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HVADC Board Meeting  
Draft Minutes  
March 17, 2017

Present: Dave Church, March Gallagher, Todd Erling, Mary Ann Johnson, Mark Doyle

On Phone: Ann Finnegan, Dennis Doyle

Minutes: March moved to adopt, Dave offered a second, no discussion – all voted in favor.

Financials – Todd and Ann reviewed the financials with the Board. There was discussion on how best to show how the county money comes in through the year. Ulster IDA put out an RFP for services and it is an annual basis. We recently were awarded the grant for 2017. For some counties, it is a multi-year with an annual renewal.

The Board and staff discussed that it is getting more challenging to do multi-year contracts. HVADC has been added to the County Ag & Farmland Protection plans via the revisions and county updates. There was discussion on implementation funding from NYS Ag & Markets. Staff and Exec Committee will look into it. We have heard the state has pulled back on this year's PDR because of a backlog of projects.

March moved the financials, Mark, seconded – discussion noted above. All in favor.

Audit – Ann noted she met with the partner, Mary Kimball, from the audit firm along with Todd and Mary Ann. Ann impressed with quality and content of statements provided by auditors. Ann summarized the discussion including the timing issue with the balance sheet and discussed all changes within the P&L from year to year. Ann noted Mary was confident with the internal controls and had no problem with writing a clean audit letter.

Motion to accept audit was offered by March, Mark offered second, discussion as noted above and all voted in favor.

ABO – Todd noted staff has been working on uploading the necessary documents. Board reviewed with staff and approved. MA updated mission statement.

There was discussion on the 2017/2018 goals with the suggestion of adding language reflecting projects “with geographic distribution in each county.” Staff noted there are typically 3-5 within each county per year.

There was discussion on “regional” and “county” regarding economic development efforts.

Mark made the motion to accept the 2016 performance measures report as amended. Dave by offered second, all in favor.

Staff reviewed updated Project List and data metrics. There was discussion on data points collected and best ways to capture and communicate impact.

Todd shared the Carrot Project info graphic and will email.

Strategic Plan –

Todd mentioned that staff and SPTF members have been communicating about the refined strategic goals. The conversation was about how we tie the goals together. Mark appreciated the refinements.

March – need to add “continue to provide service” in new sentence. March suggested revisions to Goal 3.

The Board discussed suggestions for external/internal items

The Board affirmed refinements and supported the overall final direction.

March is suggesting we go another round of revisions and then send to the Taskforce. Board agreed.

Conference Update –

Advisory committee has been formed. Good traction on sponsorship and fundraising. Todd has secured \$60K. We have received over 70 proposals for about 36 workshop slots. Advisory committee will help review. Looking to finalize first week of April.

Dave asked if this is an annual event for us. Todd said no – it is an every other year event and it will likely be moved to another geographic area.

Meeting adjourned at 10:45. Next meeting is June 16.