

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 February 24, 2016.

MEMBERS PRESENT:

Leg. William J. Lindsay III, Chairperson
Leg. Kara Hahn
Leg. Robert Calarco, DPO
Leg. Robert Trotta

MEMBERS NOT PRESENT:

Leg. Steven H. Stern, Excused Absence

ALSO IN ATTENDANCE:

George M. Nolan, Counsel to the Legislature
Sarah Simpson, Assistant Counsel/Legislature
Jason Richberg, Clerk of the Legislature
Laura Halloran, Budget Review Office
Jennifer Hahn, Aide to Leg. Lindsay
Deborah Harris, Aide to Leg. Stern
Zachary Baum, Aide to Leg. Hahn
Greg Atherton, Aide to Leg. McCaffrey
Regina Zara, Economic Development
Katie Horst, County Executive's Office
Kristen Jarnagin, President/Long Island Convention & Visitors Bureau
Michael Pitcher, Communications/PO
And all other interested parties

MINUTES TAKEN BY:

Diana Flesher, Court Stenographer

MINUTES TRANSCRIBED BY:

Denise Weaver, Legislative Aide

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THE MEETING WAS CALLED TO ORDER AT 2:12 PM

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 Trotta.

SALUTATION

CHAIRPERSON LINDSAY:

Good afternoon. Mr. Clerk, do we have any public comments cards?

MR. RICHBERG:

No cards, Mr. Chair.

CHAIRPERSON LINDSAY:

Anybody in the audience wishing to comment during the public portion, please come forward. Okay. Not seeing anyone, we'll close the public portion. We don't have any presentations today so we'll move right onto the tabled resolutions.

TABLED RESOLUTIONS

The first one is. **Resolution 1006 - Adopting Local Law No. -2016, A Local Law to update and strengthen the hotel and motel tax statute. (Lindsay)** This was tabled for a public hearing and the public hearing is still in process so I'm going to make motion to continue to table this.

LEG. McCAFFREY:

Second.

CHAIRPERSON LINDSAY:

Second by Legislator McCaffrey. All those in favor? Opposed? Abstentions? The motion carries.

TABLED for PUBLIC HEARING (VOTE: 4-0-0-1. LEG. STERN NOT PRESENT)

We have **Resolution 1025 - Adopting Local Law No. -2016, A Local Law to enhance the County's Tourism Promotion Program. (Lindsay)** I see the head of the Long Island Convention and Business Bureau present. Miss Jarnagin, if you wouldn't mind coming forward and just speaking to this proposal.

Good afternoon, thank you for coming today.

MS. JARNAGIN:

Good afternoon.

CHAIRPERSON LINDSAY:

So if you wouldn't mind just giving us just a brief overview. I know we've discussed this and it's a law that I sponsored. If you could just explain the need for this clarifying language.

MS. JARNAGIN:

Thank you, Mr. Chair, members of the board. This is mostly an amendment to language for interpretation issues. There was some language drafted which had the ability to limit our cooperative marketing dollars for the Long Island Convention and Visitor's Bureau. But the interpretation was to make sure that we were offering fair services to all of our members. Unfortunately, there was some conflict on the way it was interpreted between the two different

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Counsels. So we did have several meetings with the County Legislature as well as the County itself. And the two Counsels for both the Legislature and the County did a lot of work so I'd like to thank them very much to come together and just basically clarify the language.

So what it means is that we're -- we have the opportunity to leverage County tax dollars to have cost sharings for our tourism partners when we go into cooperative marketing opportunities such as trade shows. One of the things we'd like to do that we're hopefully planning if this passes, is an event in New York City where we'd like to go in as Long Island as the destination and be -- have the ability to bring partners with us to leverage those dollars for a fee and have more of a regional destination approach, which is very common. It's standard across the country for destinations like ours to be able to utilize dollars like that.

So it's mostly just interpretation that is being clarified with this language and we appreciate your support. I'm happy to answer any questions.

CHAIRPERSON LINDSAY:

Anybody have any question for the LICVB? Legislator Hahn.

LEG. HAHN:

Okay. So previously I had been asked if this applies to advertising?

MS. JARNAGIN:

It does apply to advertising, Legislator Hahn. We don't have any planned cooperative advertising at this moment. Primarily what we have planned are trade shows and events where we'd like to bring partners along with us to demonstrate the region of Long Island, but it does allow us to do a cooperative advertising if we would like to leverage our dollars, which basically means in a publication sometimes instead of purchasing a full page, which would just be Long Island CVB, we could do maybe a half page and allow the other half page as a buy-in for some of our partners to participate in.

LEG. HAHN:

Yeah. I guess the concern had been -- does it put -- we want to make sure it doesn't put the smaller mom and pop type of businesses and hotels and -- at a disadvantage where they don't get an opportunity to be part of some of what you're doing whether it be advertising or even the trade shows. I understand what you're saying. We just -- in the past, you know, some groups had been put at a disadvantage and so we just want to make sure that doesn't happen as well and that it's a balancing act, of course --

MS. JARNAGIN:

Yes.

LEG. HAHN:

-- and the purpose of having, you know, this regional tourism body is to promote the region. And so when you cross the line to promote a specific site as opposed to others, you know, there could be some issues so it's very --

CHAIRPERSON LINDSAY:

Yeah, but I think they're -- Legislator Hahn, they're promoting -- not only are they promoting a specific site, but they're also promoting the region at the same time. So it's a -- it's a cooperative where they're each putting up (inaudible) --

MS. JARNAGIN:

If I could just -- and I'm happy to clarify that. Thank you so much. Legislator Hahn, you're correct

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that, I believe the original concern was fairness, exactly what you're saying. But since -- currently the way our membership structure is -- is designed, is that all hotels are automatically members of our organization because they pay the bed tax. So every single hotel, no matter how large or small, gets the exact same opportunity as partnership in our organization to participate in anything that we do. And then we also provide opportunities to all of our members as well.

So I completely understand what you're saying. We have developed a very fair and balanced process to ensure that we don't -- we don't play favorites in this realm. And that's basically -- it's what this language specifically clarifies, per George, the Counsel, I'm so grateful for his work on this, that we are not endorsing anyone. It's specifically says we are not endorsing any other business. We some -- we just simply allow the opportunity for other businesses to participate in, again, primarily trade shows.

For example, we're going to one, it's the largest international travel trade show. It comes to the United States in June. We have a booth. It's going to cost about \$7500 for us to be there. Every other destination in the trade show, opens it up -- you have a certain number of badges and we can it open it up in a fair lottery process and allow anyone that wants to come with us the opportunity for a fee to come with us, the same fee equal for all partners. And basically what that does it leverages our County tax dollars; allows us to spend those dollars on other promotional initiatives; and at the same time allows our partners the opportunity to come and share their message as well. But you're -- you're very right, our regional message will always be promoted through my organization and we don't endorse anyone over another business.

LEG. HAHN:

Thank you.

CHAIRPERSON LINDSAY:

Any other questions? Okay, I'll make a motion to approve.

LEG. McCAFFREY:

Second.

CHAIRPERSON LINDSAY:

Second by Legislator McCaffrey. All those in favor? Opposed? Abstentions? Motion carries.

APPROVED (VOTE: 4-0-0-1. LEG. STERN NOT PRESENT) Thank you, Miss Jarnagin.

MS. JARNAGIN:

Thank you so much, Mr. Chair, members of the board. If I could just take one moment as well to acknowledge some of my board members who have been working on this initiative for several years, long before I ever joined this organization, so I just want to make sure that they get the acknowledgment for laying the groundwork for this too. So thank you so much.

CHAIRPERSON LINDSAY:

You're welcome, thank you.

INTRODUCTORY RESOLUTIONS

Moving onto our Introductory Resolutions, **1064 - To reappoint Lyn Boland as a member of the Suffolk County Citizens Advisory Board for the Arts. (Hahn)** Motion by Legislator Hahn; second by Legislator McCaffrey. All those in favor? Opposed? Abstentions? Motion carries.
APPROVED (VOTE: 4-0-0-1. LEG. STERN NOT PRESENT)

Introductory Resolution 1092 - Resolution reappointing Robert Deluca to the Gabreski

Airport Conservation and Assessment Committee. (Co. Exec.) I'll make a motion.

LEG. McCAFFREY:
Second.

CHAIRPERSON LINDSAY:

Second by Legislator McCaffrey. All those in favor? Opposed? Abstentions? The motion carries.

APPROVED (VOTE: 4-0-0-1. LEG. STERN NOT PRESENT)

Introductory Resolution 1093 - Resolution reappointing Herman Beck to the Gabreski Airport Conservation and Assessment Committee. (Co. Exec.)

I'll make a motion; second by Legislator Trotta. All those in favor? Opposed? Abstentions? The motion carries. **APPROVED (VOTE: 4-0-0-1. LEG. STERN NOT PRESENT)**

Introductory Resolution 1094 - Resolution reappointing Jason McMunn to the Gabreski Airport Conservation and Assessment Committee. (Co. Exec.) Same motion, same second.

All those in favor? Opposed? Abstentions? The motion carries. **APPROVED (VOTE: 4-0-0-1. LEG. STERN NOT PRESENT)**

And Introductory Resolution **1097 - To reappoint Shadrack Boakye as a member of the Suffolk County Citizens Advisory Board for the Arts. (Martinez)** I'll make a motion; second

by Legislator Trotta. All those in favor? Opposed? Abstentions? The motion carries. **APPROVED (VOTE: 4-0-0-1. LEG. STERN NOT PRESENT)**

Not seeing any other business on the agenda, I'll make a motion to adjourn. Thank you.

**THE MEETING CONCLUDED AT 2:21 PM
{ } DENOTES SPELLED PHONETICALLY**