

Frank S. Venezia
Chairman

Sam Messina
Secretary

Robert B. Ward
Assistant Secretary

Pamela Clark Robbins
Treasurer

Joanne Cunningham
Member

Joseph P. Richardson
Member

Brian T. Stenson
Member

TOWN OF BETHLEHEM

Albany County - New York

INDUSTRIAL DEVELOPMENT AGENCY

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MINUTES OF THE IDA MEETING December 18, 2007

A meeting of the Town of Bethlehem Industrial Development Agency was convened in public session in the Bethlehem Town Hall, 445 Delaware Ave., Delmar, New York at 8:00 a.m., on Tuesday, December 18, 2007.

Attendance was recorded as follows:

<u>Board Members Present</u>	<u>Board Members Absent</u>	<u>Counsel Present</u>	<u>Town Staff Present</u>	<u>Others Present</u>
Frank Venezia Sam Messina Robert Ward Joanne Cunningham Pamela Clark Robbins Joseph Richardson	Brian Stenson	Thomas Connolly Joe Scott	George Leveille Judith Kehoe Deborah Kitchen Terrence Ritz	Tom Nardacci Kathy Sikule

Chairman Venezia called the meeting to order.

APPROVAL OF MINUTES

The minutes of the November 20, 2007 meeting will be considered at the January 15, 2008 meeting.

OLD BUSINESS

Project Updates Report

Vista Technology Campus

Mr. Leveille reported that BBL Development has prepared a new design for the project's infrastructure. It is anticipated that BBL will contact the Agency to discuss bonding for phase one of the project. Phase one is expected to include construction of the main road that will run through the campus as well approximately 250,000 square feet of retail space. The projected mix of occupants includes two banks, two free-standing coffee vendors, a high-end restaurant, a 100,000 square foot professional office building, condominiums and a small strip plaza that may include an organic food store. It is understood that technology businesses will be in the rear of the park while service and retail businesses will be located closer to the highway. The Town is working with BBL on the financing for the Special Assessment Districts. The Town may issue bonds backed by a letter of credit from the developer.

Empire Merchants North (EMN) – 218 West Yard Road

Empire Merchants North, a distributor of wine and spirits from all over the world to bars, restaurants and stores in upstate NY, is considering a proposal to relocate its Kingston and Colonie facilities to a warehouse owned by

NY Realty Partners, LP. , located at 218 West Yard Road, Selkirk. The building would be modified to include 30,000 square foot of office space. EMN would occupy 315,000 sq. ft. of the building and employ 275 to 300 people. The company would invest approximately \$6.5 million dollars in a new operating system and \$3.5 million dollars in new real estate. The project would qualify for a tax abatement program that bridges the Tier I and Tier II tax abatements. EMN has not made a decision regarding the proposal.

Selkirk Ventures / Galesi Management - World Logistics Group - Rail Assistance - 158 West Yard Road

Selkirk Ventures has submitted plans for a project located at 158 West Yard Road, Selkirk, including installation of rail siding and a 90,000+ square foot, one-story addition to the existing 350,000 square foot warehouse. The project will require site plan approval.

The current tenant, World Logistics Group, has committed to leasing the existing building if Empire Zone Approval is granted. The County Empire Zone Board approved the designation; however, it will need to be passed by the Legislature in January before NYS gives final approval as a regionally significant warehousing distribution firm.

Major Planning Initiatives Report

Delaware Ave. Linkage Study (DALIS)

The Capital District Transportation Committee (CDTC) is a funding partner for the project. The area of focus runs between Elsmere Avenue and Adams Place. Some of the items to be considered are: intersection improvements, traffic flow and pedestrian improvements. A committee has been selected and it is anticipated that the project will kick off in early 2008.

Local Waterfront Revitalization Plan (LWRP-WAC)

The LWRP has been submitted to NYS Dept. of State for review. The document will be modified to incorporate comments from NYS DOS and other State Agencies. The document reinforces that development in that corridor is okay and acknowledges the Job Corps site as a potential location for something positive to happen.

Route 9W Corridor Study Committee (Rt9WCS)

The committee was scheduled to meet on December 13, 2007 but was unable to do so because of a snowstorm. The date of the next meeting has not yet been confirmed. The committee will also host another public meeting to discuss the recommendations. The project will require funding in order to implement the recommendations related to intersection improvements. Final recommendations will be presented to the Town Board.

Marketing Committee Report

Summary of “Strategic Communications Plan”

Tom Nardacci of Gramercy Communications presented the Bethlehem Industrial Development Agency Strategic Communications Plan. The document includes key recommendations and strategies that can be used to enhance public relations, marketing and advertising efforts on behalf the Town of Bethlehem. The document includes budget parameters as well as a creative brief which summarizes the ideas the Town would like to promote. It also includes a list of “key influencers” who are sensitive to economic developments taking place within the region. Mr. Nardacci stated that the document should be reviewed on an annual basis and that a branding campaign may prove to be beneficial. The marketing effort will be a partnership between the Town, the IDA and the Chamber of Commerce. The Agency will be responsible for the overall marketing strategy. Mr. Richardson stated that the marketing meetings were helpful in determining who would take responsibility for the marketing effort given the limited budget.

Next Steps / Economic Development Newsletter

Mr. Leveille reported that the Agency intends to send out monthly bulletins which contain general information about the economic developments taking place in Bethlehem. Special edition bulletins will be issued as well. The bulletins will target key audiences such as residents and business owners, as well as individuals who

influence business decisions. Kathy Sikule, of Brownstone Graphics, will help to create a consistent look for the message. Tom Connolly will develop material and copy for the newsletters. Terry Ritz will provide demographic and geographic information related to the Town. George Leveille will fulfill the editorial role. Debbie Kitchen will manage the database and distribution efforts. The Bethlehem Chamber staff will assist with building the database. The first edition is scheduled to go out on February 1st. The bulletin will be two sided. The back of the document will feature an area of interest within the Town.

The bulletin text will also appear in the Town's monthly e-newsletter and readers will have an opportunity to sign up to receive the IDA newsletter electronically. Joanne Cunningham suggested that the committee consider web advertising as a venue. Ms. Robbins noted that the public relations piece needs further development - - including close monitoring of the editorial calendar.

Review Agency Fees

Mr. Stenson, Mr. Richardson and Mr. Connolly met to discuss the Agency fees. The committee recommended the following changes:

- Increase the application fee to \$500.00.
- Charge a minimum fee of \$250.00 for modifying an application defined as a transaction, which entails significant revisions to the documents. Total fee to be determined by the Agency.
- Set a fee for all bond issuances and straight leases at .75 basis points, or .50 basis points for charitable non-profit organizations that directly support enhanced high-priority services critical to Bethlehem, e.g., low income/affordable housing as determined by the agency.

Resolution 2007-08 – Amendments to the Fee Schedule

Upon motion of Mr. Richardson, seconded by Mr. Ward, and unanimously approved by all members present, the attached resolution was adopted.

The committee also presented the following fee for consideration but no action was taken:

- Annual administrative or service fee for all revenue bond issues.

2008 Service Agreement

Mr. Connolly reported that the Town Board approved the 2008 Service Agreement.

NEW BUSINESS

There was no new business to discuss.

DATE OF NEXT IDA MEETING

The next Regular IDA meeting will be held at Town Hall on Tuesday, January 15, 2008, at 8:00 a.m., in Room 101.

MOTION TO ADJOURN

A motion to adjourn was made by Ms. Robbins, seconded by Mr. Richardson and unanimously approved by all members present.

Respectfully submitted: Deborah M. Kitchen