

Pittsfield Economic Development Authority

Board Meeting Minutes

July 15, 2015

The following board members were in attendance: Chairman Mick Callahan, Patrick Reuss, Pam Green, Larry Tallman, Mike Filpi, Christina Barrett, Doug Crane, and Mayor Bianchi. Also in attendance were: Cory Thurston, PEDA Executive Director, Beth Goodman, Legal Counsel, Tony Dobrowolski, Berkshire Eagle, Andy McKeever, iBerkshire, Dave Cachet, PCTV and Tara Mullett, clerk.

I. Administration

Call to order – Chairman Mick Callahan called the meeting to order at 8:00 am. He reminded everyone that the meeting was being audio and video recorded.

Approval of April 15 minutes – **Larry Tallman made a motion to approve the April 15, 2015 minutes; seconded by Christina Barrett and passed unanimously.**

Approval of May 15 minutes – **Larry Tallman made a motion to approve the May 15, 2015 minutes; seconded by Mike Filpi and passed unanimously.**

II. Committee Reports

Financial

Cory Thurston reviewed the changes the Finance Committee had requested be updated for the first quarter reporting.

The GE Deferred Income budgeted amount is to cover operational expenses for the fiscal year.

Patrick Reuss made a motion to accept the 2015 First Quarter Financial Report; seconded by Pam Green and passed unanimously.

Cory presented a comparison chart to show the renewal cost for insurance policies was very minimal, which is a big savings.

PEDA received several bids for lawn mowing this year and we are saving \$2000.00 in that area.

Marketing

Christina Barrett presented an overview of the Marketing Committee meeting. She highlighted how PED A is using mostly print ads; however the committee would like

to start using more internet specific links. She has asked the Board to please participate in all the social media pertaining to the WSBP and PEDDA.

A new concept the committee discussed was using a “Teaser” box ad on social media web pages. The teaser would link to the WSBP website.

Another idea is to utilize other sources that already reach a large number of people to get out our message. (ex: Albany Business Journal uses email blasts)

MassEcon has a list called “Ready 100” which is a list of property that is shovel ready property all over MA. WSBP is the only listing in Berkshire County.

The Marketing focus is going to be in the Capital District and they will look to expand the data base of prospects in that market.

Special Projects

Pam Green updated the board on the NPDES permit. She informed them the team of professionals did an outstanding job on the reply to the EPA. There is no time table for when they will get back to us.

Cory notified the board that we are still working on the MA Development Grant for the Teens.

III. Executive Directors Report

The application for the transfer of the EDA Grant Sponsorship from the City of Pittsfield to PEDDA was sent June 12th, 2015. With the Boards approval, we will move forward.

Mike Matthews made a motion to accept the transfer of the EDA Grant Sponsorship from the City of Pittsfield to PEDDA; seconded by Pam Green and passed unanimously.

Woodlawn Avenue Bridge is moving along. Cory will be working on an Easement with the City of Pittsfield.

The BIC has reached the Goals set forth in order to receive the third payment of the grant in the amount of \$62,500. The payment was sent on June 19, 2015.

The contract selection for Project Manager for the building of the BIC is under way and will be chosen in the next couple of weeks.

Williams College has signed a memorandum to join the BIC membership which is a big win for them.

The Massachusetts Group Insurance Commission has determined that PEDDA is a “public unit” and is eligible for group insurance and other benefits as set forth in G.L. c. 32B.

Christina Barrett made a motion to adopt the provisions set forth in the official vote (see attached vote) and paragraph 2 of the vote and in G.L. c. 32B; seconded by Mike Filpi and passed unanimously.

IV. Other Business

Mick Callahan has created a survey he would like the board members to fill out concerning PEDDA’s future. He asked the survey be returned to him so the planning process can begin.

V. Adjournment

Patrick Reuss made a motion to adjourn at 8:50, seconded and carried.