

**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 July 22, 2015 at 2:00 p.m.

**MEMBERS PRESENT:**

Legislator William Lindsay III - Chairman  
Legislator Kara Hahn  
Legislator Kevin J. McCaffrey  
Legislator Jay H. Schneiderman

**NOT PRESENT:**

Legislator Steven H. Stern, Vice Chair - Excused Absence

**ALSO IN ATTENDANCE:**

Legislator Al Krupski - First Legislative District  
George M. Nolan - Counsel to the Legislature  
Sarah Simpson - Assistant Counsel  
Jason Richberg - Chief Deputy Clerk of the Legislature  
Brian Sapp - Aide to Legislator Lindsay  
Deborah Harris - Aide to Legislator Stern  
Alyssa Turano - Aide to Legislator Hahn  
Greg Atherton - Aide to Legislator McCaffrey  
Christina DeLisi - Aide to Legislator Schneiderman  
Joan Kuhl, President/Why Millennials Matter  
Bill Kuhl, Suffolk County Resident  
Greg DeClemente - Interim President/Chairman of Long Island Convention and Visitor's Bureau  
Steve Bate - Vice Chair/LICVB  
Joan LaRosa - Director of Sales/LICVB  
Kristen Matejka - Director of Marketing/LICVB  
Julie Stone - Appointee/SC Motion Picture/Television Film Commission  
Anthony Ceglio - Manager/Gabreski Airport  
Cara Longworth - Appointee/SC Landbank Corporation Board of Directors  
Regina Zara - Economic Development  
And All Other Interested Parties

**MINUTES TAKEN BY:**

Diana Flesher - Court Stenographer

**MINUTES TRANSCRIBED BY:**

Kim Castiglione - Legislative Secretary

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(\*The meeting was called to order at 2:04 p.m. \*)

**CHAIRPERSON LINDSAY:**

Good afternoon. Welcome to the Economic Development Committee meeting. If we could all please rise for the Pledge of Allegiance led by Legislator Schneiderman.

***Salutation***

Thank you. Before we begin, I would just like to announce that Legislator Stern has an excused absence so he won't be here today. We're going to change up the agenda just a little bit, and rather than -- well, we'll go into our public portion to begin with. Do we have anybody that would like to make public comment? We don't have any yellow cards, but anyone in the audience that's interested in speaking please come forward. Okay. Not seeing anyone, I'll make a motion to close the public portion.

**D.P.O. SCHNEIDERMAN:**

So moved.

**CHAIRPERSON LINDSAY:**

So moved. We're just going to skip over our presentations for now and go to our tabled resolutions.

**Tabled Resolutions**

Starting with **1294 - Appointing Julie Stone to the Suffolk County Motion Picture/Television Film Commission (Co. Exec.)**. I'll make a motion.

**LEG. McCAFFREY:**

Second.

**CHAIRPERSON LINDSAY:**

Second by Legislator McCaffrey.

**D.P.O. SCHNEIDERMAN:**

Mr. Clerk, please note my recusal on this one.

**CHAIRPERSON LINDSAY:**

If we could ask Miss Stone to come forward. You can have a seat at the table in the front. Welcome. Thank you for coming today. Thank you for your interest in serving on this committee. I'd like to open it up to our committee members to ask any questions. Or actually, Miss Stone, if you could start by just telling us a little bit about your experience and why you would like to serve on this committee and how you think you could be helpful to it.

**MS. STONE:**

I would love to. Thank you for the opportunity. Hello, everyone. Good afternoon. I was born and raised in New York City. I was also I call it born and raised in Suffolk County out on the far East End. I was born and raised in the business of -- the advertising and film business, and it's really all I know. It's what I know as well as my own skin. My father was a director of commercials and advertising and I was his producer before he retired. And as a producer, as going on like 25, 27 years now, I've seen New York and the Tri-State area go through a lot within, you know, film production, growth, competitors, tax incentives, how States battle each other for business, advertising growth, advertising not growing because of strikes, and so it's part of like my DNA as far as the business. I'm very, very passionate about the business as a way for people to grow careers and grow towns and actually make significant dollars towards communities and the City.

New York City in itself right now is probably busier than it's ever been, and it's going to stay that way for a long time. They're winning over Los Angeles. I think Suffolk County and Nassau County have very viable positions to take some of that business. You know, LA is dead right now based on where they are as far as their tax incentives or even how people want to produce there. You know, there are states that, you know, want that business. New York now has it. And I really feel strongly about what we have in Suffolk County. I think we can take some of it and bring it out here in a really, really, big significant way.

You know, lastly what I was doing when I was, you know, thinking about this, was how to position Suffolk County to New York and get it to link up. And if you look at the west coast, Malibu, LA, San Diego, all of these shooting cities are within those equidistance paths, so it's very possible for a New York production company or an advertiser or a film business to look down the road outside of the City and see those resources just like you would in LA. It is possible to like leave New York and shoot elsewhere.

I feel like we're in a really, really good position right now, and it's really the business that I love the most. And I love Suffolk County, so I think that if I can blend both and work on this Commission, it will be an honor and I'm really happy to be here. Thank you.

**CHAIRPERSON LINDSAY:**

Thank you. We appreciate it. I, for one, feel that you'd be a great asset to the Commission.

**MS. STONE:**

Thank you.

**CHAIRPERSON LINDSAY:**

We have very unique landscapes here throughout the County that can be utilized for different production.

**MS. STONE:**

I agree.

**CHAIRPERSON LINDSAY:**

I'd love to see that brought to bear and I welcome you. And hopefully as you pass here today that you will be a valued member of that Commission.

**MS. STONE:**

Thank you.

**CHAIRPERSON LINDSAY:**

Legislator McCaffrey, I don't know if you have any questions.

**LEG. McCAFFREY:**

That was very impressive, your resume there and your commitment to the film industry and production, and I think you're going to be a great asset to the committee. We look forward to working with you on all of this.

**MS. STONE:**

Well, I do too. Thank you so much. I appreciate that. One of the things I didn't have on my resume which I wanted to mention was why I was tabled twice. I have the honor of working with National Geographic right now and they've been a big client of mine for about six months and we're doing a film on the American farmer and it's just super cool. It's one of those things where if I had

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my druthers I would have brought the production out here. It's one of those things that when you start to see that kind of business it should be brought here. And I think that if we can get connected to those who are coming up with concepts and ideas or storyboards or scripts prior to a producer putting something down, but somehow getting connected with that advance pre-production, then we can start grabbing that business and moving it here. It's been really great. Thank you.

**CHAIRPERSON LINDSAY:**

Great. That's very exciting. Not seeing any more questions or comments, I will call the vote. All those in favor? Opposed? Abstentions? The motion passes unanimously with one recusal. **(Vote: 4-0-0-1-1 - Excused Absence - Legislator Stern; Recusal - Legislator Schneiderman)**

Thank you, Miss Stone. Welcome. You don't have to come before the full Legislature where this will be voted on. From here it goes to the full Legislature and they will then vote it up or down.

**MS. STONE:**

Wonderful. Thank you, Mr. Lindsay.

**CHAIRPERSON LINDSAY:**

My pleasure. Moving on back to the agenda. We have our other tabled resolution, **1451 - Adopting Local Law No. -2015, A Local Law to clarify the procedures for review of applications for licenses and leases at Gabreski Airport (Schneiderman).**

**D.P.O. SCHNEIDERMAN:**

Motion to approve.

**CHAIRPERSON LINDSAY:**

Motion to approve by Legislator Schneiderman. I'll second it, not seeing another second.

**D.P.O. SCHNEIDERMAN:**

Do you want me to explain?

**CHAIRPERSON LINDSAY:**

Yeah, please comment on it.

**D.P.O. SCHNEIDERMAN:**

All right. So years ago we formed a committee to pre-review leases for us called ACAP, and they've been doing a great job and they make an advisory recommendation to the Legislature for leases at Gabreski Airport. They consider many factors. Somebody brought to my attention that on the initial bill I probably should have mentioned that the committee ought to consider the airport land use plan, which kind of lays out what is supposed to happen in certain areas. It's a document that was developed by the airport, reviewed by the FAA, and I thought that made sense that it should be one of the considerations before it gets to us, that it's compatible with the land use plan at the airport, and so that's what this is about.

**CHAIRPERSON LINDSAY:**

Do we have anybody from the Administration that would like to add perspective to it? Good afternoon. Thank you for standing up. If you could state your name for the record, please.

**MR. CEGLIO:**

Sure. Anthony Ceglio, the Airport Manager at Gabreski Airport. As Legislator Schneiderman mentioned, the Airport Conservation Assessment Panel, which was a predecessor to the Airport Conservation Assessment Committee, helped develop an airport layout plan, an airport land use plan more specifically, to show where the development would occur at Gabreski Airport in conformance

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with the 1993 Pine Barrens Act of New York State. What the land use plan does is it shows areas that can be developed for aviation use, non-aviation use and also areas that have to remain undeveloped, basically 35% of the land. What this legislation does is requires the Airport Conservation Assessment Committee to contemplate that plan every time they review a lease at the airport. It makes sense. They've been doing it already. This just solidifies the fact that they will have to do this from this point forward.

### **CHAIRPERSON LINDSAY:**

Okay. Any other questions? Okay. If I could call the vote. All those in favor? Opposed? Abstentions? Motion carries. **(Vote: 4-0-0-1 - Legislator Stern - Excused Absence)**

Tabled resolution **1495 - Appointing Cara Longworth to the Suffolk County Landbank Corporation Board of Directors (Co. Exec.).**

Miss Longworth, if you could come forward and have a seat in the center there. Thank you. Good afternoon. Welcome to the Economic Development Committee hearing. If you could also kind of go through the same motion, if you could tell us a little bit about your resume and your experience and why you think you'd be helpful serving on the Landbank.

### **MS. LONGWORTH:**

Sure. I'm currently the Regional Director for the Long Island Office of Empire State Development. I've been there almost six months now. I have spent the last decade or so in either land use planning or economic development. I was with the Regional Planning Council prior to this current position, then I was with the Nassau County IDA. Before that, I was with the City of Glen Cove IDA and CDA overseeing their waterfront revitalization.

I think the landbanks are -- I am also an attorney by trade and actually worked in real estate for many years prior to going to law school doing title searches and stuff, so real estate is in my blood. I think the landbanks are very crucial, especially all you have to do is pick up the paper any day and see the issue with the zombie homes or the underused contaminated properties that no one can touch because they're under water. It's a drain on our communities and it's a drain on our economics, our economic development. So I think the idea of being able to take these properties and put them back into useful service where they can become rateable's again for the communities and the County is crucially important. So I think I have the experience to add knowledge to the Landbank, and I look forward to working with them.

### **CHAIRPERSON LINDSAY:**

Thank you for your interest. I'll open up to questions to committee members. Not seeing any, I'll call the vote. All those in favor? Opposed? Abstentions? The motion carries. **(Vote: 4-0-0-1 Not Present: Legislator Stern).**

Congratulations. Same procedure, this will go before the full Legislature. You don't have to be present for the vote. You're more than welcome to be there on Tuesday, but they will vote it up or down and then from there hopefully you move forward.

### **MS. LONGWORTH:**

Thank you very much. Have a nice afternoon.

### **CHAIRPERSON LINDSAY:**

Thank you. Take care. That finishes all of our tabled resolutions. I'll move back into the beginning of the agenda and go into our presentations.

## **Presentations**

**CHAIRPERSON LINDSAY:**

We have Miss Joan Kuhl, President and Founder of Why Millennials Matter. If you could come forward, Miss Kuhl. As she's setting up I'll just give her a little bit of an intro. I had the pleasure of meeting Joan at a Millennial's conference and she gave a very interesting presentation about the trends of millennials. And as we all are well aware, the brain drain is such a huge issue here within the County, and I think Joan can add some perspective in terms of real hard data as to what millennials are thinking, what they're looking to do, what they're hoping and looking for in a place to live and work. I thought she would add great perspective as this is not only a social issue for us, but it's a tremendous economic issue, so. Joan, welcome. I look forward to your presentation.

**MS. KUHL:**

So, again, just to briefly introduce myself, and also to share that I brought my father-in-law, Bill Kuhl, who will also introduce himself, since he has been a long-term resident of Long Island, grew up here, so I feel like I'm an adopted daughter of the region and hence my investment in sharing any of the knowledge I have in answering any questions you have.

So what I wanted to do is just give you a brief overview from my perspective, about my work, the trends that we're seeing and then allow Bill to dig a little bit deeper in talking about what he knows from his expertise about the geography and some big ideas that should be considered.

Just so you know my background. I spent 13 years in the pharmaceutical industry and all the while I stayed very active in my community. I grew up in Eastern Pennsylvania, I went to college in Western Pennsylvania, in Pittsburgh. Pittsburgh is also one of those communities that with 35 colleges and universities plus was still struggling to understand how they could retain young people. All those talented graduates would go off to other regions, other parts of the world.

So for a long time I've understood this challenge of trying to engage young minds and help them see a future in the geography that they're a part of. So I stay involved as a campus speaker and as a mentor and started doing research. The research grew to be global research when I partnered with John Zogby, if you're familiar with Zogby International Polling, and wrote several books, but also started to work from the inside of companies in a diversity of different industries, but also non-profit, too, to understand how is it that we unleash their potentials that they see a future in terms of impact in the work that they can be a part of, but also as leaders.

So some of my insights I'm going to share today come from those first two books, so they're global, but I think that what's extraordinary about this generation -- I call them the first global generation. This is the first generation that grew up with being connected all around the world. They have the most in common with each other than in any other generation in the fact that they -- global trends, global music, global fashion, just easily transferred by the touch of a finger and Google. And that's really important to keep in mind, that as we talk about thinking locally, know that they are mindful of what's happening globally.

I serve on the Millennial Board of Advisors for Cosmopolitan Magazine. It's the number one magazine for millennials, and I also serve on the Board of Magee-Womens Research Hospital in Pittsburgh, because there's another situation where thinking about the advancement of health for humankind, not just for women, how to get young people more involved in thinking about that, too.

So let's -- I think it's always important for me to just level set and make sure we're all talking about the same person. So who are millennials? I define them as being born between 1980 and 1997, so that's 18 to 35 years old. That's the group that's in college right now, those that are in their 20's and in their early 30's. That means that they aren't the teenager in the back seat of your car text messaging, that they are somebody that could also be at a very high senior leadership level. They

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could have families, have already moved multiple times, and also could be the chief medical officer of their home, not just for their children, but be thinking about their responsibility of medical care for their parents, for their family. They are the most diverse. Forty-two percent identify as non-Hispanic White. I see them as being the most tolerant. That's really important to you to think about how your communities, how local businesses, how policies, how all that supports how they see each other.

I just flew home from spending three days at a global student academy I helped launch at the University of Pittsburgh seven years ago. We fly in 50 students from all over the world. At my table alone; Cambodia, Nepal, India, Canada, Iowa and Virginia. And what this academy teaches me every year, it reminds me about how unbelievably talented they are, in more ways than the workplace is ready to really capitalize on, but how hungry they are to make a difference and work with each other across, you know, national boundaries let alone state and county.

And that they would be so thrilled if they thought they had a seat at the table to talk about the things that you're struggling with, how to get them more involved in campaigns, political campaigns, local campaigns. How to get them to show up and vote. I mean, they -- what I did at the end of -- and I share this because I think that this is an idea to think about, this idea of these summits. So these students, we teach them, and all of us that are mentors have busy day jobs, families that we leave to immerse ourselves for three days. We share all that we can with them, and then we throw them into the community on the fourth day. And I took my students to Magee-Womens Research Institute. And you have non-profits or your local communities give them the problem that you've been struggle with and say, "Solve it". We gave our students two-and-a-half hours and what they came up with, the social media campaign, the branding strategy, the message, the way to recruit, hiring, I could never, me by myself, give you all those great ideas.

And that's one of the big messages I want to share with you, is that to never have this conversation behind closed doors without somebody under the age of 35 sitting in there with you and that they be a part of the action strategy.

A couple of other things just to run through. There's a lot of myths about them, that they're lazy, that they're self-absorbed, this is the selfie generation, that they're a generation of quitters, they're not-committal. What my research has found, and I also spend several days a month at a think tank in New York City called the Center for Talent Innovation. We have 90 global companies in it, from Goldman Sachs to Google to Bloomberg, Ernst and Young, you name it.

*(Legislator Krupski entered the meeting)*

What we found is that every other generation also moved on from their first job out of college within the first two years, at the same pace that 70% of college educated graduates tend to look for the next best thing. What this generation is struggling with, you have to understand, is that they are the most underemployed generation. Underemployed obviously meaning you take a job of which it's below your qualification, and that qualification could be a college education. So of course you're going to constantly have your eye on the next best thing.

Actually one strong point I want to make here is that 54% of millennials have either started a business or want to. They are so entrepreneurial. What you can teach them is that that doesn't mean that you just have to go out and start your own business to experience this, that you can be entrepreneurial inside an organization in every sector.

The reason why this has a sense of urgency is that 50% of the global -- of the U.S. workforce by 2020 will be millennials; 75% of the global workforce just a couple years after that. Many of the industries I advise on, consulting, even now banking, are close to 60 to 70% millennials right now.

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And here's the rub. Also at 2020, 30 to 40% of baby boomers are going to retire, and that takes into account those that are delaying retirement because of health care costs and because of other financial reasons.

So you have basically this huge, we call the boomer brain drain of those that are more experienced leaving the workplace, and there's so much -- there's a huge need right now for more platforms for different generations to talk to each other. This is my slide just for those of you that want to diagnosis yourself and know which generation you're in. And, you know, we're talking about millennials but -- and this is the picture at 2020, the percentage in the workforce. I talked about millennials being 50%.

But obviously you're thinking about your communities, and one of the biggest messages I would say is that it has to start earlier. You have to get them involved much earlier. One of the studies that, there's so much data, I'm sorry. One of the studies that I did with Barnes & Noble College -- if you don't know, Barnes & Noble College manages the college bookstores at over 725 college campuses across the country. They are living and breathing 5.2 million students every day. Our study we did across the country, we asked students about what they're looking for, their dreams, their influences, their career.

What we found is that although a lot of them are preparing for an interview, they're doing their resume, they're checking the box in the basic things, very few of them are actively on the job hunt, and that they're not taking advantage of resources available to them, from career centers to, you know, employer information sessions. And physically being in front of students at all these campuses, traveling and talking to them, I think that what's coming across as lazy is actually almost paralyzed. There's an abundance of information. It's overwhelming, the internet. And the things that were tried and true for previous generations, mentor relationships, one on one, getting to know a local business in your small town over the summer, that's being overlooked. A lot of times I'll tell a student, you know, maybe a young woman comes to me and says, "I want to go into fashion and I want to live in New York City." And I say -- but she's from, you know, a small town from somewhere else. I say why don't you volunteer with a local seamstress. Why don't you get to know the fashion business from a different perspective, somewhere locally where you can really get your hands involved and more to speak to when you're interviewing later on.

So one of those things I want you to think about is how can you capitalize on all these incredible colleges, universities, in the area and have them have more apprenticeships, more internships, more mentorships, exposure, because I think that helps you understand the local job opportunities, or it gives them a platform to tell those companies how to attract them, what kinds of jobs really they could do and be great at. A lot of jobs today didn't exist ten years ago, social media coordinator, you know, different segment brands coordinator. There's just a lot of things that I think we just don't know until you have that conversation and dialogue together.

The last thing that I'll speak to you and then have Bill share some of his insights is this is something that I tell organizations. Why do millennials leave. And I think you can think about this in terms of the community, too. You know, they're looking for -- they look for -- they need space in terms of they need space to grow. They really want to expand and feel like they can contribute. They don't like feeling siloed, really who does, so that whole idea of doing things a certain way and climbing up a corporate ladder or going to college, getting a job, getting married and having kids, they're completely flipping that on its head, too. So I think that they don't want to be restricted.

When they don't feel like the path is clear, they don't feel like this community shows them in the long-term a lot of different ways in the short-term and the long-term that they can feel successful personally and professionally, they're going to go elsewhere. And so -- and I can go on. I mean,

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these things I think are very -- as much as they're applicable to somebody that's managing millennials and an organization looking to attract them, recruit them or reach them as consumers, I think you can look at this from the community. And really I think to understand that is to think about we always talk to companies about exit interview and stay interviews. When do you finally ask young people why they're leaving? When they're leaving. It's too late. It's too late to wait until they're graduated and say why did they leave and go to different states.

You have to have this conversation on campus in high schools right now and say there has to be a pride campaign about Long Island, because I think the earlier that they get involved and feel like they're a part of the movement, I think that that increases their loyalty. They have a tremendous amount of debt, \$1.2 trillion in student debt. They want to feel like they can afford to live here and thrive. So that's my 100 miles per hour insight.

### **MR. KUHL:**

Just by way of introduction, my name is Bill Kuhl. I'm Chairman of the Board for Saratoga Associates. We're a multidisciplinary design firm. I have lived on Long Island all my life, I grew up in Northport, so I'm very familiar with Suffolk County and many of its challenges. I'm also here to represent the centennials versus the millennials. I didn't even fit into any of those categories.

Clearly, I don't have to relate a lot of the challenges out here. I mean, transportation is a big problem with the lack of train, you know, stations out in this area. This is the quintessential suburban setting where the car is king. I think also Long Island is very challenged in terms of the rental market, because I think, and I don't have these percentages exactly, but I think the average across the United States is about 35, 34 to 35% available rental spaces. Long Island I think is in the neighborhood of 16 to 17%. So that is a huge problem right there.

I think, however, there are tremendous assets that have not been capitalized on. I mean, Suffolk County in particular you have Brookhaven, you have Cold Spring Harbor, you have a very strong university in Stony Brook that's breaking ground in a lot of areas technically, and you also have a very strong healthcare industry. So I don't have a magic panacea for how you link those together, but it would seem to me that if those could be aggregated in such a way, Long Island could be the Silicone Valley of the East Coast, because you have tremendous technical expertise and resources that need to be some way capitalized on. And then developing millennials, and Joan can correct me if I'm wrong, where typically they like to live, work in their more urban downtown areas. And that's a real challenge obviously because we don't have that kind of characterization for most of our communities on Long Island. However, that has started to change. I think Patchogue potentially is an example where all the mixed use development that's going on there is going to make that community much more attractive.

I happen to live in Garden City now, and one of the things that we're very fortunate is that we have multiple train stations that you have access to. There's also a lot of TOD, transit oriented development, starting to take place, which will be an attractive asset that will, I think, draw millennials because they can work and play in the area, but also have ready access to the city if they so choose to go in there. So these are some of the aspects that I think need to be considered.

We work -- we do a lot of community planning and it's always -- I know one of the big problems every time we get into a mixed use development or a downtown and we start talking about housing in the downtown area everybody goes crazy, yet that's one of the, you know, biggest economic drivers that can be in a healthy community, where you have people living right in the downtown area with the businesses. It benefits the businesses and is a great economic asset for the surrounding area.

I think, you know, another challenge is, and I don't want to step on anybody's toes, but the way our

regions are divided, you know, from the townships, then the incorporated villages, then the hamlets and then the legislative districts, so you have a lot of little fiefdoms that don't always work together. And somehow that's got to be overcome, because really you have to look at this as a Countywide challenge that's got to be addressed on all levels to start to bring these various aspects together.

I think there's huge potential there on Long Island, and I think, you know, if we can find the vehicles and ways to break down some of the existing barriers and move forward, I really do think that this could be -- I mean, it's a wonderful place to live. I've lived here all -- it's a beautiful place. There's so many reasons to want to be here that I think if we can capitalize on those assets that I think millennials would find this a very wonderful place to reside.

**CHAIRPERSON LINDSAY:**

Joan and Bill, thank you very much for your presentation. I would appreciate if you could stick around a little bit for some questions. I'll start with just two questions that I have, and we spoke about this briefly already. For us it's almost a double hit in terms of the biggest complaint or issue that we get from our constituents is the property tax issue. And as we all know, most of the property taxes go towards paying our -- funding our schools. So we have some of the best educated students that come out of the school system, which is an investment in our community, and then to make matters worse, they graduate, go to college, and then leave and don't return, so we never get that return on that investment from those students. What do you -- if you could, and I know this might be a little bit hard because there are multi-facets to it, but what would you say is the single most critical issue in terms of trying to attract those young professionals to stay here as they continue on with their career.

**MS. KUHL:**

I think the same disconnect that they are experiencing in terms of understanding the plentiful opportunities in front of them here and elsewhere are -- it's pretty common of an issue. So because they're not networking as much with those that have tenure, that have experience, that can explain to them here's the types of jobs, here's the types of opportunities. They know what they know, and right now, you know, there is a lot of noise by the larger companies or by technology or by urban geographies. And to Bill's point, it may seem like right now they think that they can only thrive in an area that is urban, but they want a community. They just want to be involved somewhere where they can have access to their friends, their peers, to work, to nightlife. Nightlife, and even that stuff, again, I think has changed. It's not, you know, what you see on reality TV.

I think the thing that I would think about is getting to them and asking them about their ideas, because I think talking to them early on, freshman year. I mean, this is what I'm telling companies that are upset that they can't find them to fill their jobs, is that you're not talking to them early enough. You are not planting the seed of why you are a brand or a company they should be loyal to or interested in, and this could be a community aspect, too.

I also think that we treat them with the hand gloves. I don't think that -- that even just that concept of explaining to them about the return on investment, that we invest in you while you're getting your education in hopes that you'll stay here and be a part of this community. That's what we were talking about, there is either the vicious cycle or the virtuous circle. And they're not taught these things early enough in a way that is respectful and kind of, you know, putting them in a mature conversation. And so I think that that's one thing.

The other thing is, you know, Bill was talking about this, too, about get more stakeholders and alliances. There are so many student led and young professional led organizations that are centered around getting young people more involved in policy change, but I don't know if those with the experience are teaming up with them. So I think that that's -- I just learned about a great organization called All In Together based in New York, that their focus is to help get younger women

involved in understanding that policy change. So that's a thought.

**CHAIRPERSON LINDSAY:**

Joan, do you find that they segregate themselves from their older generations?

**MS. KUHL:**

Yeah. I think that there is major friction amongst the generations that I think that, you know, they're speaking a different language. So, you know, you see this and you see technology being one of the things that sort of draws that line. Whereas I think what they're telling me in their surveys and they're telling me in person is I would love to have access to somebody with expertise that wants to mentor me, but they want the respect in the reciprocal way, too. That where some of that reverse mentoring concept has started to work, where you tell young people you have just as much to offer them, and it's not just reprogramming their phone, but it could be just like what we're doing right now and insight into what they're thinking.

So, yeah, I think that -- and there just aren't enough -- sometimes you have to force those groups together to say hey, this is what's on the line. If you care about the future of this geography, of your home town, this has to happen. What can we do, how can you help us, and they come up with the innovative solutions.

**MR. KUHL:**

Can I add something?

**CHAIRMAN LINDSAY:**

Sure.

**MR. KUHL:**

I'm just going to expand a little bit on what Joan said, but I think, you know, we do -- because we do a lot of community outreach and planning, one of the tools we really try to use tremendously is really engaging the public and public outreach and stakeholder meetings, etcetera. I think if a process could be set up whereby you invite the millennials to join in on some kind of a process that discusses the various issues that are right before you now aggregating the resources here, I bet you'd get tremendous buy-in. And it's not going to happen overnight, but I think this could be a process that could start getting the conversation going that would start to yield the results that you're hoping for.

**CHAIRPERSON LINDSAY:**

But you see it more as a pull, where we got to pull them in. They're not going to push their way into the conversation.

**MR. KUHL:**

Yes.

**CHAIRPERSON LINDSAY:**

My second question, and then I'll turn it over to my colleagues who are in the baby boomer generation over here. How do we get them engaged in the political process? In my short tenure here, I can probably count on one hand how many times we've had, in all of the interaction that we have with the community, I could probably count on one hand how many times we've had millennials come in and make public comments, where we see over and over again, you know, their elders are constantly, you know, voicing their opinion, and that resonates very strongly with elected officials, I know it does with me, in terms of shaping policy.

**MS. KUHL:**

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Off the top of my head I think of three things. One is to the question of why aren't they showing up and representing their voices. That could be as small as they're in the early parts of their career so they can't leave, you know, during the middle of the day or do things like that, or they may be unaware that this is a platform for their voice. And, you know, it's just like when we do events on campus, and anybody here that's been, you know, in school ever, knows that it's hard to get students to show up for anything unless there's free food, right, or some other reward. That's just, you know, spread across all generations. So I think it's -- I think that you have -- how we've pulled them in, how we've gotten them to show up, is number one, you try to find the influencer. There's always somebody that's the leader within, you know, a group of young students. Partnering with the local student government associations, the high school and the college. Inviting their presidents, inviting somebody that's on their committee.

I just was sitting here imagining, you know, if you had tried -- what we did in Pittsburgh was, and this was the community, a group like this, reaching out to myself as study body president at the time of a school that was 18,000 undergraduate, and they said we'd like to invite you to this meeting, we want you to weigh in and see and hear what we're talking about, and then from there I went and recruited all the others that were leaders at the other schools and universities, and that has benefits on both sides. All of a sudden we got this momentum where all young people, we all started to, you know, get involved and become invested in Pittsburgh and the conversation. We became ambassadors and we talked about it on campus, we talked about it to our friends. We actually talked about to employers, well, do you have positions in Pittsburgh, I want to stay here but I want to work for your company. So it had an unbelievable impact and Pittsburgh has a great story.

The other side of it was for young people this gives them something to stand out on their resume and the interview process, or opens up their eyes to other jobs that could exist. So again, that's that thing where you have to just have everybody in the room. And then I think it's that increasing education about how and why voting is a part of the solution.

I'd shared a statistic when we first met about how over 80% of millennials are volunteering or/and believe that it's their responsibility to give their money and their time to international charity, yet you've got these desolate, you know, in the teens numbers of those that are turning out to vote. They're not making the connection. The doing good is wrapped up into voting, and that's because they don't have enough role models, you know, like you that are talking to them directly saying, you know, this is what's going on. They just see this as a very abstract identity to them.

### **CHAIRPERSON LINDSAY:**

I don't want to take up all the time. I'll open it up to Legislator Krupski has questions for you.

### **LEG. KRUPSKI:**

First, thank you, Legislator Lindsay. And I'd like to compliment you. You asked a very good question, and I have three millennials at home, and I have to say that I think you answered it right, both of you answered the question very expertly. You really have a good idea of what the young people are feeling and doing. So I think, you know, what you said about them getting involved. When I speak to young people I always say, you know, not only should you vote, you should pay attention, because we're spending your money, and that always gets their attention because they don't make that connection, they don't put it in those terms. And I'm very proud. I have a son who's running for office this year. So it's good to get young people involved so they know that they're part of the process.

### **MS. KUHL:**

Right.

**LEG. KRUPSKI:**

It's not that somebody else is making the decision for them. But I just want to say one thing. Earlier on you spoke about Brookhaven Lab and some other research facilities. You forgot about the Natural Research -- Animal Disease Research Facility on Plum Island. That's very important also. There's a lot of opportunities there, too, and it's a world class lab.

**MS. KUHL:**

Yes. Thank you.

**CHAIRPERSON LINDSAY:**

Any other questions? Bill, Joan, thank you very much for coming and giving your time to make this presentation. We look forward to hearing more from you in the future. And just as a takeaway for all of us, as you see the trends change and you think there's things that we're not doing that we could be doing more from a government perspective locally here in Suffolk County, we'd appreciate hearing from you and letting us know and calling us out on it.

**MS. KUHL:**

Absolutely. Thank you, Legislator Lindsay, for inviting us, including us. My other commitment is if I'm speaking at any universities on Long Island in the fall or spring to let you know, because those may be great opportunities to join me.

**CHAIRPERSON LINDSAY:**

Yeah, I would love to, and I'm sure my colleagues would as well. It's an important constituency as you mentioned that is just underserved and underrepresented, in this process anyway. So we'd like to try to pull them into the process as much as we can. Thank you.

**MR. KUHL:**

I'd like to thank Legislator Krupski for a wonderful presentation this past Saturday in Southold.

**LEG. KRUPSKI:**

Oh, thank you.

**CHAIRPERSON LINDSAY:**

Okay. Our second presentation is by the Long Island Convention and Visitor's Bureau. If we could ask Greg DeClemente, their Interim President and Chairman of the Board, to come forward, and your staff as well. Good afternoon, Greg. Thanks for coming in. Thank you for bringing your staff here as well.

**MR. DeCLEMENTE:**

Well, if you looked outside you probably should be enjoying some of Suffolk's beautiful beaches.

**CHAIRPERSON LINDSAY:**

I agree.

**MR. DeCLEMENTE:**

And some of Suffolk's great wine.

**CHAIRPERSON LINDSAY:**

I agree.

**MR. DeCLEMENTE:**

Legislators, I have some folks with me.

**CHAIRMAN LINDSAY:**

If you could just introduce your staff that's here with you, we'd appreciate it.

**MR. DeCLEMENTE:**

To my immediate left is Kristen Matejka. She's the Director of Marketing and Communications for the Long Island Convention and Visitor's Bureau. To her left is Joan LaRosa, who is Director of Sales, and this esteemed gentleman who just joined me is Mr. Steve Bate, who is Vice Chairman of the Long Island Convention and Visitor's Bureau and also the Executive Director of the Long Island Wine Council.

I wanted to thank you all for having us here today. As I said, my name is Greg DeClemente, and I, along with 27 other volunteers, consider it an honor and a privilege to work with the Long Island Convention and Visitor's Bureau and its incredible staff to help grow tourism on Long Island. Our purpose here today is to provide an overview of the Long Island Convention and Visitor's Bureau mid-year business activity as it specifically relates to Suffolk tourism and the results of these programs. However, before we begin the presentation, I just wanted to give everybody an idea of how economically important tourism is on Long Island and in Suffolk.

Tourism today on Long Island is a \$5.3 billion industry. Suffolk's portion alone is over \$3 billion. We welcome 9.1 million overnight visitors each night. Tourism is a key to our healthy economy. Over 74,000 jobs are directly related to tourism on Long Island. There are 364 hotels on Long Island with 18,289 rooms. Suffolk has 309 of the hotels and over 12,000 of the rooms. Day-trippers spend approximately \$60 per person. Overnight guests from the Tri-State 250 mile region spend about \$245 per person, and international visitors spend on average \$340 per person. Tourism today produces over \$357 million in local taxes, so it is truly a big business.

We put together a PowerPoint to give you an idea of what's going on and also there are handouts being given with respect to the activities and the results. This is required by our contract with Suffolk County that we are to provide a mid-year business activity report. So why don't we get started.

Okay. Some of the things I just mentioned are already up on the first slide on the screen. Our primary purpose is driving overnight visitation to Long Island and specifically Suffolk. As I said, the average visitor spends over \$245 per person per day as opposed to our day-trippers, and for every dollar that the Bureau spends on tourism marketing on the Island, we see back \$39 in visitor spending. This is according to a study that was commissioned a number of years ago, but the premise is still the same.

Positive signs tourism is on the upswing is the significant increase in hotel average daily rate. The ADR in Suffolk has risen \$5 in the first half of 2015, averaging 128 bucks. Now, that doesn't sound like a lot, but when you think of 12,000 rooms that Suffolk has and you think of an average stay of three or four nights per person, that \$5 adds up pretty quick. And that's compared \$123 in ADR in 2014. This chart shows you how it's gone up since 2010 where we averaged around \$108 a night for our hotel rooms in Suffolk and now we're getting close to \$130 a night.

Suffolk -- this is a report that references the tax collection that Suffolk has made with respect to hotel lodging. You can see that in 2014 Suffolk collected a bit over \$3 million in hotel taxes. In 2015, again, for the first six months of the year the tax collections are up. We're at 3.15 million in taxes.

Let's take a look at the Suffolk County lodging performance mid-year, again. This is January through June. The occupancy is another great sign that tourism is on the rise. In 2014, the average occupancy for the hotels in Suffolk were around 62.75%, and in 2015 for the first half, again, we're

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at 64%. So we are trending in the right direction. The average daily rate, which we referenced, first half of 2014 was \$123.48, and the average daily rate in 2015 is up about five bucks. So, again, we're going in the right direction.

This next slide, it is a busy slide, but I wanted to try to get on as much as I can to show you some of the programs and efforts that LICVB is making on behalf of tourism in Suffolk. We've created a major advertising campaign highlighting the assets of Suffolk County for placement in off-Island travel publication starting in April and May. As a founding partner, along with Suffolk County, for Winterfest Live on the Vine, the LICVB obtained overnight getaway deals and other special offers and marketed the six week program of live music at area wineries to create economic stimulus in Suffolk County during the slowest time of year. And this is a fun event if nobody's been out to it.

We developed and began implementation of a Suffolk maritime promotion centering on the Greenport Tall Ships. There was a famous tall ship that was in port in July of this year, which made a lot of noise about how it's historically related to the area. We worked to bring future meetings and conventions to Suffolk County. We've hosted over 1.4 million in meetings in the first half. That's money that's actually been spent in Suffolk County on meetings in the first half of the year. We've also worked to attract major sporting events to Suffolk County facilities, and we've hosted or booked over 3.2 million in sporting events in the first half. In the handouts I gave you on one of the pages is a complete break down so you can actually see the various groups and meetings that occurred during the first six months of the year.

We invited major media to create positive news stories and features about Suffolk County assets. We've reached out to visitors by our website Discoverlongisland/Suffolk, blog and social media. In fact, this was an interesting thing. You know, Suffolk County Executive Steve Bellone has an incentive to try to develop local business, and we had an opportunity, I guess about a month and a half ago, to meet with some folks within the communications group within Suffolk County. They were talking about, you know, we want to do -- Long Island or Suffolk wants to do a Stay Suffolk Long Island Vacation Program. And so when they were investigating how they'd put this together, one of the chaps went to one of the tech guys and said, "I need you to you build me a website that focuses on Suffolk County." A couple of days later he came back to the individual and he said, "Like this?" And he was pointing to the Long Island Convention and Visitor's Bureau Suffolk centered website. So as you can see, this [www.staysuffolklongisland.com](http://www.staysuffolklongisland.com) now points to the LICVB Suffolk centered website promoting all of the tourism assets.

We administer a 200,000 Suffolk Tourism Grant Program to local promotional groups. We'll get into that a little bit further in the presentation. We dedicated \$67,000 toward the promotion of film and cultural affairs, so I was pleased to see your new member of your film committee in the room today. And we responded to over 35,000 inquiries, this is Long Island-wide, and requests for information at our main office visitor center, and we've stocked and staffed the welcome center, which is at Long Island MacArthur Airport if you haven't seen it. It's really nice. We've shipped over 10,000 copies of the Suffolk Travel Guide to information centers along the New York State Thruway. So that's a highlight. I know it's a busy slide, but I wanted to try to get to all the stuff.

So let's get into some of the specifics of the marketing incentives for Suffolk County mid-year. During the first half of the year the Bureau's primary marketing strategy includes generating image awareness among off-Island, leisure travel consumers to drive visitation for Suffolk. This is a market if you put a dot in the middle of Suffolk and 250 miles around it, this is where the primary focus of the marketing is. We've run off-Island radio promotion to support certain campaigns, including the Greenport Tall Ships Challenge and Winterfest Live on the Vine, and the programs also incorporate on-line advertising, pay per click through the web, public and press relations and social media.

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The next page gives you an idea of some of the ads that we've actually been running, farm to vineyard. We've also done the Greenport Tall Ships you see there, Jumps for Joy. I like this headline: "If you can't relax out here, you're just not trying."

We measure advertising fulfillment based on a request for County guides. So in the first half of 2015 based on the advertising we've done, we've seen a 25% increase in the fulfillment of the Suffolk County specialty magazine that the LICVB has developed, so that's a good thing. And here's a picture of the actual dedicated Suffolk County Travel Guide, which was developed by the Long Island Convention and Visitor's Bureau.

Then as I mentioned about that website, the Suffolk County tourism website, here are some screen grabs that kind of show you. It's very rich, it's got a tremendous amount of information. It lists all the hotels, it lists the activities, it lists the attractions, and it's probably one of the singular sources of what's going on and from a tourism basis in Suffolk County, this particular website.

We also have a Suffolk County Epicurean website, which is farm, to sea, to table, the wineries, of course, and this one, again, is focused on all the incredible food and the wine that we have out on Long Island, and this is also chock full of information for somebody who is a foodie.

To back up the websites, here's some traffic statistics for the first half. We had a 7.5% increase in page views, a 10% increase in visits, and the actual numbers are really cool. I mean, in 2014 we had 145,000 page views for the first half of the year, and 24,700 in visits. We're now up to 156,000 page views, and we've got 27,000 unique visitors coming to the Suffolk County website. That's pretty good traffic.

Another area of responsibility we have is the Suffolk County meetings, conventions and sports. It's the Long Island Convention and Visitor's Bureau and Sports Commission is the official title. Now, let's take a look at what's going on here. This is definite. These are things that happened January through June of 2015. We had 11 sports competitions, we had 19,860 visitors and athletes come to Suffolk, 3,140 rooms were booked, and the economic impact of this was \$3,293,000. So they like to come out and play sports in Suffolk County. We had some definite group business, too. You know, from the LICVB from January through June the County hosted 25 corporate meetings and social events. We had 11,273 attendees, 2000 rooms were booked, and this, again, is an economic impact of almost \$1.5 million.

Looking forward. You know, those two previous slides talked about how much business has actually been booked for the first six months of this year. This next slide talks about future groups. The sales team, led by Joan and her group, go out and generate leads. We've 384 leads. And what did you tell me the percentage converts to Suffolk?

### **MS. LaROSA:**

About 65% of the leads that we generate go to Suffolk County.

### **MR. DeCLEMENTE:**

So of these 384 leads, about 65% should result in business in Suffolk. So then you can do 65% times almost 20 million and get the size of the impact of future group. It doesn't necessarily mean it's going to come this year, but these are groups -- because a lot of times this stuff is planned a year or two in advance. But these are solid leads that the LICVB has developed.

The other thing is international travel. Okay. This is a huge opportunity for Long Island in general, and Suffolk in particular, because Suffolk has a very unique asset in Long Island MacArthur Airport. So the first half of 2015 the LICVB attended a number of trade shows. You'll notice that the theme

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throughout these trade shows is international. There's a tremendous interest in -- from the international visitor to Long Island. We want to keep them on Long Island, and so one of the ways to help do that, of course, is to get them to make an entry into the United States at Long Island MacArthur Airport.

In May we did the NAJ Summit, which is an international receptive operators, that's these people coming in for meetings and conventions. In April we did Pow Wow, which is a huge show. The team had 40 preset appointments with international receptive tour operators. In March they attended ITB, which is another huge show which is in Berlin. We did this in conjunction with I love New York and New York and Company, and they had 60 international representative appointments, again, touting the assets of -- the tourism assets of Long Island and specifically Suffolk. They attended the Receptive Services Association of America trade show, which is for tour operators from Brazil, from China, from Japan and from India. And they also attended the American Bus Association, which does take international travelers around when they come into the United States. It's a big market for us.

The next slide gives you an idea of how many international people are actually poking around on our website. For the first half of 2014 we had 16,000 international visitors visit the website. In the first half of 2015, we had 37,000 people from international. And you can see a break down, the team put this together. Canada was 5700; the UK, which is one of our big markets, 6800; Germany, 3700; France, 1300; and Brazil. So these are the top five markets. They don't all equal 37,000, but these are where people are poking around and wanting to learn about Long Island. So that's a good thing.

**CHAIRPERSON LINDSAY:**

Greg, if I could just stop you for a second there. One of the -- at one of the Pow Wows you went to, or trades shows, you are trying to encourage international travelers to come into MacArthur Airport.

**MR. DeCLEMENTE:**

We're trying to attract them to the assets of Long Island.

**CHAIRPERSON LINDSAY:**

Okay.

**MR. DeCLEMENTE:**

Okay, and there is opportunities in the works for a number of international airlines to start flying into Long Island MacArthur Airport. Commissioner Schaeffer has multiple conversations underway with a number of airlines that are considering flying in. These -- the economic impact of that is staggering.

**CHAIRPERSON LINDSAY:**

Yeah, I understand that. Is your conversations at these trade associations, is it with the airlines or is it with --

**MR. DeCLEMENTE:**

No, with people who actually bring in the people to the United States.

**CHAIRPERSON LINDSAY:**

Okay.

**MR. DeCLEMENTE:**

Go ahead, Joan.

**MS. LaROSA:**

Can I add to that?

**CHAIRMAN LINDSAY:**

Sure.

**MS. LaROSA:**

New York City is the top destination for international travelers currently, so we feed off of that. We try to get as many, we call them crumbs, as many crumbs as we can. So we are not focussing on MacArthur Airport.

**CHAIRPERSON LINDSAY:**

Okay.

**MS. LaROSA:**

We're focussing on JFK, which technically is on Long Island even though it's Queens.

**CHAIRMAN LINDSAY:**

Right.

**MS. LaROSA:**

It is on Long Island. I say it all the time. So that is our focus, and we collaborate quite often with New York City and Company because they have the clout and we go with them and we collaborate with them and we get those crumbs because of that, because of our proximity to Long Island. A lot of the other New York State DMO's do as well, but we get a lot more of the business because of our proximity and because our assets are what they're looking for.

**CHAIRPERSON LINDSAY:**

Okay.

**MS. LaROSA:**

Each country has certain things that they look for. Like the Germans like beaches and Italians like culinary. So we have everything that they're looking for, and that's what we promote.

**CHAIRPERSON LINDSAY:**

Okay. If you want to continue with your presentation and then we'll go back to questions.

**MR. DeCLEMENTE:**

I thought it was interesting you had a presentation on millennials and what they're looking for. I have one home also. And so social media is critical. I mean, you know, we've got a position in all of the big social media sites, Twitter, Pinterest, YouTube, we've actually got a Long Island blog, and we've got Facebook. Facebook I think we do pretty good. If you look at the next slide we've got 247,000 followers on Facebook. This is where you capture the millennials, and they're the ones that are watching these websites. They're coming out to the wineries, they are playing Long Island National, they're going to the beaches and so on and so forth. This is a very impressive number that the LICVB Facebook page has got 247,000. Second to NYC Steve Bate has mentioned to me, so that's pretty cool.

Public relations. We do a lot of public relations. We direct assistance to qualified travel writers, editors representing domestic and international travel. We work to generate positive editorial treatment in both off-Island and on-Island. In the first half of the year alone, the group assisted 27 journalists, who produced 32 articles on Suffolk County's tourism assets. Yeah, let's go -- Suffolk County mid-year -- so in line with that, if we look at the next slide, the first one was really a coup for the LICVB because they worked hard with a woman, Stephanie Citron, who works for The Saturday Evening Post, who wrote an article with assistance of the LICVB. They took her around,

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they got her involved with the beaches, and again, for the first time in a number of years, one of the top ten beach in the United States is in Suffolk County, and it's the beach at Sunken Forest on Fire Island. That's a really, really cool event.

Fodor's. They've worked with Fodor's, which is one of the big travel guides in the world. *Ten Reasons to Visit Long Island Now*, and this came out in May of this year. And then also we worked with, you know, New York City and the culinary and coming out to taste some of the incredible wines that are being produced in a region interestingly enough that has a very similar climate to Bordeaux, France.

And last but not least, there was an article in a magazine about *Hankering for the Hampton's*. So this is all the efforts of the PR group within the LICVB that got some really great press for Long Island, but specifically Suffolk County. How about we talk about some marketing initiatives.

### **CHAIRPERSON LINDSAY:**

Greg, if I could just stop you for a second just to ask you if you could summarizing what's remaining, because we're at a little bit of a time constraint and I just want to get to questions, because I know we have questions for you.

### **MR. DeCLEMENTE:**

I mean, last -- I'll cut it short. We've got, you know, by contract we administered \$200,000 in grant money which has been spent for 2015, and there's a list of all the recipient organizations that received the grant money, including the Wine Council. We've got \$67,000 spent through June 15th on cultural programs including Winterfest. And let me see if there's anything else -- picture of the Visitor Center. So that's pretty much it. That kind of gives you an overview of what we've have done, what we're involved with, and what some of the opportunities are.

### **CHAIRPERSON LINDSAY:**

I appreciate that. I'm sorry, I didn't mean to cut you short.

### **MR. DeCLEMENTE:**

No, that's okay.

### **CHAIRPERSON LINDSAY:**

We get this presentation twice a year so I want to make it more give and take in terms of some of the questions. I will start with Fire Island. I represent part of Fire Island as my Legislative District, and in meeting with some of the business owners there, they feel that they're a little bit underrepresented by the LICVB with not only what's on your website, but just some of your initiatives. They felt after Sandy they really did not get any assistance from the Convention Bureau. But just as a real obvious point, when you go to your website and you pull up Fire Island, it doesn't even mention all the towns. It just says Davis Park, Watch Hill or Sailors Haven. There's nothing else there it would appear from the website. The other bullet point in there says *Lounge on the beach before heading back on the ferry*. It doesn't mention any of the almost 12 hotels that we have on Fire Island, as they're obviously a contributor to the Hotel/Motor Tax. They asked me to ask you how can they get more involvement with you and get some more assistance from the Convention Bureau.

### **MR. DeCLEMENTE:**

I will let Kristen answer.

### **CHAIRMAN LINDSAY:**

She looks like she's got a good response.

**MS. MATEJKA:**

I do, because actually Fire Island is one of -- next to the Hamptons, it's one of the most recognized regions that Long Island has to offer. So we do realize that and we did work with Fire Island after the storm and got their message out about what they were doing to welcome visitors back. Also, we're developing a new website as we speak, and what we've done is we've broken out the regions, you know, north shore, south shore, in addition to the counties and also created a special section for Fire Island on the home page. We also in our Travel Guide broke Fire Island out as a separate -- all the hotels on Fire Island. We now list all the hotels on Long Island and we'll be doing it for the Suffolk County Travel Guide as well when we reprint that.

**CHAIRPERSON LINDSAY:**

Is that on the website now? It's not.

**MS. MATEJKA:**

It's going to be -- we're developing it on the new website. It's in the new Long Island Travel Guide, there's a separate section for Fire Island, and it will be in the new Suffolk County Travel Guide when we reprint that in about a month.

**CHAIRPERSON LINDSAY:**

Okay. Great. Is there anything that they can do, and Cherry Grove is also part of my Legislative District, and they have a major issue. The hotel that was there, as you are probably aware, burned down, so it's had a dramatic impact upon the businesses, the restaurants, the bars, the shops on Cherry Grove. When you add to that the Federal Government in their infinite wisdom decided to do a renovation at Sailors Haven, which closed all the boat slips for most of the season which, again, drove more traffic away from them because they would get a lot of people would come over for dinner and lunch and so forth. Is there a way that they could coordinate -- they can coordinate with somebody within your organization to try to maybe have some input on what goes on that website?

**MS. MATEJKA:**

I would definitely welcome that. Certainly they could contact me, Kristen Matejka. I'm Director of Marketing. We could set up a meeting, that's fine, any ideas that they have. We're always open to hear about ideas that people have for getting the message out and getting their message out. We work with multiple organizations throughout Long Island to do that.

**CHAIRPERSON LINDSAY:**

Okay.

**MS. MATEJKA:**

So I'd welcome their input.

**CHAIRPERSON LINDSAY:**

That would be great. I would encourage you to -- because Fire Island is so unique in that each community could be vastly different from the other in terms of the type of people that they target and market. So I think it would be beneficial for everyone if you found a way to show, illustrate, what each community is, you know, what attributes they have and what their target market is as you go up and down the coast there. As someone who goes to Fire Island a lot, which I do, one community is drastically different from the other. From Ocean Beach being more of the restaurants and bars, to Saltaire being more the quiet, beach type community. So I appreciate it. I'll open up to questions.

**MR. DeCLEMENTE:**

It's good timing, though, that we're here now. We can put these changes in place.

**CHAIRPERSON LINDSAY:**

Yes. I appreciate it. It was music to my ears when I heard that that was going through, because it's hard for me to argue back to them when they show me your website and say, you know, "Where are our hotels? It doesn't even mention that we have hotels". So now I have a good response for them, so I appreciate that.

**MS. MATEJKA:**

Sure.

**CHAIRPERSON LINDSAY:**

Jay, do you have any questions?

**D.P.O. SCHNEIDERMAN:**

Quickly looking at some numbers. You know, it looks -- so far it looks like the growth in the hotel industry seems impressive in terms of both the occupancy and the room rates. And recently looking at the sales tax numbers for the County, which this is factored into because it's part of the sales tax, but I don't get it broken out, so the sales tax growth has been somewhat anemic County-wide, yet the growth in the hotel industry is very strong. And it makes me think that the rest of the economy is growing even slower than I thought, because it's being carried very much by tourism.

But I also, you know, I see how popular certain areas are like the North Fork has become quite a destination now, no question, the wine country. But not a lot of hotel capacity in that area, and hotel capacity, it's hard to grow. It's hard to grow capacity. A lot of areas aren't sewerred, a lot of zoning regulations prevent -- I happen to be in the hotel business.

**MR. DeCLEMENTE:**

I know. You and I have met before.

**D.P.O. SCHNEIDERMAN:**

Right, exactly. And, you know, I can't add more rooms even if I wanted to add more rooms because of density requirements, even if I could comply with the Health Department. So you have local zoning. It's hard to grow the industry. There's a couple of places, maybe Riverhead, you know, where it's been growing. We're looking at Riverside across the river as a place where maybe there could be some hotel capacity, Gabreski Airport, but it's tough. The further east you go it seems the harder it is to, you know, add more hotel capacity. So we're seeing a lot of tourism going to homes. You know, you can see it on VRBO, HomeAway --

**MR. DeCLEMENTE:**

Airbnb.

**D.P.O. SCHNEIDERMAN:**

In one way, you know, it really helps drive business to restaurants and to attractions, and in another way we don't get our cut of hotel taxes. So I just don't know how we kind of wrestle with that dilemma. How do we find a way either to add hotel capacity or, you know, work with homeowners to try to, you know, see if there's a way to bring some revenue in to help promote tourism as well. Any thoughts on that?

**MR. DeCLEMENTE:**

Well, I mean, you know, Mike Johnson is on our board, and Mike is the President of the Long Island Hotel/Motel Association. This is a big issue with respect to tax collection. I mean, Airbnb has become a problem. It's a problem in Manhattan, it's becoming a problem out on Long Island. So though I agree with you we've got a situation where those visitors are going to still spend out of

pocket money for shops and restaurants and things of that nature, this is a problem that's really affecting the occupancy of the hotels that we've got. I mean, occupancy is running at for 2015 -- well, last year it was 62.75% occupancy. So that's okay. It's not a great number in terms of overall occupancy. We'd like to see it a little bit higher. And you're right about tax revenues. I mean, according to what we got from the County, through the first six months of this year 3.15 million in lodging taxes were collected, and that represents a 2% increase over last year. So that where the ADR is going in the right direction, you know, the tax collections are going in the right direction but not as substantially.

With respect to that, I mean, New York City's tried a 30 day rule where you have to stay over 30 days before you get any kind of a taxing situation. I don't know how we could ever tax somebody if I go to your house and sleep in a bedroom and pay you 200 a night for that then I'm going to collect taxes on it. So it's a challenge. I mean, part of our assets is what makes it so difficult to put other hotels. I mean, 80% of the people that come out to the western part of Suffolk County come out for leisure purposes, so they got to stay someplace, and they're in the hotel and so on and so forth.

**D.P.O. SCHNEIDERMAN:**

I mean, I'm not saying necessarily it's a bad thing. It's potentially very good for the wineries. It's good for the restaurants. It's good for the aquarium and Splish Splash and lots of other things, and the charter boats and the movies and all of that -- because we don't have the hotel capacity, yet we have a tremendous demand of people want to come out here. So, I mean, I haven't really come up with a good answer on it either. I wouldn't kill that industry because it would hurt all those other businesses, but it may provide also unfair competition for the hotels that are there, that are complying with all the, you know, the regulations, all the fire inspections and all those things like that. So it's an interesting question and I think we have to put our heads together and figure out what the right response is so we don't kind of hurt all of these other industries.

**MR. DeCLEMENTE:**

I agree. Steve wanted to make a comment.

**MR. BATE:**

The Wine Council is an interesting position on this because we have members that have bed and breakfasts, and we also have members that are doing the Airbnb thing. What I'm hearing is that the B&B owners, and not just the wineries but others, are just wanting a level playing field. So they want these Airbnb folks to have the same kind of, not maybe as many regulations, but certainly to pay a fee, to register, to be part of the regulatory system. And I think there's some work out in Southold that's going on right now and some debate over the minimum stay and that kind of thing. But I think there's an openness from the Airbnb people to actually, you know, get into the system somehow so they are paying something, whether it's hotel taxes or paying a fee.

**D.P.O. SCHNEIDERMAN:**

I was talking to somebody who bought a rental property in Florida recently, and they allow short-term rentals, weekly rentals, but as part of that approval process that allows it, the state or the town, or whatever they get, they get a percentage, like 10% or whatever it is of the revenues. It's kind of like the hotel tax which is a percentage base.

**MR. DeCLEMENTE:**

Yeah, it is. It is.

**D.P.O. SCHNEIDERMAN:**

They let you do it, but if you're going to do it, you're going to have to be part of that revenue, and that levels the playing field and then it also doesn't hurt. I think a lot of homeowners wouldn't mind doing that as long as they could rent on that short a term, maybe not a daily basis, because to me

that is not fair in residential neighborhoods, but there's some period. I personally find that the family business, you know, having my experience running hotels, they're typically not looking for a period longer than a week. This idea that they're going to come out for two weeks or three weeks, they only get one week off. And a lot of our business is from Long Island. And, you know, if you have more than a week off you may go to a further destination. So you see the people want to come out for short-term stays. So, I mean, I think it's an interesting thing to think about. I know Legislator Krupski had a question and then I'm going to come back because I have other follow-ups.

**MR. BATE:**

One follow-up on that is that, you know, we do a lot of the business, the short-term business out on the North Fork is for weddings and that kind of thing where they just simply can't find blocks of hotel rooms as you were saying before. The zoning doesn't permit it. So there is a need for some kind of compromise on the terms of it so these people can come out and spend their money that they're spending out, and not just at the wineries, but in the restaurants, in the gas stations.

**D.P.O. SCHNEIDERMAN:**

One other thing. I've noticed a change, and maybe this is because my business is out in Montauk, and you've probably been following the controversy in Montauk. It's become a very popular place and now the town is proposing new ordinances and banning parking in certain areas and electronic counters and things like that. I've noticed a trend that we're seeing more weekend business. More weekend business, and less weekday business. Actually it's shrinking. It's getting harder to fill the weekdays. The weekends are -- the prices have gone through the roof on the weekends because the demand is so high. It used to be you had 100 days basically, you know, seasonal businesses to, you know, get through the year and pay your insurance and your taxes and everything else. Now it's becoming, you know, eight weekends. That's not a lot of days. You know, maybe it's 12 weekends, whatever, but it's not a lot of days to cover those same costs.

I think it's a model that's somewhat of a dangerous model because, you know, if that group which tends to, you know, go to the next hot spot, you know, whatever that next hot spot is, could leave and then you're left with basically going back to where we were not that many years ago when a lot of hotels were really struggling. We saw a lot of hotels become apartments, workforce housing and things like that, and it's very hard to bring them back to hotels. So I think, you know, we all have to kind of, I think, work together to make sure tourism stays strong. Those apartments don't collect hotel tax and they don't collect sales tax. The County, which pays, you know, for a lot of, you know, various functions, including this Legislature, depends on sales tax. And we're currently not seeing the sales tax revenues come in where we anticipated them and that creates a shortfall and it puts the County in a very different position, where we don't want to reduce certain services that the public depends upon, so.

**MR. DeCLEMENTE:**

Understood, sure.

**D.P.O. SCHNEIDERMAN:**

I'll go to my colleague from the North Fork, Legislator Krupski.

**LEG. KRUPSKI:**

Thank you. And just to, you know, just to say something about the Airbnb's since they came up. It's not so much just a shortage of overnight rooms, it also becomes a quality of life issue when people, you know, buy into a community with an expectation of a certain quality of life and then you have, you know, a rental next to you. And also the B&B's did go through a permitting process, and not only they collected the tax, but they went through a process to make sure that their operation was going to be run properly, there would be adequate parking and all those sort of things. So I

think that is, you know, Steve, you mentioned a level playing field, and I think that's what people are looking for. And also, you know, you don't want extra traffic, you don't want somebody playing music at one in the morning next to you who's renting and you don't know who they are. So that -- those are some of the big issues and that's why the town's trying to do -- doing the right thing, trying to address it.

So I had a couple of questions. How much did your organization put into Greenport? I attended the Tall Ship events on three separate occasions and it was I think very successful and really impressive, if anybody went out there. But how much was put into that?

**MS. MATEJKA:**

You want it in dollarwise?

**LEG. KRUPSKI:**

Dollars, yes.

**MS. MATEJKA:**

Dollarwise we did a \$10,000 public radio campaign in the New York City Metro, Queens, Brooklyn area. I believe it also came out this way a little bit as well. In terms of -- we placed ads on our website, on the Suffolk County website. We did a lot of stuff that was what we would call inkind as well. There was an actual cash outlay, but we also did an optimized press release, which went out on the newswire that got picked up and distributed to I think over 170 publications in June. And we did the advertising on the public radio in June as well, that's why it's part of this report, leading up to the campaign. And of course in the social media, the blog, and, you know, out on Facebook as well, and Twitter.

**LEG. KRUPSKI:**

Thank you.

**D.P.O. SCHNEIDERMAN:**

If I could ask a question about the Tall Ships.

**CHAIRMAN LINDSAY:**

Sure.

**D.P.O. SCHNEIDERMAN:**

I love that festival. I think it's a great idea. I know like the biggest cost there is mobilizing these Tall Ships and getting them to Greenport, and they often come from fairly far away. I know, I don't want to take anything away from Greenport because it is their thing and it's great, but I would love to see a Long Island Tall Ships Festival. If they're here, maybe they could go to Port Jefferson, maybe they could go to, you know, Montauk. Maybe there's a couple of spots along the way since the mobilization is the big expense, and I don't think necessarily would pull the crowd away, but it's something that maybe could be talked about to make it a Long Island event. There might be other harbors, too, even further up the Long Island Sound that could be part of it, and it might bring an economy of scale. It's just a thought.

**MR. BATE:**

I had a couple of things that I wanted to say at the end of the questions, we're probably getting short of time, but it's a good opportunity to segue to that since we're talking about money, because it would be expensive to create a Long Island-wide Tall Ships Festival.

As Greg said, I'm Vice Chairman of the Bureau right now. I'm expected to become the Chairman next January for a period of two years, which coincidentally matches up with the two year extension

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of the hotel tax that was just passed. And I did happen to listen to the discussion, the debate, on that particular resolution, and I know that there's a lot of discussion about value for money and if the allocation is correct, not just for the Bureau, but across the board. And I just wanted to point out a couple of things.

First of all, you know, I run the Long Island Wine Council. We depend on tourism, retail spending, direct consumer spender is essential. We view the LICVB as essential, as a part of our, not to replace, but as a part of our marketing strategy for the simple reason that we are operating, as Greg said, it's a 250 mile radius around Suffolk County. That also happens to be one of the most expensive media markets in the world. We can't afford to do it, you know, on our own budget. We need to pool our resources with organizations like the Bureau, the East End Tourism Alliance, to be able to reach out and attract people to the East End.

You know, I was looking at this chart that unfortunately was done in 2012 and there's a new one out. I haven't had a chance to look at it yet, but just looking at 2012 numbers, the Bureau in this case had a budget of \$2.7 million in total, Suffolk and Nassau. Compare that to the City of Buffalo, which had three million, and the City of Rochester, that had three million. And then New York City, of course, is in a different league itself, it's \$34 million. But when you look at that and you also look at the fact that the Bureau has 14 people working full-time and these other organizations have over 20, the amount of money that's going towards marketing programs at the Bureau is over 50%. In these other organizations it's around 40%, so they're spending much more on administration, which is an important factor for me as an Executive Director, as an association as well. My numbers, okay, how much are we spending on budget and how much are we paying you and your administration. So it's very important to note that.

So, you know, when we look at those numbers and we think about marketing in New York, Buffalo is spending about \$424 per room. They have 9,000 rooms to promote tourism. Rochester is spending \$425 a room to promote tourism. New York City, with its \$34 million and its 90,000 hotel rooms is paying \$384 per room. Long Island, \$161 for 17 or 18,000 rooms. We just can't not compete with that kind of competition, with that kind of budgetary disparity.

So I know there's going to be some discussion over the next two years. I just wanted to flag a couple of things for you to think about. One is the cap. None of these other places have to deal with a cap. In some cases it's a higher percentage of the hotel tax they collected, in some cases it's a contractual amount, but if we were to eliminate the cap, then everyone would do better. We would be able to market more, we would be able to bring in more hotel taxes.

**D.P.O. SCHNEIDERMAN:**

I mean, I'm familiar with the 24% and then up to \$2 million is -- that's the hotel allocation for the LICVB. You are at the \$2 million cap, right?

**MR. BATE:**

Right.

**D.P.O. SCHNEIDERMAN:**

What would be the 24% if there were no cap?

**MR. BATE:**

It would be an additional \$250,000.

**D.P.O. SCHNEIDERMAN:**

Okay.

**MR. DeCLEMENTE:**

Not a lot of money.

**MR. BATE:**

So these are things -- I know we're not going to, you know, debate that right now, but there are a couple of things that you could do --

**D.P.O. SCHNEIDERMAN:**

That's a lot of money.

**MR. BATE:**

It is. There's a couple of things you could do immediately that would increase our budget without putting any burden on the County, and that I go to the hotel tax, the tourism promotion agency law. There's a line in there which basically says that the County is supposed to -- the money that's given to the LICVB for Suffolk County is supposed to be spent on Suffolk County. There's an additional line up there --

**MR. DeCLEMENTE:**

Excerpt --

**MR. BATE:**

This is an excerpt. There is this additional line there, which I think may have been added relatively recently. But the money cannot be used to direct any visitors to any particular business. I think if you think about that, that's obvious. You don't want some insider to take all the benefits from the money that's being spent, but it's a handicap because there's also this next line that's in the law. "Nothing contained in this subsection shall be construed to prohibit paid advertising". I don't know what -- to me that means that cooperative marketing should be allowed, cooperative advertising should be allowed.

At the Wine Council, this is how we do it. We have a budget. Our members pay dues of about \$130,000. We leverage the grants we get and we do pay to play advertising opportunities that give us a budget of about 400,000 to work with. The East End Tourism Alliance, which I'm Secretary of, the same thing. We take grant money, we do pay to play opportunities. It gives companies that could not otherwise afford to advertise in New York City the opportunity to participate in advertising campaigns. And more importantly, it extends and expands our marketing budget. So the first thing you could do almost immediately is interpret that last nine so that it allows for cooperative advertising.

**D.P.O. SCHNEIDERMAN:**

I mean, having written that section, I believe it does allow cooperative advertising. As long as that advertising is offered equally to all --

**MR. BATES:**

Of course.

**D.P.O. SCHNEIDERMAN:**

-- and that rate for that advertising is, you know, fair, so you're distributing the cost to make it, you know, by bringing in more partners, more economical, there's nothing that would prohibit that. What that section had to do with was basically insiders, as you say, getting let's say \$10,000 worth of advertising for \$100 and other people not getting that kind of opportunity. Maybe I'm exaggerating a little bit. That's all -- if our Counsel was here I think he would agree. I discussed this with him. He's probably in the other room; maybe he can hear and will come in. But I don't believe that there's anything that would prohibit cooperative advertising. But, you know, if you are running a big TV commercial and there's a tag at the end and only a handful of people, and that's kind of the old

days, I'm sorry, but there was -- there was an issue with membership versus non-membership. Now everybody is a member. So members were given certain opportunities that the general bed and breakfast or hotel that was collecting those hotel taxes were not privy to. That's what that was an attempt to change. And that's changed now because are there no members. So as long as it's equally available to everybody who collects hotel tax, I personally have no issue with it and I don't think the law prohibits it.

**MR. BATE:**

I wouldn't think so either and that's very helpful. While we're on the subject of members, the Bureau, it's not that they don't have any members, it's that all hotels are now considered a member. So my next point is would it be possible to have different levels of membership. And that's what, again, the East End Tourism Alliance, the Wine Council, we all do these differing things to add -- to give a slightly higher benefit to those people that pay a little additional --

**LEG. KRUPSKI:**

How do you avoid duplication, because you mentioned North Fork Promotion also and ETA. How do you avoid duplication, because everyone's promoting a certain -- their own certain region, and it gets to the point where, and I'm a member of the Chamber for, you know, decades. So how much promotion can you do at all those different levels? At what point does it cease to be effective, and at what point do you work together and say, "We'll do the promotion here for that group, you do the promotion here". Is there overlap, is there duplication? How do you coordinate that?

**MR. BATE:**

Well, there is overlap and duplication, but at the end of the day we're a business, Wine Council, ETA. We're business trade associations. We're 501(c)(6)'s, and it's really, you know, it's a matter of where businesses see value in their memberships. You know, we obviously cater to a certain audience. We're advertising for a wine customer and the food -- agritourism customer. The East End Tourism Alliance has a broader perspective in terms of the different types of attractions and hotels across the East End that they're catering to. North Fork Promotions Council is -- they have a broader mandate than just the wine industry that's certainly concentrated out there, but they're doing their own thing. I would agree with you. That's one reason why when we were having all these discussions about the leisure grant I was arguing very strongly for keeping the money pooled together because of the fact that it's such an expensive media market. By splitting everything up in 20 or 30 different small pieces, and everybody is going to their little balloon festivals or whatever, and we're not going to actually reach the customers that we want to --

**LEG. KRUPSKI:**

Well, I do, too. Just one comment about -- you talked about the lack of hotels on the North Fork. You just have to be cautious. If you make the North Fork into Queens, and there's nothing wrong with Queens, but if you make the North Folk into Queens, then it's not the North Fork anymore. So you have to, you know, work that balance.

**MR. DeCLEMENTE:**

And the Bureau's primary charge was to focus to bring in overnight visitors, so some of what Steve's talking about is for the local residents that's been promoted and so on. This would give us an opportunity to have more funds to bring in that outside individual.

**D.P.O. SCHNEIDERMAN:**

So if I could go back to that issue we were talking about a second ago with co-op advertising and members. So LICVB started as a -- like a chamber of commerce, convention and visitors, had members, and its job was to promote those members. It collected dues. It wasn't to promote anybody who wasn't a member. Then LICVB was assigned a task to be the promotion agency for the County and it really became an entity that was funded primarily through tax dollars, which are highly regulated, and those tax dollars had all kinds of conditions attached to them. One of the main

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charges was to drive heads and beds, to overnight guests, because it was the hotels. It wasn't the restaurants that were paying, you know, collecting that tax, it was the hotels.

So as we move forward and, you know, I understand that LICVB still has members, and maybe they're hotels and retail stores, Tanger Mall, whatever it might be. We still have to be careful that the hotel tax dollars are being used for the purposes under the law and that those other members don't get to let's say leverage those hotel tax dollars to do something other than what those hotel tax dollars were collected to do. It creates a challenge for LICVB. You have to segregate your monies.

I don't have a problem if you take membership fees from hotels and all those things and use that money to -- I mean from restaurants and things like that, and use that money to promote those restaurants. It's just a different function. But, you know, the tax dollars have to do what those tax dollars are supposed to do. So, you know, creating those firewalls and protecting that tax dollar to drive heads and beds, I don't want to see that function get diluted or, you know, misused in a way that is inappropriate. As you know, when the Comptroller looked at this he had some, the former Comptroller, some serious concerns about this. So I think LICVB plays an important function.

I think LICVB has grown and become stronger and is doing a better job than I've ever seen it do. So let's continue in that direction. If you need clarification on that beyond what I have provided today, I'm happy to put you in touch with our Counsel. Maybe he can do a letter, or the County Attorney, so that you know exactly what the parameters are for that language.

**MR. BATE:**

That would be very helpful. Thank you, Jay.

**MS. MATEJKA:**

May I ask a question since we're on this? In addition to co-op advertising, traditional advertising, I think we spoke a few months ago, we used to do co-op trade show opportunities. So again, that leveraged more money for the CVB to do additional programs because we weren't spending as much on one program because we would share that cost with some other hotels. That's one of the things that we got in trouble for through our audit. So was that the intention as well and if --

**D.P.O. SCHNEIDERMAN:**

It gets tricky, so let's just give you an example. So you're going, let's say, to Texas to a big conference promoting Suffolk County and you're sharing the table with a Hilton from Nassau County or whatever it is. And you're splitting the table costs and they're paying 50%, you're paying 50%, and they're on one side of a table and you're on the other. If you can separate it out so it's very clear that you are not promoting for that hotel, that, again, there's a firewall. When it's, you know, the big Long Island Convention and Visitor's Bureau table and they're sitting there right with you and there's no distinction, come to Suffolk County, stay at this Hilton, I have a problem with it. To me that would violate the intent of the law and you would be basically I think compromising the goals of LICVB as well as the tourist dollars. And particularly if they're getting half the table for a quarter of the price, then it's really a problem because now they are being subsidized with tax dollars as well.

**MR. BATE:**

I completely agree with you. We do this all the time in the wine industry. It allows us to be present at important opportunities, pouring opportunities or promotional opportunities, that we wouldn't be able to afford otherwise. So we go out to all our members, nobody is excluded, and say we need people to buy-in for this. We're there promoting the region as the Bureau would be promoting Long Island, Suffolk County, but we wouldn't be there if we didn't have some buy-in from some of the wineries, and of course they're getting a little bit more visibility because they happen to be there. But at the end of the day, we are promoting the whole region.

**D.P.O. SCHNEIDERMAN:**

Yeah, that's with I'm shooting for.

**MR. DeCLEMENTE:**

Okay.

**D.P.O. SCHNEIDERMAN:**

So that it doesn't look like a sponsorship of --

**MR. DeCLEMENTE:**

The intent would never be that.

**D.P.O. SCHNEIDERMAN:**

The seal of approval of the LICVB goes to, you know, the Allegria or whatever it is, you know.

**CHAIRPERSON LINDSAY:**

Thank you all for coming in. Thank you for your presentation and the back and forth. We look forward to working with you throughout the rest of the year and hope we have a successful summer and it continues to go forward.

**MR. DeCLEMENTE:**

Thank you very much. We appreciate it.

**CHAIRPERSON LINDSAY:**

That being the last issue on the agenda, we are adjourned.

**(\*The meeting was adjourned at 3:40 p.m. \*)**