

5/27/2015 Economic Development

ECONOMIC DEVELOPMENT COMMITTEE
OF THE
SUFFOLK COUNTY LEGISLATURE
MINUTES

A meeting of the Economic Development Committee of the Suffolk County Legislature was held in the Rose Y. Caracappa Legislative Auditorium of the William H. Rogers Legislature Building, 725 Veterans Memorial Highway, Smithtown, New York on May 27, 2015.

MEMBERS PRESENT:

Leg. William Lindsay III, Chairperson
Leg. Steven H. Stern, Vice Chair
Leg. Kara Hahn
Leg. Kevin J. McCaffrey
Leg. Jay H. Schneiderman

ALSO IN ATTENDANCE:

George M. Nolan, Counsel to the Legislature
Tim Laube, Clerk of the Legislature
Laura Halloran, Budget Review Office
Brian Sapp, Aide to Leg. Lindsay
Deborah Harris, Aide to Leg. Stern
Alyssa Turano, Aide to Leg. Hahn
Regina Zara, Economic Development
Diana Cherryholmes, Economic Development
Mark Carpentieri, appointee/SC Citizens Advisory Board
And all other interested parties

MINUTES TAKEN BY:

Diana Flesher, Court Stenographer

THE MEETING WAS CALLED TO ORDER AT 2:06 PM

CHAIRPERSON LINDSAY:

Good afternoon, welcome to the Economic Development Committee meeting. If we could all please rise as Legislator McCaffrey will lead us in the Pledge of Allegiance.

SALUTATION

Good afternoon. We don't have any public comments cards filled out. If there's anybody in the audience that would like to make comment publicly, please come forward. Not seeing anyone, we'll move onto our agenda here.

TABLED RESOLUTIONS

Our first Tabled Resolution that we have is **1294, Appointing Julie Stone to the Suffolk County Motion Picture/Television Film Commission. (Co. Exec.)** She is not in attendance so I'm going to make a motion to continue to table this.

LEG. McCAFFREY:

Second.

CHAIRPERSON LINDSAY:

Second by Legislator McCaffrey.

D.P.O. SCHNEIDERMAN:

Mr. Clerk, note my recusal.

CHAIRPERSON LINDSAY:

All those in favor? Opposed? Abstentions? We have -- so the motion carries with one recusal.
(VOTE: 4-0-0-0-1)

Tabled Resolution 1336, Appointing member to the Suffolk County Citizens Advisory Board for the Arts (Mark Carpentieri). (Spencer)

Is Mark here? Yes, Mark if you wouldn't mind coming forward, please. You can have a seat here. Mark, good afternoon. Welcome to the Economic Development Committee hearing. We appreciate your willingness to serve on the Citizens Advisory Board. If you can just start off by telling us a little bit about yourself as to why you'd like to be on this board as well.

MR. CARPENTIERI:

Sure. I am -- been a member -- well, I've lived in Suffolk County for the last 20 years. I served over ten years as the -- on the Board of the Huntington Arts council; five years on the Executive Board and was co-president for one year. So, serving in the arts is something that has been my passion for a longtime.

I also have my own record label here in Northport MC Records. We've been nominated for five Grammys and have the good fortune to work with a lot of venues here and a lot of different arts organizations here on Long Island for many years. I'm also a Assistant Professor at Five Towns College where I teach music business.

CHAIRPERSON LINDSAY:

Great. Seems like to me you'd be a perfect fit for the Advisory Board. I'll give my colleagues here an opportunity to see if they have any questions they'd like to ask? Legislator Stern.

LEG. STERN:

I don't have any questions for Mark, but to say welcome, it's good to see you. And thank you for your willingness to serve. And really a great example of, as you point out, Mr. Chairman, a great mix of both being a part of our academic world here locally as well as from the business and artistic community as well. So, it'll be a pleasure not only to support the resolution, but if the Clerk can please list me as a co-sponsor. Thank you.

CHAIRPERSON LINDSAY:

Okay, no other questions. Thank you, Mr. Carpentieri. We look forward to your work here on the board. At this time I'll call the vote. Well, I make a motion to approve; second by Legislator Stern. All those in favor? Opposed? Abstentions? **(VOTE: 5-0-0-0)** Congratulations, Mr. Carpentieri. From this point it goes before the full Legislature. You don't have to be in attendance next Tuesday, but it would then go before the full Legislature for a final vote. Congratulations.

MR. CARPENTIERI:

Thank you very much:

INTRODUCTORY RESOLUTIONS

Continuing onto the Introductory Resolutions, we have **1398, Authorizing 2015 Cultural Tourism Funding. (Co. Exec.)** Do we have somebody from the Administration that would like to comment on this, please? Good afternoon.

MS. ZARA:

I'm Regina Zara. I am Director of Marketing and Outreach for Economic Development and Planning. And I'm here this afternoon to answer any questions along with my colleague Diana Cherryholmes.

CHAIRPERSON LINDSAY:

Regina, if you wouldn't mind just giving us a very brief overview?

MS. ZARA:

Sure. The Citizens Advisory Board has met and they make their recommendations for the Cultural Tourism Funding for 2015 as outlined. There was 61 competitive opportunity applications that were submitted; 57 were awarded. We also had five applications for the Destination Downtown Grant, two of which were awarded.

CHAIRPERSON LINDSAY:

As my colleagues and I just quickly go through the list, I'll open it up to any questions for Regina. Jay?

D.P.O. SCHNEIDERMAN:

Need another minute.

CHAIRPERSON LINDSAY:

Legislator Schneiderman.

D.P.O. SCHNEIDERMAN:

I mean, the list looks fine. It looks similar to previous years. Can you just talk a little bit about the process -- the process by which you decide who gets funding through CAB?

MS. ZARA:

Sure. We are actually in the process of taking a look at what has historically been done. So the process is that the Advisory Panel receives the application -- the applications. They go through a vetting process in which they deliberate based on the criteria and the priorities of the committee. They field any questions. Basically it's vetted out in terms of different criteria, which is data which,

I think, Diana would have a better understanding of the intricacies of the process as she sits in that committee.

D.P.O. SCHNEIDERMAN:

Can we start at the beginning of the process? So applications are received. What outreach do you do to the various cultural arts venues? And there are many, many in Suffolk County. I'm just not sure they're all aware of the CAB processing.

MS. CHERRYHOLMES:

I would agree with you. We intend to have workshops throughout the County this next year to educate the field that this opportunity exists. There was a 12% increase in applications over last year.

D.P.O. SCHNEIDERMAN:

Can you talk a little bit about how the decisions are made; what rises to gain the Committee's support? You know, what are they looking for? Is it how many people come through the doors of a particular venue; or is it location? You know, what are the type of cultural offerings that they provide? What goes through the mind of CAB?

MS. CHERRYHOLMES:

Well, at the very beginning, they score it based on a number of criteria. And based on that score, the -- it has greater weight for -- following discussion. But ultimately the goals of the grant is to provide affordable and accessible spectator and participatory arts experience for the community members; increase opportunities for a performing artist in the community for employment; and to engage with the community; to encourage presentations of minority artists and artists reflecting ethnic traditions; and increase visitations to downtown locations for arts heritage and cultural events.

As to the actual attendance, we encourage them not to weigh heavily on that. Because in some -- some sections of our community, they would naturally have a smaller attendance. And that doesn't make the value of that event any -- any less relevant.

D.P.O. SCHNEIDERMAN:

I know that you're relatively new and you're replacing Carolyn Fahey who's been here -- Michelle Stark, right?

MS. CHERRYHOLMES:

Yeah, I'm replacing --

D.P.O. SCHNEIDERMAN:

Michelle Stark.

MS. CHERRYHOLMES:

She's replacing Carolyn.

D.P.O. SCHNEIDERMAN:

Carolyn. So I don't mean to put you on the spot, but do you know where the funds originate for CAB?

MS. CHERRYHOLMES:

Yeah, the Hotel/Motel tax.

D.P.O. SCHNEIDERMAN:

Okay. And although you guys are promulgating your own rules as to how the money is spent, the State and the County have very strict rules about where that money's supposed to go. So when

they authorize the Hotel Tax, and they allow some of it to go for cultural arts, it was specifically to promote tourism.

MS. CHERRYHOLMES:

Correct.

D.P.O. SCHNEIDERMAN:

Okay. Because -- is that something in terms of when they're considering where to spend the money, what will lead to the most visitors in terms of staying at, you know, heads and beds, as LICVB used to describe it?

MS. CHERRYHOLMES:

We do discuss that, yes. And we inform all of the advisory members that -- where this money comes from and the purpose of the money.

D.P.O. SCHNEIDERMAN:

Okay, so all these groups are doing open performances of some sort that the community can partake in?

MS. CHERRYHOLMES:

Absolutely.

D.P.O. SCHNEIDERMAN:

All right. So I'll just randomly -- Huntington Choral Society?

MS. CHERRYHOLMES:

A-hum.

D.P.O. SCHNEIDERMAN:

Could you tell me a little bit about what they do?

MS. CHERRYHOLMES:

Well, you picked a good one because I've worked in Huntington for a number of years. They offer a couple of different choral performances at the local high school. It is a ticketed event and it's open to the public. Every single performance activity has to be open to the public. They can charge admission if they want. That's their own decision, but it has to be open to the public.

D.P.O. SCHNEIDERMAN:

Okay. So as long as you're -- when you're vetting these, as long as you're looking at where the funding source came from and the requirements -- because I want to make sure we're -- nobody claws any of this money back saying it wasn't eligible because it didn't meet the standards and the Hotel Tax and the County law, which specifically says it has to be for tourism-related, cultural activities.

MS. CHERRYHOLMES:

U-hum.

D.P.O. SCHNEIDERMAN:

It has to be part of the conversation --

MS. CHERRYHOLMES:

Right.

D.P.O. SCHNEIDERMAN:

-- when you're deciding how to allocate this. Even though a group may be doing wonderful things

for a neighborhood that, you know, really could be enriched by that cultural experience, this particular fund may not be appropriate for that use if there's no relationship to tourism. Okay? George, am I correct in what I'm saying?

MR. NOLAN:

I didn't hear what you said.

D.P.O. SCHNEIDERMAN:

Ah, it's okay. No, I'm just talking about how the County law, which came out of the State's authorization to collect the Hotel Tax, that this particular fund that's used for cultural tourism is supposed to be related to tourism -- cultural events that promote tourism. If you're not familiar, don't worry about it. I've read this section. I'm familiar with it. Thank you.

MS. CHERRYHOLMES:

I would just like to add that the Advisory Board consists of 18 representatives that represent each of the Legislators in the Legislature. So, by resolution.

CHAIRPERSON LINDSAY:

Legislator Stern.

LEG. STERN:

Thank you Mr. Chairman. I'm looking at a copy of what we have marked as exhibit A, which is the list. And so it breaks down the various organizations that are receiving funding. Along the top it shows these are the coordinating committees, the arts councils for the various towns that the money flows through.

MS. CHERRYHOLMES:

Yes.

LEG. STERN:

And so I look at the grant amount, and the numbers are going down the line.

MS. CHERRYHOLMES:

Right.

LEG. STERN:

And then next column over, it's admin. And there are these smaller numbers. So what does that column indicate?

MS. CHERRYHOLMES:

Because Suffolk County is not able to award grants under \$4,999 we have reinstated with your blessing, this is the second year that the arts councils administer these grant funds under \$4,999. They received 20% administration fee for each of those grants. So it's a flat 20% per award. So that way it's fair and equitable.

LEG. STERN:

You're saying that -- so if I look across the -- item number one, the grant is in the amount of \$2000.

MS. CHERRYHOLMES:

A-hum.

LEG. STERN:

The admin fee is \$400.

MS. CHERRYHOLMES:

Yes.

LEG. STERN:

The \$400 is going to who?

MS. CHERRYHOLMES:

That would go to -- I can't read -- oh, Huntington Arts Council.

LEG. STERN:

So that's going to the administering --

MS. CHERRYHOLMES:

Correct.

LEG. STERN:

-- council. And that's true for all of them --

MS. CHERRYHOLMES:

Correct.

LEG. STERN:

They're going to the --

MS. CHERRYHOLMES:

-- correct.

LEG. STERN:

-- group that is --

MS. CHERRYHOLMES:

Right.

LEG. STERN:

It's not necessarily the umbrella group but it's the conduit for --

MS. CHERRYHOLMES:

-- conduit for these funds.

LEG. STERN:

Got it. Okay.

MS. CHERRYHOLMES:

And it's their responsibility to make sure that all of these re-grants meet the criteria of the -- that the County requires.

LEG. STERN:

I see. Okay. Thank you.

CHAIRPERSON LINDSAY:

No other questions? Okay, Legislator Schneiderman.

D.P.O. SCHNEIDERMAN:

I mean, you don't have to answer this, but it would be curious to see some of the groups that you decided not to fund. Do you have a list of all the requests? Maybe if you could just get it to

my -- I don't need it right now.

MS. CHERRYHOLMES:

Okay.

D.P.O. SCHNEIDERMAN:

But at some point.

MS. CHERRYHOLMES:

Sure.

D.P.O. SCHNEIDERMAN:

I'd just like to see what some of the other groups might have been.

MS. CHERRYHOLMES:

There were -- yeah, I can certainly send you an e-mail on that.

D.P.O. SCHNEIDERMAN:

See, there's another thing, too, when we do the Operating Budget, the Legislature also spends some of the Hotel Tax on various venues.

MS. CHERRYHOLMES:

Yes.

D.P.O. SCHNEIDERMAN:

And I've often wondered whether, you know, if we don't fund it, whether you guys fund it. And if we do fund it, whether you guys won't fund it. I notice some of the things are funded by both groups, like Guild Hall, for example. And I'm pleased to see that because, you know, they're a major, you know, performing arts center. And I think that's important. But doesn't that factor into the decision if they've already gotten something from the Legislature that you're less likely to put money in?

MS. CHERRYHOLMES:

Well, historically it has. However, we could not find anything in writing that said that. So we opened it up for the panel to make the decision. But because of the historic understanding, Guild Hall, for example, just wouldn't apply for the same programmatic funds as being awarded through the Omnibus.

D.P.O. SCHNEIDERMAN:

Okay.

MS. CHERRYHOLMES:

Because we don't want double dipping; and so that's not double dipping. It's two different programs.

D.P.O. SCHNEIDERMAN:

Okay.

CHAIRPERSON LINDSAY:

Okay, thank you, ladies. I'll make a motion to approve 1398.

LEG. McCAFFREY:

Second.

P.O. LINDSAY:

Second by Legislator McCaffrey. All those in favor? Opposed? Abstentions? **1398 carries.**
(VOTE: 5-0-0-0)

1399, Authorizing Film Promotion funding for 2015. (Co. Exec.)

If you wouldn't mind commenting on that as well, please.

MS. CHERRYHOLMES:

This is for the emerging film grants for these smaller, independent events. There were five applications; four were awarded in the amount of \$20,000. The awardees are the East End African American Museum; Greater Port Jefferson Arts Council for their documentary series; the Westhampton Beach Performing Arts Center for their film series; and Hampton Take Two for that documentary festival. This also includes the Next Generation Film Finishing award, which is an application process. And the awardee has to have filmed 50% of the film in Suffolk County.

CHAIRPERSON LINDSAY:

How much is that grant?

MS. CHERRYHOLMES:

That's \$2500; 500 of that is administration fee.

CHAIRPERSON LINDSAY:

Okay. Any questions on 1399? Legislator Schneiderman.

D.P.O. SCHNEIDERMAN:

So, again, there's two streams of funding, I believe here. So the Legislature also programs some of this film money; correct?

MS. CHERRYHOLMES:

Correct.

D.P.O. SCHNEIDERMAN:

And this was remaining money that CAB was able to program?

MS. CHERRYHOLMES:

Yeah.

D.P.O. SCHNEIDERMAN:

Or is this coming out of the Motion Picture Advisory?

MS. CHERRYHOLMES:

Yes.

D.P.O. SCHNEIDERMAN:

They're the ones who decide how this money is spent.

MS. CHERRYHOLMES:

Correct. They adjudicate.

D.P.O. SCHNEIDERMAN:

They only had \$20,000 available?

MS. CHERRYHOLMES:

Yeah, they had 21,218. We actually had to move money out of some other lines to make it a larger number so that we could serve the field.

D.P.O. SCHNEIDERMAN:

Huh. Okay, because I don't see on here things like the Hamptons Film Festival which is --

MS. CHERRYHOLMES:

That's an omnibus award

D.P.O. SCHNEIDERMAN:

That's an omnibus. I know they got a little bit less this year than they did the prior year. So, okay. It would be nice if you guys had a little bit more money next year to allocate. Because we ask all those volunteers to be on that Motion Picture Film, whatever we're calling it these days. We've changed --

MS. CHERRYHOLMES:

Yeah, well, the Film Commission.

D.P.O. SCHNEIDERMAN:

The Films Commission, yeah.

MS. CHERRYHOLMES:

But they're very active right now. We're meeting every other month. We've got some subcommittees in motion. Our new website, hopefully, will be done and launched by the end of the summer. So, we're really very active in the Film Commission right now.

D.P.O. SCHNEIDERMAN:

Okay. Thank you.

CHAIRPERSON LINDSAY:

No other questions? I'll make a motion to approve 1399.

LEG. STERN:

Second.

P.O. LINDSAY:

Second by Legislator Stern. All those in favor? Opposed? Abstentions? Motion carries. Thank you, ladies. Not seeing any procedural motions, at this point we'll adjourn. I'll make a motion to adjourn.

LEG. STERN:

Second.

CHAIRPERSON LINDSAY:

And close the hearing. Thank you.

**THE MEETING CONCLUDED AT 2:26 PM
{ }DENOTES SPELLED PHONETICALLY**