order by the Chair of the Agency and, upon roll being called, the following members of the Agency were:

PRESENT:

Marlon Ramos	Chairperson
Christina Amato	First Vice Chairperson
Gregory Nato	Secretary
Robin Yanyiah Pearson	Member

ABSENT:

Michael Kelly	Second Vice President
Adam Pollick	Treasurer
Theresa Priester	Member

AGENCY STAFF PRESENT INCLUDED THE FOLLOWING:

Cherisse Vickers	Executive Director
Robert J. McLaughlin, Esq.	Agency Counsel

The following resolution was offered by _____, seconded by _____, to wit:

WHEREAS, the City of Newburgh Industrial Development Agency (the “Agency”) is authorized and empowered by the provisions of Chapter 1030 of the 1969 Laws of New York, constituting Title 1 of Article 18-A of the General Municipal Law, Chapter 24 of the Consolidated Laws of New York, as amended (the “Enabling Act”) and Chapter 577 of the 1982 Laws of New York, as amended, constituting Section 913 of said General Municipal Law (said Chapter and the Enabling Act being hereinafter collectively

referred to as the “Act”) to promote, develop, encourage and assist in the acquiring, constructing, reconstructing, improving, maintaining, equipping and furnishing of industrial, manufacturing, warehousing, commercial, and research and recreation facilities, among others, for the purpose of promoting, attracting and developing economically sound commerce and industry to advance the job opportunities, health, general prosperity and economic welfare of the people of the State of New York, to improve their prosperity and standard of living, and to prevent unemployment and economic deterioration; and

WHEREAS, to accomplish its stated purposes, the Agency is authorized and empowered under the Act to make contracts and leases, and to execute all instruments necessary or convenient to or with any person, firm, partnership or corporation, either public or private; and

WHEREAS, the Agency is the owner of that certain real property commonly know as 2 Corwin Court in the City of Newburgh, State of New York (the “Property”); and

WHEREAS, the Newburgh Teachers Federal Credit Union, n/k/a Heritage Financial Credit Union (the “Tenant”) has occupied the Property since on or about September 1983 pursuant to a written lease(the “Lease Agreement”); and

WHEREAS, the Tenant has exercised an option under the Lease Agreement to extend the term thereof and the Agency has considered such an extension in accordance with the form attached hereto as Exhibit A; and

WHEREAS, the Board of the Agency has determined that is it in the best interest of the Agency to enter into the Lease Agreement.

NOW, THEREFORE, BE IT RESOLVED BY THE MEMBERS OF THE CITY OF NEWBURGH INDUSTRIAL DEVELOPMENT AGENCY, AS FOLLOWS:

Section 1. The Agency hereby approves the extension of the Lease Agreement in the form attached hereto as Exhibit A. Notwithstanding the foregoing, the Agency’s approval shall be subject to the Agency’s submission of a Notice of Disposition of Property by Negotiation to the Authorities Budget Office pursuant to Section 2897(6)(d) of the New York Public Authorities Law, if applicable.

Section 2. The Chairperson or the Executive Director of the Agency is hereby authorized, on behalf of the Agency, to execute and deliver the Lease Agreement.

Section 3. The Chairperson and the Executive Director of the Agency are each hereby authorized to take all reasonable actions necessary to implement the provisions hereof.

Section 4. This Resolution shall take effect immediately.

The question of the adoption of the foregoing resolution was duly put to vote on roll call, which resulted as follows:

Marlon Ramos	VOTING	
Christina Amato	VOTING	
Michael Kelly	VOTING	ABSENT
Adam Pollick	VOTING	ABSENT
Gregory Nato	VOTING	
Theresa Priester	VOTING	ABSENT
Robin Yanyiah Pearson	VOTING	

The foregoing resolution was thereupon declared duly adopted.

TABLED

STATE OF NEW YORK)
) SS.:
COUNTY OF ORANGE)

I, the undersigned Secretary of City of Newburgh Industrial Development Agency (the “Agency”), do hereby certify that I have compared the foregoing extract of the minutes of the meeting of the members of the Agency held on September 18, 2023 with the original thereof on file in my office, and that the same is a true and correct copy of said original and of the whole of said original so far as the same relates to the subject matters therein referred to.

I FURTHER CERTIFY that (A) all members of the Agency had due notice of said meeting; (B) said meeting was in all respects duly held; (C) pursuant to Article 7 of the Public Officers Law (the “Open Meetings Law”), said meeting was open to the general public, and due notice of the time and place of said meeting was given in accordance with such Open Meetings Law; and (D) there was a quorum of the members of the Agency present throughout said meeting.

I FURTHER CERTIFY that, as of the date hereof, the attached Resolution is in full force and effect and has not been amended, repealed or rescinded.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed the seal of the Agency this ___ day of September, 2023.

Secretary

(SEAL)

EXHIBIT A

TABLED

NEWBURGH
IDA 
INDUSTRIAL DEVELOPMENT AGENCY

August ____, 2023

Via First-Class Mail & E-Mail

Heritage Financial Credit Union
Attn: Kimberly Miller
25 Rykowski Lane,
Middletown NY, 10941
(kimberly.miller@contacthf.com)

RE: Lease Agreement, dated as of September 23, 1983 (the “Lease”), by and between City of Newburgh Industrial Development Agency (the “IDA”) and Newburgh Teachers Federal Credit Union, n/k/a, Heritage Financial Credit Union (the “Company”)

Dear Kimberly,

With respect to the above-referenced Lease, this letter shall serve as confirmation that the Term of the Lease is hereby extended in accordance with Section 4.4(b) thereof for an additional period of twenty (20) years, to commence on November 1, 2023, and expire on October 31, 2043.

All other terms and provisions of the Lease shall remain unmodified and in full force and effect. Should you have any questions, please do not hesitate to reach out.

Sincerely

**CITY OF NEWBURGH INDUSTRIAL
DEVELOPMENT AGENCY**

By: _____

Name:

Its:

CITY OF NEWBURGH
INDUSTRIAL DEVELOPMENT AGENCY

Resolution No. 2023-09-18-02

**RESOLUTION AUTHORIZING THE AGENCY
TO ISSUE A REQUEST FOR PROPOSALS**

A regular meeting of City of Newburgh Industrial Development Agency (the “Agency”) was convened in public session at City Hall, 115 Broadway, Newburgh, New York on September 18, 2023, at 6:00 o'clock p.m., local time.

The meeting was called to order by the Chair of the Agency and, upon roll being called, the following members of the Agency were:

PRESENT:

Marlon Ramos	Chairperson
Christina Amato	First Vice Chairperson
Gregory Nato	Secretary
Robin Yanyiah Pearson	Member

ABSENT:

Michael Kelly	Second Vice President
Adam Pollick	Treasurer
Theresa Priester	Member

AGENCY STAFF PRESENT INCLUDED THE FOLLOWING:

Cherisse Vickers	Executive Director
Robert J. McLaughlin, Esq.	Agency Counsel

The following resolution was offered by Gregory Nato, seconded by Robin Yanyiah Pearson, to wit:

WHEREAS, the City of Newburgh Industrial Development Agency (the “Agency”) is authorized and empowered by the provisions of Chapter 1030 of the 1969 Laws of New York, constituting Title 1 of Article 18-A of the General Municipal Law, Chapter 24 of the Consolidated Laws of New York, as amended (the “Enabling Act” or the “Act”) and Chapter 577 of the 1982 Laws of New York, as amended, constituting Section 913 of said General Municipal Law (said Chapter and the Enabling Act being hereinafter collectively referred to as the “Act”) to promote, develop, encourage and assist in the acquiring, constructing, reconstructing, improving, maintaining, equipping and furnishing of industrial, manufacturing, warehousing, commercial, and research and recreation facilities, among others, for the purpose of promoting, attracting and developing economically sound commerce and industry to advance the job opportunities, health, general prosperity and economic welfare of the people of the State of New

York, to improve their prosperity and standard of living, and to prevent unemployment and economic deterioration; and

WHEREAS, Section 858 of the New York General Municipal Law authorizes the Agency to enter into certain contracts in furtherance of its general purposes; and

WHEREAS, the Agency now desires to issue a Request for Proposal (the "RFP") seeking proposals from qualified Branding, Marketing and Advertising firms.

NOW, THEREFORE, BE IT RESOLVED BY THE MEMBERS OF THE CITY OF NEWBURGH INDUSTRIAL DEVELOPMENT AGENCY, AS FOLLOWS:

Section 1. The Agency hereby approves and issues the Request for Proposals for Branding, Marketing and Advertising firms substantially in the form attached hereto as **Exhibit A** and in a form to be developed by the Executive Director and approved by the Finance Committee.

Section 2. The Chairperson is hereby authorized to take all reasonable actions necessary to implement the provisions thereof.

Section 3. This Resolution shall take effect immediately.

STATE OF NEW YORK)
) SS.:
COUNTY OF ORANGE)

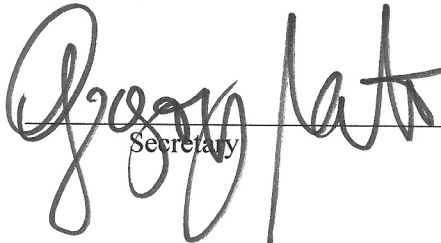
I, the undersigned Secretary of City of Newburgh Industrial Development Agency (the "Agency"), do hereby certify that I have compared the foregoing extract of the minutes of the meeting of the members of the Agency held on September 18, 2023 with the original thereof on file in my office, and that the same is a true and correct copy of said original and of the whole of said original so far as the same relates to the subject matters therein referred to.

I FURTHER CERTIFY that (A) all members of the Agency had due notice of said meeting; (B) said meeting was in all respects duly held; (C) pursuant to Article 7 of the Public Officers Law (the "Open Meetings Law"), said meeting was open to the general public, and due notice of the time and place of said meeting was given in accordance with such Open Meetings Law; and (D) there was a quorum of the members of the Agency present throughout said meeting.

I FURTHER CERTIFY that, as of the date hereof, the attached Resolution is in full force and effect and has not been amended, repealed or rescinded.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed the seal of the Agency this ___ day of September, 2023.

(SEAL)

 10.16.23
Secretary



83 Broadway, 3rd Floor, Newburgh, NY 12550
(845) 569-7369
idadirector@cityofnewburgh-ny.gov

REQUEST FOR PROPOSAL

For

Branding Marketing and Advertising Services

Issued: xx

Submittal Deadline: Received by 12 Noon, via e-mail, hand delivery, courier, USPS Mail or Overnight Mail, September x, 2023

Bid Announcement: Upon selection of finalist

Project Start: Upon execution of contract

Introduction and Background:

The City of Newburgh Industrial Development Agency (the “Agency”) seeks qualified firms and/or persons to provide certain branding, advertising and marketing services to encourage business investment in the City of Newburgh in furtherance of the Agency’s mission to support and promote economic development and employment opportunities by attracting new companies and industries, as well as assisting current businesses to grow and expand.

The Agency is a public benefit corporation of the State of New York created in 1982 pursuant to Article 18A of the General Municipal Law. Industrial Development Agencies are authorized to promote, develop, encourage and assist in the acquiring, constructing, reconstructing, improving, maintaining, equipping and furnishing industrial, manufacturing, warehousing, commercial, research, recreational and other facilities and thereby advance the job opportunities, health, general prosperity and economic welfare of the people of the State of New York and improve their recreation opportunities, prosperity and standard of living.

The Agency has appointed the Executive Director, Cherisse Vickers, as Procurement Officer for this project. The Procurement Officer will act as the point of contact. If there are any questions concerning this RFP, please e-mail idadirector@cityofnewburgh-ny.gov.

Scope of Services

The successful respondent or respondents (the “Contractor”) shall be required from time to time upon request of the Agency to:

1. Develop branding, marketing, and advertising plans that support the Agency’s marketing objectives and strategies,
2. Create an integrated advertising campaign strategy that may include, but will not be limited to, the following:
 - Strategic Public Relations (PR) Planning: Develop a comprehensive PR strategy that aligns with the Agency’s organizational goals and objectives.
 - Media Relations: Assist the Agency in building and maintaining strong relationships with relevant media outlets and journalists
 - Content Creation: Generate press releases, articles, pamphlets, and other content for distribution to various media channels.
 - Social Media Management: Manage the Agency’s social media accounts, create compelling content, and engage with our online community.
 - Crisis Communication: Upon request of the Agency, develop a crisis communication plan and provide guidance in managing any potential PR crises.
 - Event Promotion: Assist the Agency in promoting and managing PR for key events and other significant milestones.
 - Monitoring and Reporting: Upon request of the Agency, monitor media coverage and provide comprehensive reports on PR efforts' effectiveness.
 - Spokesperson Training: Offer media training to key Agency spokespeople for interviews and public appearances.

3. Additional services as may be required by the Agency in the execution of the Agency's marketing objectives and strategies including:
 - a. Strategic planning
 - b. Government agency compliance
 - c. Market research and analysis
 - d. Lead generation and qualification
 - e. Coordination with other Agency contractors and partners.

Submission Guidelines

Paper copies are appreciated. Please email a copy of your submission by xx xx, 2023

Qualifications

Please provide a brief professional history and examples of work done for other New York Industrial Development Agency's or similar government institutions along with the following information:

- Contact person
- Title
- Company name and address
- Company website
- Direct telephone / mobile phone
- Proposal must contain the signature of a duly authorized agent of the company submitting the proposal

Cancellation

Any violation of the terms, conditions, requirements and/or non-performance of the agreement resulting from this RFP may result in immediate cancellation and nonpayment of any remaining amounts due. The agreement may be cancelled by the Agency for any reason(s) upon five-day' written notice. The Agency reserves the right to not accept any bid submitted. The Agency also reserves the right to not select any bid for this project.

Additional Requirements / Additional Terms and Conditions

The finalist must comply with all Federal, State, Orange County, New York and City of Newburgh, New York statues and codes as may be applicable to the scope of work detailed herein, including all labor laws.

Proposal and price must remain valid for three (3) months.

Respondents not incorporated in the State of New York shall produce a Certificate to do Business in the State of New York from the New York Secretary of State.