COUNTY OF FRANKLIN INDUSTRIAL DEVELOPMENT AGENCY
BOARD OF DIRECTORS MEETINGS

WEDNESDAY, MARCH 7, 2019
Legislative Chambers, 355 West Main Street, Malone, NY 12953

SPECIAL MEETING

Chair Martin called the Joint Special Meeting of the IDA with the Franklin County Legislature to order at 1:30 pm for the sole purpose of listening to a presentation from CAI Global. The following were present at Roll Call:

Andrea Dumas
Stephen Erman
Rodrique Lauzon
Justus Martin (Left at 2:45 pm)
Jeremy Evans, CEO
Marcy Gotzmer, LDC Marketing & Business Development Director
S. Russ Kinyon, LDC Director of Economic Development
Donald Dabiew, Chair of Franklin County Legislature
Melinda Ellis, Franklin County Legislator
Greg Janisewski, Franklin County Legislator
Donna Kissane, Franklin County Manager (Arrived at 2:30 pm)
Paul Lauzon, Franklin County Legislator
Paul Maroun, Franklin County Legislator
Penny Premo, Clerk of the Franklin County Legislature
Carl Sherwin, Franklin County Legislator
Frank DiFiore, Malone Telegram
Howard Silverman, Chairman of CAI Global
Fatima Halimi, CAI Global
Maxime St. Denis, CAO Global

Howard Silverman, Chairman of CAI Global, introduced himself and his team, Fatima Halimi and Maxime St. Denis to the County Legislature, FCIDA board, and others in attendance.

Maxime and Fatima explained the methodology behind the Economic Development Strategic Analysis and Action Plan. They reviewed the data analysis they conducted, reviewed the priority industry sectors identified in the Franklin County CEDS, and highlighted key takeaways from the occupational analysis, infrastructure analysis, and industry sectors analysis. They concluded by reviewing the action plan.

Jeremy explained that the CFIDA and FCLDC will focus on implementing the first two recommendations in the plan related to creating communications plans. He introduced Marcy Gotzmer, who will start on March 11 as the Director of Marketing and Business Development for FCLDC. He emphasized that the Plan gives CFIDA and FCLDC clear and specific direction for business attraction and marketing. The CFIDA and FCLDC have budgeted funds for marketing and with Marcy joining the team they have all of the pieces in place to implement the recommended communications plans.
There was discussion regarding the need and desire to continue to partner with the North Country Chamber of Commerce to develop and implement a promotional strategy for Canadian-based companies.

Donna Kissane recalled how the entire process of developing the Strategic Analysis and Action Plan began when Andrea Dumas invited her to visit CAI Global's office to discuss possibilities for doing work for Franklin County.

Don Dabiew adjourned the meeting at 3:09PM.