



Wallace Altes, Chairman
Andrew Ross, Vice Chairman

Bill Dunne
Ken Zalewski
Deputy Mayor Pete Ryan

**TROY LOCAL DEVELOPMENT CORPORATION
Board of Directors Meeting
Planning Department Conference Room**

**City Hall
433 River Street, Suite 5001
Troy, New York 12180**

**February 14, 2014
8:30 a.m.**

AGENDA

- I. Approval of the Minutes from the January 17, 2014.
- II. Rare Form Brewing Company BDAP loan (Monica)
- III. TLDC Media Relations Proposal – Duncan Crary Communications (Bill)
- IV. Vecino Group next visit to Troy (Bill)
- V. Sperry Warehouse and Alamo swap (Bill)
- VI. Financials year end report (Selena)
- VII. Request for additional funding (Monica)
- VIII. Adjournment



**TROY LOCAL DEVELOPMENT CORPORATION
Board of Director
Meeting Minutes**

**January 17, 2014
8:30 a.m.**

BOARD MEMBERS PRESENT: Wallace Altes, Bill Dunne, Dep. Mayor Pete Ryan and Andy Ross

ABSENT: Hon. Ken Zalewski

ALSO IN ATTENDANCE: Justin Miller Esq., Monica Kurzejeski, Kevin Blodgett, Selena Skiba, Andrew Piotrowski and Denee Zeigler

Minutes

Wallace Altes, Chairman, called the meeting to order at 8:35 a.m.

I. Approval of Minutes from January 10, 2014 board meeting

**Andy Ross made the motion to approve the minutes.
Bill Dunne seconded the motion, motion carried.**

II. Trojan Lofts LLC Authorizing Resolution

Justin Miller introduced Kevin Blodgett's project to the board members. He explained that his parcel is made up of several buildings located at the corner of Fourth Street and Congress. Mr. Miller noted that legal counsel has reviewed Mr. Blodgett's financials. The Chairman introduced Kevin Blodgett to the board.

Mr. Blodgett explained to the board that he is currently working on the commercial space located at 90 Congress Street to accommodate Rare Form Brewing Company. He noted that several improvements have been made to the structure of the building from top to bottom. The façade is currently being planned with the Historic review committee.

The other commercial spaces will be located at 96-98 Congress Street (deli) and 135 Fourth Street (restaurant/bar). Both spaces will share the kitchen space.

The Chairman summarized the funding request. Mr. Blodgett explained that he has a signed lease with Rare Form Brewery and they are very excited and anxious to move into the space. The Chairman questioned the timeframe of the project. Mr. Blodgett noted they plan on opening late February or early March. Mrs. Kurzejeski spoke about Rare Form Brewery and their

commitment to the space. Pete Ryan asked about the status of the rest of the building. Mr. Blodgett advised that they are moving along. Work at the apartments will continue once the commercial spaces are completed. Mr. Dunne expressed that he was excited to see a business going into that corner. The board agreed that this will make a big difference at that intersection. The Chairman asked if there were any other questions.

**Bill Dunne made a motion to approve the resolution for a \$50,000 loan to Trojan Lofts, LLC.
Dep. Mayor Pete Ryan seconded the motion, motion carried.**

(See attached Resolution 01/14 #1)

III. Façade Grant for Kenneth Stumaker

Monica explained to the board that the project at 62 Vandenburg Ave. was awarded a 50/50 façade grant and he is looking to get reimbursed. Justin Miller stated no resolution needed but they board can take a vote and include in the minutes. Andy Piotrowski asked the board to approve the project under Mr. Stumaker's name.

**Andy Ross made the motion to disperse 50/50 Façade grant funds in the amount of \$5,000 to Kenneth Stumaker for his project at 62 Vandenburg Ave.
Bill Dunne seconded the motion, motion carried.**

IV. New Business

Monica introduced a company named Apprenda to the board. An article was handed out providing some background information on the company. Mrs. Kurzejeski noted that they looking to move to Troy and may be in contact for assistance with relocating costs. Mrs. Kurzejeski spoke about the significance of the project. Further information will be presented to the board as it happens.

V. Outstanding loans

The Chairman asked if there was a motion to move to executive session in order to discuss finances related to Realex, LLC.

**Andy Ross made a motion to move to executive session in order to discuss finances related to Realex LLC .
Bill Dunne seconded the motion, motion carried.**

The board returned from executive session with no action taken. The board had a general discussion on the terms of the interest payments for their bridge loan.

**Andy Ross made a motion to waive interest and penalties due on the bridge loan made to Realex LLC.
Dep. Mayor Pete Ryan seconded the motion, motion carried.**

VI. Adjournment

**Bill Dunne made a motion to adjourn the meeting.
Dep. Mayor Pete Ryan seconded the motion, motion carried.**

The meeting was adjourned at 10:05 a.m.

DRAFT

**TROY LOCAL DEVELOPMENT CORPORATION
BUSINESS DEVELOPMENT ASSISTANCE PROGRAM
Application for Funding Assistance**

Applicant:

Owner: Kevin Mullen

Owner Address: 409 3rd St

Email: kevin@rareformbrewing.com Telephone: (518) 313-9256

Business/Project Address: Rare Form Brewing Company

Total Project Cost: 145,000

Loan Request: 20,000 Grant Request: _____

Business Type: Corp. Partnership Sole Prop

Year Established: 2012 FEIN: 455426338

Years at current address: Business 0 Home 1

Gross Annual Sales: \$ 69,000

Other Sources of Income: \$ 68,000

Income from alimony, child support, or separate maintenance payments need not be revealed. Examples of other income include social security, disability, or rental income.

Ownership of Applicant Company:

List all principals with 20% or more ownership:

Name	Title	% Owned	Annual Compensation
Kevin Mullen	Owner	50	35,000
Jennifer Kemp	Owner	50	35,000

Affiliates:

List all businesses in which applicant or any owner has an interest.

Name	Title	% Owned	Annual Compensation

List all Bank account information:

Bank Name	Checking	Savings	Other	Balance
Pioneer				
Pioneer				

List all sources of project funding, and dollar amount and use (s) of funds requested.

Source of Funds	Use of Funds	Dollar Amount
Small Business Loan	Brewing Equipment	75,000
Small Business Loan	Inventory	15,000
Small Business Loan	Professional Fees and Cash Flow	35,000
Owners	Professional Fee, Cash Flow and Start-up Costs	20,000
		Total Project Cost 145,000
		Total Funds Requested 20,000
		Total Owner Equity 20,000

Description of Collateral Offered:

Collateral	\$ Value	Mortgage/Lien	\$ Value
Equipment that is purchased through Troy LDC Loan			

Outstanding Debt (List all loans, credit cards, lines of credit, installment debt, leases, and mortgages)

Lender	Original Amt.	Balance	Monthly Payment
Small Business Loan	125,000	118,000	1,460
Homestead Funding	116,000	105,000	1017

Additional Information:

Is your business party to any claim or lawsuit? Yes No

Have you or any owner, officer, director or partner ever owned a business that has declared bankruptcy? Yes No

Does your business owe taxes for other than the current year? Yes No

If yes to any question, please explain:

Project Description:

Jennifer and Kevin are planning on using the funds from the Troy LDC to assist in opening up the Rare Form Brewing Company Tap Room. The funds will be used to purchase equipment including furniture, lights, computers/POS systems, coolers, and other items needed to open our doors to the public.

Attorney:

Name Wilson Elser

Address 677 Broadway

Contact Alissa Yohey

Zip Code 12207

Telephone (69,000) 449-8893

Accountant:

Name Arthur Place and Co

Address 1218 Central Ave

Contact Chris Cannucciarri

Zip Code 12205

Telephone (68,000) 459-8395

Trade References:

1. Name Small Business Development Center
Address Corporate Woods Building, 3rd Floor Zip Code 12246
Contact John Skrobela Telephone (618) 443-5398

2. Name Brewery Branding
Address 2100 SE 10th Ave, STE A Portland, OR Zip Code 97214
Contact Derek Arent Telephone (800) 396-7520

3. Name Psych Brew
Address 685 Park St. Belding, MI Zip Code 48809
Contact Chris Breimayer Telephone (616) 204-2498

Insurance Agent/Bonding Company:

Name Whalen Insurance
Address 71 King St, Northampton, MA Zip Code 01060
Contact Shirley Dean Telephone (413) 589-1000

By signing below, my business and I both agree to be liable for the indebtedness incurred on this loan. I certify to the truth of my statements above and authorize the City of Troy to obtain personal credit reports in connections with this application. If it does so, upon request, I will be informed of that fact and each credit bureau's name and address. I also authorize the City of Troy to verify with others information contained in this application and to report its transactions with me, in the event of non-payment of any loan established hereunder.

Signature _____ Date _____

The Troy Local Development Corporation certifies that it will comply with all Federal statutes and regulations that prohibit discrimination on the basis of race, color, national origin, religion, sex, handicap, age, or any other nondiscrimination statute(s), which may apply to the applicant.

PROPOSAL

Feb. 10, 2014

Troy Local Development Corporation
c/o Bill Dunne
Troy City Hall
433 River Street
Troy NY 12180

Phase I: Mar - June, 2014
Introducing Working Waterfront

Project Fee: \$8,000

OBJECTIVE:

Implement media relations campaign for TLDC's vision of a "Working Waterfront" in Troy. Engineer and coordinate a mass media communications strategy to clearly articulate the urban planning, economic, industrial, environmental and inland waterway shipping concepts.

Target Audience: Citizens, politicians, officials, business owners, potential business owners. (Special emphasis given to South Troy residents and business owners).

MEDIA RELATIONS:

Step 1) Design & create an informative, all purpose website that contains property maps, graphics, photographs, contact information, announcements, history and information regarding the TLDC's "Working Waterfront" vision, plans and progress. (e.g. www.WorkingWaterfrontTroy.org? www.TroyWorkingWaterfront.org? etc.)

Crary will work with TLDC to write copy and produce content.

Step 2) Draft & issue press release to Capital Region general and business media introducing Working Waterfront concept and concerns. (Linking to more information on website).

Step 3) Issue press release to community newsletters, email lists and social media groups.

Step 4) Evaluate resulting media coverage in Capital Region.

Step 5) Draft & issue state-wide press release to general, and business media introducing TLDC Working Waterfront concept.

(cont.)

Step 6) Identify appropriate contacts at national media outlets to issue press release and personal pitches regarding Working Waterfront.

Step 7) Issue press release to manufacturing & shipping industry trade publications.

Step 8) Draft & issue up to 3 additional press releases, Op-Ed or Letters to the Editor regarding Phase I Introduction to TLDC's Working Waterfront plan.

Ongoing:

Coordinate social media posts, website content & resulting media coverage so that information is readily available to the public multiple various platforms. Assist with proofreading and provide input & feedback on any public communications (as needed).

PUBLIC RELATIONS, GENERAL:

- Attend TLDC meetings regarding Working Waterfront as required.
- Assist TLDC in reaching out to key officials in Troy inland shipping industry.
- Work with TLDC to listen to and address community, neighborhood concerns in communications
- Consult TLDC officials on any public relations issues as needed, as they arise.

DELIVERABLES:

- 1 comprehensive website (created using Word Press theme that can be replaced or updated, and can be updated easily by staff or by Crary).
- 1 Introductory press release introducing TLDC Working Waterfront to be adjusted (i.e. "tweaked") for media outlets as needed.
- Up to 3 additional press releases as needed regarding initial announcement (Phase I) or up to 3 Op-ed/Letters to the Editor.
- As needed: editing, proofing, general consult on all formal communications.
- General Public Relations consulting.

* Media coverage can never be guaranteed. Duncan Crary gives assurance that this story will be widely reported on in local, regional media with a strong chance of securing national coverage.

QUALIFICATIONS:

Duncan Crary has worked as a journalist, broadcaster, author and public relations consultant for 14 years. He specializes in planning-related public relations issues and has first-hand experience with Troy's commercial inland shipping industry through his ongoing book research about New York's inland waterways. He has extensive contacts in New York's shipping industry.

He has a proven track record for placing positive articles about his clients in the Capital Region, State and National Media. Recent placements regarding Troy include: *New York Daily News*, *NBC News* (national), *Associated Press* (state & national wire), *ABC News Radio* (national), *Wall Street Journal*.

Crary has 133,850 searchable media contacts with personalized pitching tips at 44,934 media outlets across the U.S. He has the ability to (legally) issue press releases by bulk email, as well as the ability to send personalized individual messages.

TESTIMONIALS:

(Here are what some of the most respected media outlets have said about Duncan Crary and his public relations work):

- "a gregarious public-relations consultant, history buff and Troy tub-thumper" — Joanne Kaufman, *Wall Street Journal*
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- "rising cultural observation star" — Lindsay Curren, *Transition Voice*
- "...some of the smartest, most honest urban commentary around—online or off." — Michele Wilson, *Columbia Journalism Review*
- "Duncan Crary wrangles these free-wheeling conversations masterfully" — Stephen J. Dubner, *New York Times* columnist and best-selling co-author of *Freakonomics* and *Superfreakonomics*

(cont.)

REFERENCES:

Vic Christopher, co-owner
Lucas Confectionery
12 Second St, Troy
vicchristopher@aol.com
917-693-7430

Rob Goldman, Co-Owner
NYS Marine Highway Transportation Co.
427 River Street
rob@nysmarinehighway.com
518 -365 -3305

Jack Casey, Author
47 Second St. Troy
518-274-4830
jackcaseyj@aol.com

Victoria Harris, Marketing Director
First Columbia
433 River Street LLC
VHarris@firstcolumbia.com
(518) 213-1009

NOTE ON MEDIA CAMPAIGNS:

An effective media relations consultant:

- does not stick rigidly to a PR plan;
- constantly evaluates and adjusts accordingly to events as they unfold;
- communicates with the traditional media through formal press releases as well as through personalized pitches in writing, over the phone and face-to-face;
- communicates with influential bloggers and monitors social media outlets as well.

This proposal is intended to give a general plan for what will be determined “Phase I” of the TLDC’s roll out media campaign to introduce the concept of a Working Waterfront in Troy. Adjustments and evaluation will be ongoing.

WORK SAMPLES:

For work samples and more information about Duncan Crary, visit: <http://DuncanCrary.com>

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