

Hamburg New York Land Development Corporation

**Board of Directors Meeting
January 24, 2017
Robert Chesbro Conference Room**

Present

Tom Moses
Patti Paul
Lou McDonald
Bob Reynolds
Janet Plarr

Excused

Cameron Hall
Norma Rusert-Kelly
Jeff Brylski
Wence Valentin

Guests

Nathan Neill
Craig Cwick

Executive Director

Michael J. Bartlett

Deputy Director

Olivia Hill

- Move to open the Board of Directors meeting at 8:16 am.

- As with the IDA, the retirement of Mary Dosch, the Corporation's CFO, necessitates the appointing of a new CFO. Samantha Tarczynski, Mary's replacement, has agreed to serve as the Land Development Corporation's CFO and be a signer on the Corporation's bank accounts with M&T Bank.

RESOLUTION OF THE HAMBURG NEW YORK LAND DEVELOPMENT CORPORATION APPOINTING SAMANTHA TARCZYNSKI AS CHIEF FINANCIAL OFFICER AND AUTHORIZING HER AS A SIGNATORY ON THE CORPORATION BANK ACCOUNTS

Moved: Janet Plarr

Seconded: Patti Paul

Ayes: Moses, Reynolds, McDonald, Plarr, Paul

Nays: none

Carried

- Olivia Hill spoke with the Board in regard to the marketing of the Lake Erie Commerce Center (LECC). Among the ideas discussed were Statebook, which is used by site selectors and businesses to research potential site locations. The service is free to all NYSEDC members. We have a microsite on Statebook that needs to be developed. Also discussed was using Facebook, what promotions were available, and the costs.

Other marketing opportunities were discussed such as a short video for our website using drones for aerial shots, a marketing event on site with local developers, site selectors, realtors, etc. and working closer with Invest Buffalo Niagara's marketing efforts.

Finally, a breakdown of the Publicity Budget was discussed. It was agreed that once we had a better handle on costs, the Publicity Budget may need to be increased.

The Board thanked Olivia for her good work and the Agency will begin to move forward in implementing the plan.

- **Motion** to approve the minutes from the December 20, 2016 Board of Directors meeting

Moved: Patti Paul

Seconded: Bob Reynolds

Ayes: Moses, McDonald, Plarr, Paul, Reynolds

Nays: none

Carried

- **Motion** to approve the December 2016 Treasurer's Reports

Moved: Lou McDonald

Ayes: Moses, Reynolds, Paul, McDonald, Plarr

Nays: none

Carried

Seconded: Janet Plarr

- **Motion** to adjourn at 8:30 am

Moved: Patti Paul

Ayes: Moses, Plarr, Reynolds, Paul McDonald

Nays: none

Carried

Seconded: Lou McDonald

Sincerely,

Michael J. Bartlett
Executive Director