

TOWN OF BROOKHAVEN
INDUSTRIAL DEVELOPMENT AGENCY

- - - - -x
BOARD MEETING
HELD BY ZOOM VIDEOCONFERENCE
- - - - - x

March 16, 2022
9:27 a.m.

TRANSCRIPT OF PROCEEDINGS

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MEMBERS:

FREDERICK C. BRAUN, III
MARTIN G. CALLAHAN
FELIX J. GRUCCI, JR.
GARY POLLAKUSKY
ANN-MARIE SCHEIDT
FRANK C. TROTTA

ALSO PRESENT:

LISA M. G. MULLIGAN, CHIEF EXECUTIVE OFFICER
LORI J. LaPONTE, CHIEF FINANCIAL OFFICER
JOCELYN LINSE, EXECUTIVE ASSISTANT
TERRI ALKON, ADMINISTRATIVE ASSISTANT
AMY ILLARDO, ADMINISTRATIVE ASSISTANT
ANNETTE EADERESTO, ESQ., CORPORATION COUNSEL
WILLIAM F. WEIR, ESQ., NIXON PEABODY
HOWARD R. GROSS, ESQ.,
WEINBERG GROSS & PERGAMENT LLP

1 MR. BRAUN: It's 9:27. This will be
2 the meeting of the Town of Brookhaven
3 Industrial Development Agency. It is
4 Wednesday, March 16th.

5 Board members are present; Mr.
6 Callahan, Mr. Grucci, Mr. Pollakusky, Ms.
7 Scheidt, Mr. Trotta and Mr. Braun. We do
8 have a quorum.

9 Lisa?

10 MS. MULLIGAN: Today's meeting has been
11 convened in accordance with Chapter 417 of
12 the laws of 2021 effective September 2nd,
13 2021 through March 16th, 2022, permitting
14 local governments to hold public meetings by
15 telephone and videoconference.

16 MR. BRAUN: Thank you, Lisa.

17 The minutes of our meeting of February
18 14th have been circulated. Do I have a
19 motion to accept those?

20 MR. POLLAKUSKY: Moved. Gary
21 Pollakusky.

22 MR. BRAUN: Second?

23 MR. TROTTA: Second. Mr. Trotta.

24 MR. BRAUN: Are there any questions?
25 Hearing none, on the vote.

1 Mr. Trotta?

2 MR. TROTTA: Yes.

3 MR. BRAUN: Ms. Scheidt?

4 MS. SCHEIDT: Yes.

5 MR. BRAUN: Mr. Pollakusky?

6 MR. POLLAKUSKY: Yes.

7 MR. BRAUN: Mr. Grucci?

8 MR. GRUCCI: Yes.

9 MR. BRAUN: Mr. Callahan?

10 MR. CALLAHAN: Yes.

11 MR. BRAUN: Mr. Braun votes yes. The
12 minutes are accepted.

13 Lori, I'll turn it over to you.

14 MS. LAPONTE: Okay. In --

15 MR. GRUCCI: Lori, before you get
16 started, could you put the report up on the
17 screen?

18 MS. LAPONTE: I'm going to ask Lisa if
19 she can do that once she walks back in,
20 because I don't that capability.

21 MS. MULLIGAN: I'll take care of that
22 in one second.

23 MS. LAPONTE: Okay. So I will just go
24 through the items, in the meantime, Felix, if
25 that's okay?

1 MR. GRUCCI: Sure, go ahead.

2 MS. LAPONTE: Okay. I want to start
3 with the -- I've presented in your packages
4 is the January 2022 operating results for the
5 month of January.

6 I compared them to the one-month
7 budget, and then I also compared them -- you
8 know, for your information, the annual
9 budget.

10 During the month of January, we bill
11 out all of our annual administrative fees to
12 all the projects, so that's what that one
13 number is.

14 All have been billed. Two have yet to
15 be paid, but it's all in process, so we're
16 just following up on those.

17 We did have one closing during the
18 month of January, and we also had one sub-
19 tenant fee included in income "Other" and one
20 mortgage processing fee included in "Income"
21 for the month.

22 Okay, so that's in that column, the
23 first column you see there, January actual.

24 As far as the rest of the expenditures,
25 there's nothing specific to point out.

1 They're all in line with what expectations
2 are, so unless you have any specific
3 questions, that is the January 2022 budget
4 versus actual report.

5 MR. BRAUN: Are there questions for
6 Lori?

7 Hearing none, motion to accept the
8 report?

9 MR. CALLAHAN: Moved.

10 MR. TROTTA: Second.

11 MR. BRAUN: On the vote, Mr. Trotta?

12 MS. MULLIGAN: I'm sorry. Hold on.
13 That was Marty that made the motion and Frank
14 seconded it?

15 MR. TROTTA: Correct.

16 MS. MULLIGAN: Thank you.

17 MR. BRAUN: Mr. Trotta?

18 MR. TROTTA: Yes.

19 MR. BRAUN: Ms. Scheidt?

20 MS. SCHEIDT: Yes, with thanks again to
21 Lori for saving us a few bucks on insurance.

22 MR. BRAUN: Mr. Pollakusky?

23 MR. POLLAKUSKY: Yes.

24 MR. BRAUN: Mr. Grucci?

25 MR. GRUCCI: Yes.

1 MR. BRAUN: Mr. Callahan?

2 MR. CALLAHAN: Yes.

3 MR. BRAUN: Mr. Braun votes yes.

4 Lori's report is accepted.

5 MS. LAPONTE: Okay, the next item is
6 something you don't need to vote on, but I
7 mention this at every meeting.

8 All of our contractual payments have
9 been made in accordance with timely
10 requirements and there's nothing that has not
11 been paid as required.

12 For example, any payroll taxes are paid
13 timely and any of the PILOTS that we've
14 received have been disbursed timely.

15 MR. CALLAHAN: Thank you, Lori.

16 MS. LAPONTE: The next item is -- I've
17 included in the package, a draft of the audit
18 report that was submitted this morning to the
19 Audit Committee earlier by the external
20 auditors did a presentation. We received a
21 clean opinion. There was an emphasis of a
22 matter regarding an accounting and change
23 implemented and there were no other things
24 mentioned, but I do want to bring that to
25 your attention that the Audit Committee met

1 and they accepted the auditor's report.

2 MR. BRAUN: Questions?

3 Hearing none, we need a motion to
4 accept the recommendation from the Audit
5 Committee?

6 MR. POLLAKUSKY: So moved. Gary
7 Pollakusky.

8 MR. BRAUN: Second?

9 MR. GRUCCI: Second. Felix Grucci.

10 MR. BRAUN: On the vote. Mr. Trotta?

11 MR. TROTTA: Yes.

12 MR. BRAUN: Ms. Scheidt?

13 MS. SCHEIDT: Yes.

14 MR. BRAUN: Mr. Pollakusky?

15 MR. POLLAKUSKY: Yes.

16 MR. BRAUN: Mr. Grucci?

17 MR. GRUCCI: Yes.

18 MR. BRAUN: Mr. Callahan?

19 MR. CALLAHAN: Yes.

20 MR. BRAUN: Mr. Braun votes yes. The
21 audit report is accepted.

22 I would point out as I had in many
23 prior years that while 2021 results are, I
24 would say spectacular, as I go back and look
25 at the annual reports for the past 30 or 31

1 years, 40 percent of those years, we were in
2 the red, including 2020. So enjoy it while
3 we can. I think 2022 will be fine, but you
4 know, it's very difficult to predict the
5 future beyond that.

6 Lori, you want to talk about PARIS,
7 too?

8 MS. LAPONTE: Yes. Included in your
9 package is an annual comprehensive Public
10 Authority Reporting Information System,
11 acronym of PARIS report that we're required
12 to do, which is due by March 31st.

13 It's done in conjunction and there are
14 sections there that come directly from the
15 audit and all other aspects of our
16 operations.

17 That report is prepared. We are still
18 making tweaks and minor changes, but
19 substantially in this form we are looking for
20 your acceptance of that report.

21 MR. GRUCCI: So moved. Felix Grucci.

22 MS. MULLIGAN: I just -- before we
23 accept the report, and I did hear Lori say
24 substantially in this form, so that was
25 perfect. I wanted to just let you know that

1 we have two projects that have not -- have
2 been nonresponsive. I was able to get in
3 touch with some people, and I think I have
4 the right people working on it, but we
5 certainly have some gaps in what's been
6 presented to you that need to be finalized.

7 So I just wanted to point that out to
8 you. There's larger gaps. It's a larger
9 report. There's way more projects in the IDA
10 than the LDC, so there's more tweaks that are
11 going to have to be made. But we're getting
12 there.

13 MR. BRAUN: And the two that have not
14 reported are fairly large projects for us,
15 have been long-standing projects and have
16 never been a problem, so I suspect we'll get
17 that information as requested.

18 MS. MULLIGAN: They had some staff
19 turnovers. I think things got shuffled and
20 just didn't end up in the right place, and
21 one of the companies, I definitely have
22 somebody who is paying attention to it, and
23 the other one, I have a good lead on asking.

24 MR. GRUCCI: Lor, you'll keep the
25 chairman apprised of any changes that are

1 made to the report?

2 MS. LAPONTE: Yes, I will, Felix. Yes.

3 MR. GRUCCI: Thank you.

4 MR. BRAUN: With that caveat, motion to
5 accept and file PARIS, please?

6 MR. GRUCCI: So moved. Felix Grucci.

7 MR. POLLAKUSKY: Second.

8 MR. GRUCCI: Second. Frank Trotta. Or
9 Gary.

10 MR. BRAUN: Mr. Callahan?

11 MR. CALLAHAN: Yes.

12 MR. BRAUN: Mr. Grucci?

13 MR. GRUCCI: Yes.

14 MR. BRAUN: Mr. Pollakusky?

15 MR. POLLAKUSKY: Yes.

16 MR. BRAUN: Ms. Scheidt?

17 MS. SCHEIDT: Yes.

18 MR. BRAUN: Mr. Trotta?

19 MR. TROTTA: Yes.

20 MR. BRAUN: Mr. Braun votes yes. Lori
21 and Lisa, we're all set to file.

22 MS. LAPONTE: Okay.

23 MS. MULLIGAN: Thank you.

24 MR. BRAUN: Lori, I'll turn it again to
25 you for -- as the ethics officer for two

1 reports.

2 MS. LAPONTE: Yes. So as you -- as the
3 officer for the IDA, I want to mention that
4 part of my responsibilities in accordance
5 with our Code of Ethics and interest policies
6 is that I report the following items to you:

7 Please be aware, as your ethics
8 officer, I received an accusation in December
9 of 2021, alleging that Mr. Frank Trotta, one
10 of our board members, comments made during a
11 December 16t, 2021, board meeting constituted
12 both an ethics and a conflict of interest
13 breach.

14 The accusation in a summarization form
15 alleged that Mr. Trotta solicited donations
16 from an organization that he is involved
17 with. I've researched this allegation in
18 depth and have found that there was neither
19 an ethics nor a conflict of interest
20 violation and this matter is now closed.

21 Should I go onto the next one?

22 MR. BRAUN: No. I think we should
23 accept them individually.

24 MS. LAPONTE: Okay.

25 MR. BRAUN: I need a motion to accept

1 the report --

2 MR. POLLAKUSKY: So moved.

3 MS. SCHEIDT: Second.

4 MR. BRAUN: -- violation of Mr. Trotta.

5 MR. TROTTA: Should I abstain?

6 MR. BRAUN: Yes, sir.

7 MS. SCHEIDT: You'll just have to try
8 harder next time, Frank.

9 MR. BRAUN: Who made the motion?

10 MR. POLLAKUSKY: Gary.

11 MR. BRAUN: And the second?

12 MS. SCHEIDT: Ann-Marie.

13 MR. BRAUN: Mr. Callahan?

14 MR. CALLAHAN: Yes.

15 MR. BRAUN: Mr. Grucci?

16 MR. GRUCCI: Yes.

17 MR. BRAUN: Mr. Pollakusky?

18 MR. POLLAKUSKY: Yes.

19 MR. BRAUN: Ms. Scheidt?

20 MS. SCHEIDT: Yes.

21 MR. BRAUN: Mr. Braun votes yes.

22 The recommendation is accepted.

23 Lori?

24 MS. LAPONTE: Okay, the next item is in
25 addition to that complaint that we received,

1 I received another allegation alleging that
2 Mr. Felix Grucci, one of our board members
3 comments during a December 16th, 2021, board
4 meeting constituted both an ethics and a
5 conflict of interest breach.

6 Again, I've reviewed this in details,
7 and basically the allegation in the summary
8 format alleges that Mr. Grucci has a conflict
9 stemming from property that he owns and a
10 project.

11 I've researched this allegation and
12 have found that there was neither an ethics
13 nor a conflict of interest violation and this
14 matter is now closed. Any questions?

15 MR. BRAUN: Just to clarify, I think
16 the report should indicate that Mr. Grucci
17 has an interest in the property through the
18 ownership, partial ownership of something
19 called Starlight Properties, rather than
20 individually.

21 MS. LAPONTE: Correct. You're right.

22 MR. BRAUN: All right, with that
23 change, may I have a motion to accept the
24 report, please?

25 MR. POLLAKUSKY: Motion.

1 MR. CALLAHAN: Motion.

2 MS. SCHEIDT: Ann-Marie second.

3 MR. BRAUN: Are there any questions?

4 MR. GRUCCI: I'll be abstaining from
5 the vote.

6 MR. BRAUN: Yes, sir.

7 MR. GRUCCI: Felix Grucci.

8 MR. BRAUN: On the vote. Mr. Callahan?

9 MR. CALLAHAN: Yes.

10 MR. BRAUN: Mr. Pollakusky?

11 MR. POLLAKUSKY: Yes.

12 MR. BRAUN: Ms. Scheidt?

13 MS. SCHEIDT: Yes.

14 MR. BRAUN: Mr. Trotta?

15 MR. TROTTA: Yes.

16 MR. BRAUN: Mr. Braun votes yes. The
17 recommendation in her report is accepted.

18 MS. LAPONTE: Thank you.

19 MR. BRAUN: Lisa, it's all yours.

20 MS. MULLIGAN: Thank you, everybody.

21 The next item on our agenda is a
22 resolution for Macedo Construction and Meso
23 Holding. Howard, do you want to give the
24 board a little overview of this please?

25 MR. GROSS: [Inaudible] a couple of

1 years ago, and Meso Holding is a real estate
2 company and Macedo Construction is the
3 operating company. The companies split the
4 operations of the operating company into two
5 parts, so that they now have two separate
6 companies; one owns all their construction
7 equipment, and the other handles all their
8 labor issues. So they have their employees
9 in one company and the equipment in the
10 other.

11 So in order to accommodate that, we're
12 amending -- recommending we amend their
13 documentation so that the new company is
14 added on to our lease obligations and our
15 agency compliant agreement obligations.

16 The -- and of course, the employees on
17 the new company will be counted against the
18 employees they promised to us.

19 Secondly, Meso, the real estate company
20 purchased the two adjacent properties to this
21 property where our project is and --

22 MS. MULLIGAN: Sorry, Howard. Just so
23 everybody knows, this is the project on
24 Station Road in Bellport, just as a reminder.

25 MR. GROSS: They bought two adjacent

1 properties and they financed part of it with
2 the bank. The bank -- we did not provide any
3 mortgage recording tax exemptions or anything
4 of that kind for them. However, the bank did
5 request that we subordinate our leases to the
6 bank loan, which we customarily do and that's
7 the second part of the resolution to
8 authorize the subordination.

9 Any questions?

10 MR. TROTTA: So the practice of taking
11 second position is normal?

12 MR. GROSS: Yes. We always subordinate
13 our lease provisions, our lease agreements to
14 the bank financing.

15 MR. TROTTA: Okay.

16 MR. GROSS: So that if the bank
17 forecloses, our leases go away for their
18 purposes.

19 MR. GRUCCI: Just [inaudible] now is
20 the compliance with everything, Howard?

21 MR. GROSS: I believe so. We have
22 insurance. That's all been resolved. So,
23 yes.

24 MR. BRAUN: Okay.

25 MR. GRUCCI: They did do a nice job

1 with cleaning up that site and making it look
2 a little bit more presentable than it did in
3 the past, so I'm happy to hear that they're
4 working with the IDA and resolved all their
5 issues.

6 MR. GROSS: And to my knowledge, my
7 understanding, Annette, I don't know if she's
8 available or not, my understanding is they're
9 working with Annette on those two adjacent
10 parcels, which we're not involved with
11 directly, but they are working on that.

12 MR. GRUCCI: Do they have plans for
13 those adjacent properties?

14 MR. GROSS: Lisa, you know more about
15 this than I do, I think.

16 MS. MULLIGAN: My understanding is that
17 they are working to clean up those two
18 adjacent parcels. There's a couple of little
19 things that need to be done, I think, with
20 the zoning, but they are working to take care
21 of all of those issues.

22 MR. GRUCCI: Are they planning to
23 expand?

24 MS. MULLIGAN: I think -- I think it's
25 for outdoor storage.

1 MR. GRUCCI: Got you.

2 MS. MULLIGAN: So I don't think there's
3 planning on expanding their footprint of
4 their building, but just expanding how they
5 have their trucks laid out.

6 That's my understanding. If Annette
7 chimes in, I'll let you know.

8 MR. GRUCCI: Okay.

9 MR. BRAUN: Motion, however, to
10 subordinate our position to the bank.

11 MR. TROTTA: Motion. Frank Trotta.

12 MR. BRAUN: Mr. Trotta.

13 MR. GRUCCI: Second. Felix Grucci.

14 MR. BRAUN: Thank you. Mr. Callahan?

15 MR. CALLAHAN: Yes.

16 MR. BRAUN: Mr. Grucci?

17 MR. GRUCCI: Yes.

18 MR. BRAUN: Mr. Pollakusky?

19 MR. POLLAKUSKY: Yes.

20 MR. BRAUN: Ms. Scheidt?

21 MS. SCHEIDT: Yes.

22 MR. BRAUN: Mr. Trotta?

23 MR. TROTTA: Yes.

24 MR. BRAUN: Mr. Braun votes yes. The
25 motion carries.

1 MS. MULLIGAN: Thank you, everyone.

2 The next item on the agenda is
3 Ronkonkoma Hub. We discussed having a second
4 condemnation hearing at our last meeting, and
5 I just want to make sure that everybody is
6 aware, and I think you should probably vote
7 and solidify this.

8 We've worked out May 18th at 4 p.m. So
9 I think we need a resolution from the board
10 setting that date as our next condemnation
11 hearing. It's going to be in person. We
12 reserved the auditorium. I assume it's going
13 to be in person. As it stands right now, it
14 looks as though it's going to be in person.
15 If that changes, we'll obviously adjust, but
16 I want to make sure that everybody is able to
17 be here, and I think that we probably should
18 plan that it will start at 4 p.m. You should
19 plan on being here --

20 MR. BRAUN: For a while.

21 MS. MULLIGAN: Well, for -- maybe for a
22 while, but also earlier than 4 p.m.

23 MR. BRAUN: Yes.

24 MR. POLLAKUSKY: I thought May 4th or
25 May 11th. I won't be here on the 18th.

1 MS. MULLIGAN: I'm sorry, Gary?

2 MR. POLLAKUSKY: I said I thought we
3 were looking at May 4th and May 11th as
4 dates, but May 18th, that I would have a
5 challenge getting to, so --

6 MS. MULLIGAN: Okay, I'm sorry, Gary,
7 because I thought you told us that your
8 anniversary was the day before and you were
9 good that day, so that's part of the reason
10 why we chose it, but it's fine.

11 MR. POLLAKUSKY: Oh.

12 MS. MULLIGAN: We have a quorum.
13 Otherwise, May 4th and May 11th did not work
14 with all the other people that we had to get
15 together, so as long as we're going to have a
16 quorum there. I know Lenore cannot
17 participate on the 18th. So do we have --

18 MR. GRUCCI: I may have a difficulty in
19 attending a 4:00 in-person meeting. Will
20 this also be conducted on Zoom?

21 MS. MULLIGAN: I think it will be
22 livestreamed, but your -- you must be here in
23 person.

24 MR. GRUCCI: Gotcha.

25 MS. SCHEIDT: I'll be there.

1 MR. GRUCCI: Don't change the date for
2 me. I'll keep you apprised as to whether or
3 not I can make it.

4 MR. TROTTA: I potentially may have a
5 problem, but I need to further examine it and
6 discuss it with Fred.

7 MR. CALLAHAN: I'm fine.

8 MS. SCHEIDT: I'm good.

9 MS. MULLIGAN: Okay, so --

10 MR. BRAUN: We're at 4.

11 MS. MULLIGAN: Well, if Frank has a
12 conflict, then we're not at --

13 MR. BRAUN: Still --

14 MS. MULLIGAN: What was that?

15 MR. BRAUN: Ann-Marie and Lenore,
16 hopefully.

17 MS. MULLIGAN: No, Lenore can't, she's
18 already told us she can't be there that day.

19 MR. BRAUN: Then we need to firm this
20 up one way or the other ASAP.

21 Frank, you want to check your schedule
22 then, let me know.

23 MR. TROTTA: I might have a problem,
24 Fred, which I need to discuss with you.

25 MR. BRAUN: Okay.

1 MS. MULLIGAN: Okay. We -- I think
2 that --

3 MR. GRUCCI: Do you need an answer --
4 Fred, do you need an answer right now, or
5 could I get back to you today?

6 MR. BRAUN: I would say within the next
7 day or two.

8 MS. MULLIGAN: I don't -- I'm afraid
9 that if we wait until our April meeting, it's
10 too late to officially schedule it, because
11 our meeting, our April meeting is April 27th,
12 so I think we need to solidify it.

13 MR. GRUCCI: Okay. Well, count me in
14 on the 18th, and I'll make every attempt to
15 be there.

16 MR. BRAUN: Okay.

17 MS. MULLIGAN: Okay.

18 MR. BRAUN: Did we pass a resolution?

19 MS. MULLIGAN: No, but I think we
20 should.

21 MR. BRAUN: Okay. We need a resolution
22 to establish the date of May 18th for the
23 second Ronk Hub public hearing.

24 MR. CALLAHAN: So moved. Marty
25 Callahan.

1 MS. SCHEIDT: Second. Ann-Marie.

2 MR. BRAUN: All right.

3 Mr. Callahan?

4 MR. CALLAHAN: Yes.

5 MS. MULLIGAN: So I'm sorry, let me
6 just -- let me just interject here. Let's
7 just go with the theory that Felix isn't
8 going to be able to and Frank has a conflict.

9 I think maybe we should choose like two
10 other dates maybe or another date? The issue
11 I come up against is that we have to get --
12 our counsel has to agree to the date, the
13 project has to agree to the date, the
14 moderator has to agree to the date, so it's a
15 little bit of moving pieces, so I do
16 apologize about that.

17 Do you think maybe we should pick
18 another --

19 MR. BRAUN: Not without them giving us
20 some dates.

21 MS. MULLIGAN: Right, but I'm --

22 MR. BRAUN: Let's see if Felix --

23 MR. GRUCCI: Lori, the problem that I
24 have is not the date. It's the time. If the
25 meeting was held earlier in the day, say one

1 or 2:00, I would not have a problem.

2 MR. POLLAKUSKY: And for me, Lisa, that
3 -- just that week is the only issue for me.
4 I'm away, so we go somewhere for our
5 anniversary.

6 MS. MULLIGAN: Okay, so can we just --
7 can we try to change the time? We have to
8 obviously see if the auditorium is available,
9 but let's -- if we start, Felix, at one?

10 MR. GRUCCI: That would be fine.

11 MS. MULLIGAN: Okay, actually could you
12 be here at 12:30, because we should give --

13 MR. GRUCCI: Yes.

14 MS. MULLIGAN: Okay, so I'm going to
15 work to see if we can make -- if this can
16 work and we'll go for a 1:00 start, which
17 means you guys have to be here at 12:30 on
18 the 18th, and . . .

19 MR. BRAUN: And a resolution to that
20 effect.

21 MS. MULLIGAN: Thank you.

22 MR. CALLAHAN: So moved. Marty
23 Callahan.

24 MR. BRAUN: Thank you.

25 Second?

1 MS. SCHEIDT: Ann-Marie.

2 MR. BRAUN: Mr. Callahan?

3 MR. CALLAHAN: Yes.

4 MR. BRAUN: Mr. Grucci?

5 MR. GRUCCI: Yes.

6 MR. BRAUN: Mr. Pollakusky?

7 MR. POLLAKUSKY: Am I voting for this

8 or --

9 MS. MULLIGAN: Yeah.

10 MR. BRAUN: Yes.

11 MR. POLLAKUSKY: Yes.

12 MR. BRAUN: Ms. Scheidt?

13 MS. SCHEIDT: Yes.

14 MR. BRAUN: Mr. Trotta?

15 MR. TROTTA: I will abstain.

16 MS. MULLIGAN: Okay.

17 MR. BRAUN: Mr. Braun votes yes.

18 Motion carried.

19 MS. MULLIGAN: Okay, thank you,
20 everybody.

21 Okay, the next item on the agenda is
22 the board assessments. I'm going to turn
23 that over to Fred.

24 MR. BRAUN: As I indicated in the Local
25 Development Corporation report, all those

1 assessments are in. I have taken a close
2 look at those, averaged them out, and they
3 were reported. Not individually on our
4 website. We still have a couple of -- I
5 wouldn't say issues, but questions around
6 strategic planning, what our community thinks
7 of us, the extent that you want additional
8 educational information, capital budgeting
9 and last but not least, marketing.

10 So once we get back together, whether
11 it be next month or the month after,
12 depending on the size of the agenda, I think
13 we should dedicate at least a half an hour,
14 perhaps a little longer, to cover all these
15 topics, and that's all I have to say.

16 MS. MULLIGAN: And just so everybody is
17 aware, the averages of your responses are
18 posted on our website as required by the ABO
19 and it is affirmed, I guess, in our PARIS
20 report that they have, in fact, been done.

21 Oh, it looks like we're getting Annette
22 into the meeting.

23 MS. LINSE: I'm trying. Her hand is
24 up. It won't fully let her in, though.

25 MS. MULLIGAN: I think -- Annette, try

1 unmuting yourself, because I think we might
2 be able to hear you, even if we can't see
3 you.

4 Okay, the next item on the agenda is
5 the harassment training. This is just a
6 reminder. You guys know who you are that
7 still need to do it. Please complete it as
8 soon as you can. If you have any questions,
9 let us know.

10 The last item in my report is the
11 project job creation numbers and the fringe
12 benefits/salary numbers.

13 We present the job creation numbers to
14 -- actually, we present them to you in PARIS,
15 but we always do it in sort of a stand-alone,
16 separate focused analysis, and I realize that
17 we should be doing the fringe benefits/salary
18 information also.

19 So we have -- we're putting together,
20 finalizing that -- those two spreadsheets.
21 In years past, you have -- it will be
22 presented to you, but in years past you've
23 charged me and Fred with sort of following up
24 with any companies that are missed in either
25 their job creation numbers or their salary

1 and benefits information.

2 So I just wanted to let you know that
3 we will bring that to you at the next meeting
4 and Fred and I will review everything and see
5 if there's anybody that we feel needs further
6 -- a little more information than what they
7 just give us in their annual report.

8 MR. TROTTA: Annette is unmuted.

9 MS. MULLIGAN: Yes, I hear Annette.

10 MR. BRAUN: The additional challenge
11 we'll have in reviewing the numbers from 2021
12 as it relates to Covid. I mean, some people
13 they have --

14 (Background interference)

15 MR. BRAUN: -- their jobs may not be
16 all in the office, but working from home.
17 Others may have had to lay off people because
18 of the reduced business as a result of Covid.
19 So the challenges of looking at all those
20 reports will be a little bit greater this
21 year than it has been in the past.

22 MS. MULLIGAN: But we'll be back in
23 touch with additional information.

24 I want to remind everybody, I sent
25 around an email for the Tour of Caithness,

1 which is on April 1st, if anybody would like
2 to attend, please just let us know, and I
3 also sent around an email about the IDA
4 Academy; that's on April 12th. If anybody
5 wants to participate, please let us know.

6 MR. BRAUN: Just one final thing. I
7 was in Albany two weeks ago for the
8 Association's winter gathering and I would
9 say it's probably the best conference that
10 they have ever run.

11 In addition, the governor being there
12 and Senator Gillibrand, the new head of ESD
13 who comes out of Jamaica, Long Island, not
14 Jamaica the island was there and it was just
15 a very intense conference. Great breakout
16 sessions, one of which has to do with
17 cannabis and what the state is proposing to
18 do in that regard.

19 As it relates to legislation, I think
20 there are two main things that are being
21 focused on. One is prevailing wage and
22 there's really no update other than sense is
23 that we'll probably be -- they will appoint
24 the board that was supposed to be appointed
25 in April of a year ago and work through 2022

1 in the definitions of costs, which has a
2 great deal to do with how the overall
3 legislation and how prevailing wage would
4 work its way into a project.

5 And then the other thing is Senator
6 Skoufis, has been a thorn in the IDA's side
7 for the last couple of years and has been
8 knocked down on a couple of -- his pieces of
9 legislation is trying to get through now,
10 something that former Governor Cuomo, the
11 father, looked to do for many years and that
12 is to reduce the number of IDAs around the
13 state, which is still give or take 105, I
14 think, down to -- this is Skoufis' proposal,
15 to match the REDCs, so you would only have 10
16 around the state, which I have yet to see or
17 talk to anybody that thinks that is a good
18 idea, so hopefully cooler heads will prevail
19 and that piece of legislation will be knocked
20 down as well.

21 That's all I have, Lisa.

22 MS. MULLIGAN: Does anybody else have
23 anything else?

24 So the last item on our agenda is a
25 presentation by Brian Finnegan, he's our

1 representative from Todd Shapiro Associates.
2 I think Joce is going to bring -- attempt to
3 bring Brian in. We've been having a little
4 bit of --

5 MR. CALLAHAN: Issues.

6 MS. MULLIGAN: Oh, yeah, that worked,
7 though. Yep, okay, so Brian is joining us.

8 MR. FINNEGAN: Hey, good morning,
9 everyone.

10 MS. MULLIGAN: Good morning, Brian.

11 MR. FINNEGAN: How's it going?

12 MR. POLLAKUSKY: Good.

13 MR. FINNEGAN: All right, so running
14 through a couple of PR updates, if that's
15 okay? Is that all right?

16 Okay. So I guess we'll talk about
17 traditional media first, so our team here has
18 about -- drafted three or four different
19 press releases with regard to some upcoming
20 projects and also have about half a dozen in
21 the hopper.

22 The Patch covered the Brookhaven IDA's
23 package on the Farmingdale rental complex
24 that our team helped facilitate on the
25 traditional side.

1 I know the chairman mentioned in our
2 last meeting, trying to get 4-1-1 pieces and
3 profile-style updates on -- about the IDA.
4 We've reached out to some various news
5 outlets, myself and my colleague Alan Wax to
6 identify the where and the whens on that and
7 try to find -- secure the best profile pieces
8 for you. You know, specifically with the
9 Island-wide papers like the Long Island
10 Business News and additionally, the more
11 regional papers in Brookhaven area. We will
12 be continuing to do that and hopefully, I
13 have -- I should have a more definitive
14 update as of, you know, in the coming days.

15 Moving onto social. As discussed last
16 time, we launched a social media advertising
17 campaign, boost campaign, you know what I
18 mean, for the purposes of pages likes. So we
19 started that at the first of the month at the
20 cost of \$250 a week. As discussed, we
21 targeted five boroughs or \$250 a month,
22 excuse me, on a page like campaign, and we
23 targeted the five boroughs and the business
24 interests within the five boroughs.

25 It's performing. I don't think it's

1 performing optimally, which is why I think
2 that -- and I welcome feedback -- we might
3 want to broaden our universe to other
4 metropolitan areas which are prime to move
5 business to Brookhaven.

6 So I was thinking in the continental
7 northeast, Boston, Philadelphia, Newark and
8 you know, maybe even down so far as D.C., you
9 know, Wilmington, Delaware, other areas to
10 broaden our horizons so people know
11 specifically about Brookhaven, about the
12 Brookhaven IDA and hopefully attract
13 following business and -- following and then
14 business through that, if that is okay with
15 the board here.

16 Additionally, we're in the process
17 still of working on testimonials. I think
18 firsthand accounts are very compelling, and I
19 think that once we get those testimonials, it
20 could be well multi-faceted, right, one for
21 organic use, so posting on social just for
22 the purposes of sharing that information, but
23 also trimming it down to a five-second clip
24 and then marketing that to the audience that
25 we're targeting and advertising to.

So that is a work in progress, and we will kind of be continuing to tinker with the strategy to find the most optimal, because the way that this works with social media advertising in the long and the short of it is, is every post is a little mini auction. So in -- with our budget that we've designated, we've brought in some page likes to the page, but they have not been performing at an optimal way, meaning we're paying a larger amount of money for views and ultimately a larger amount of money for page likes.

Additionally, as we kind of go about the testimonial side, I think one of the ways that we can parlay that into something outside of media is also through -- I'd be happy to and our team over here would be

1 happy to dictate those messages, those ones
2 on one with the first-hand accounts, and then
3 you could utilize those testimonials in
4 literature, on your website, because I know
5 that there's a testimonial section there and
6 that is in the process. Myself, my
7 colleague, Alan and our team over here is
8 working on that.

9 And some other updates. Another update
10 that I have is just to talk a little bit
11 about an upcoming business breakfast. As we
12 mentioned yesterday, Lisa, Amy, myself and my
13 colleague, Alan, got on a call and we
14 identified some dates. We identified a
15 possible location and we also talked about
16 the audiences of who we would market that
17 event to via email marketing. That included
18 people that are not necessarily solely in
19 Brookhaven, but also the people external to
20 Brookhaven, you know, people that do business
21 on Long Island and in Nassau and Suffolk
22 counties to bring them in and bring in a
23 networking opportunity for the IDA to be
24 introduced to people that might not
25 necessarily know every member of the IDA

1 board or frankly, maybe haven't yet
2 considered moving their business to
3 Brookhaven.

4 So we're cooking with gas on that end.
5 More details should be available. I've --

6 MS. MULLIGAN: Brian, do you want to
7 throw out some dates just to see if we get a,
8 nah, that's not gonna work?

9 MR. FINNEGAN: Happily. Yeah,
10 absolutely. So let me pull up my calendar
11 here.

12 In our discussions, we were talking
13 about the first week in May. I found in
14 doing morning business breakfast events,
15 later in the week is better. So the first
16 week in May would be the week of the 4th and
17 we were taking a look -- oh, excuse me. Hold
18 on, I'm looking at April, got to fast forward
19 here.

20 It would be the week of -- Monday is
21 the 2nd, so it would either be hopefully the
22 4th, the 5th or the 6th, and it would
23 probably be around 8, 8:30 and the reason why
24 I identify that time is because you know,
25 people, I found it effective in planning

1 these morning events, people want to come,
2 network, you know, have a cup of coffee and
3 you know, some fruit salad and network and
4 then move on.

5 So that is kind of where we are at
6 insofar as that's coming up. So if anybody
7 on the board has an issue with those dates,
8 I'm not married to them and neither is the
9 venue, just yet. So if there's anybody out
10 there that has a problem with those dates,
11 let me know.

12 MR. TROTTA: I have a conflict on the
13 2nd and I'm planning an event on the 3rd or
14 4th, which is not firmed up yet.

15 MR. FINNEGAN: Okay, in the morning
16 time?

17 MR. TROTTA: Yes.

18 MR. FINNEGAN: Okay. Okay, so we will
19 avoid that date. We will avoid the 3rd and -
20 - so we will avoid the 2nd, the 3rd, and the
21 4th.

22 So I will speak with and try to hammer
23 down the 5th or the 6th, if that's okay.

24 MR. BRAUN: You could have a special
25 drink on the 5th.

1 MR. FINNEGAN: I know, Cinco de Mayo.

2 MS. MULLIGAN: Mexican coffee?

3 I don't know what that is.

4 MR. FINNEGAN: I think that's tequila.

5 MS. MULLIGAN: No, the Mexican hot
6 chocolate is really lovely.

7 MS. SCHEIDT: Oh, yeah. I vote for
8 that.

9 MR. FINNEGAN: So I will identify those
10 dates with the venue and then report back as
11 needed or as updates become available to me,
12 which hopefully should be -- I've reached out
13 to an individual at the organization, you
14 know, who does the event planning stuff, but
15 also given that I would imagine that we also
16 invite the local elected officials in various
17 levels of government to come and be involved.

18 I've also reached out to an individual
19 who does government relations there to try to
20 facilitate the process and I see no reason
21 why this shouldn't be an overwhelming
22 success.

23 MR. BRAUN: Thank you, Brian.

24 MR. FINNEGAN: All right, anybody have
25 anything PR-wise? Gary, if I could talk to

1 you offline just a little bit about --
2 without getting bogged down in minutia here
3 in this board meeting, I just want to talk to
4 you a little bit more about the specifics on
5 what I was thinking about the Facebook ads
6 just to make them a little bit more optimal,
7 and I'd like your insight, if that's okay.

8 MR. POLLAKUSKY: All right, give me a
9 call. No problem.

10 MR. FINNEGAN: Okay, excellent.

11 MR. BRAUN: Any other questions?

12 MR. TROTTA: Brian, when you were
13 mentioning expanding into other states, did
14 you mention Connecticut, or we already --

15 MR. FINNEGAN: I said the continental
16 northeast, and I was speaking specifically to
17 metropolitan areas, because as -- like I'm
18 trying to take the mold of what we're doing
19 here in New York and then bring it to other
20 metropolitan areas, right? So people who are
21 rapidly expanding and maybe outgrowing their
22 space. I know warehouse space is a very big
23 asset that Brookhaven has, so targeting to
24 those individuals and also, you know, but
25 additionally, like, for example, the opposite

1 side of a sound. If we cast a 25-mile radius
2 from certain parts of Brookhaven, they will
3 get targeted with that, so if --

4 MR. TROTTA: Connecticut, I'm thinking
5 Bridgeport and that area there being so close
6 to us.

7 MR. FINNEGAN: Absolutely. That will
8 be one that I include.

9 Any other metropolitan areas that you
10 think are appropriate?

11 MR. TROTTA: No, I mean that just seems
12 close enough that there's a possibility that
13 somebody might consider.

14 MR. FINNEGAN: Perfect. Okay.

15 MS. SCHEIDT: Brian, I don't know if
16 you're thinking about trade publications, but
17 given our location on Long Island, the
18 advantage is that we have relatively a lot of
19 vacant space, but other advantages are that
20 we have a highly educated population. We're
21 a good place for R&D and a number of import -
22 - sort of leadership technology industries.

23 We're not a great location if what you
24 produce is heavyweight stuff that you want to
25 distribute in a large part of the northeast.

1 Transportation for that kind of stuff is not
2 necessarily cheap from here, but if it's low-
3 weight, high value, then we are a good
4 location.

5 MS. MULLIGAN: Ann-Marie, I feel like
6 we've come full circle to our conversation
7 when the -- it may have even been before the
8 meeting started about the CAT system.

9 MS. SCHEIDT: Mm-hmm. Yep, sure.
10 Yeah, it seems to me that maybe what I can do
11 is give everybody like two, three low
12 content, high information slides on what
13 those programs provide and some of the
14 clients they already have, just as
15 background, and then we can have folks run
16 those programs, come and answer questions,
17 rather than give basic information in an
18 easily digestible form and then it really,
19 you get more out of being able to ask the
20 questions, which may be prompted by the
21 information that you've got, and then we can
22 go from there.

23 MR. FINNEGAN: Absolutely. It's an -- I
24 mean, the more information I have, the better
25 I can pitch these stories.

1 MS. SCHEIDT: Okay, yes. Okay. So
2 intro slides and tons of what are they,
3 additional slide information. You can go as
4 deep into the weeds as you want.

5 MR. FINNEGAN: Awesome. Well, yeah,
6 absolutely. I'd like to hear more about what
7 your thoughts are for that, so and the trade
8 publications are absolutely in our wheelhouse
9 what we're trying to do, and --

10 MS. SCHEIDT: We could -- Brian, it
11 occurs -- I don't know if this is useful, but
12 it occurs to me that we could talk to some of
13 our incubator graduates and incubator tenants
14 about why they choose the trade publications
15 and the trade conferences and other kinds of
16 events that they choose to go to because that
17 enables them to reach the potential customer
18 audiences and so forth that they want to
19 reach. Glad to make this so much more
20 interactive kind of process so you can get
21 what you need.

22 MR. FINNEGAN: Okay, absolutely.

23 MR. GRUCCI: Brian, also, I wouldn't
24 overlook the quality of life that Brookhaven
25 has to offer, especially, Long Island,

1 Brookhaven. You're talking about beaches,
2 you're talking about restaurants, you're
3 talking about parks, marinas. You know,
4 there's golf courses. There's a great --
5 there should be a great lure for the CEOs to
6 want to relocate here to the Brookhaven area.

7 MS. SCHEIDT: Absolutely, Felix.
8 You're absolutely right.

9 MR. FINNEGAN: And I think that hits on
10 an important note that I'm going to be trying
11 to emphasize with the testimonial angle,
12 right, because a first-hand account of people
13 that work here and live here I think is a
14 very compelling way to attract others to do
15 the same.

16 And obviously the idea is the means by
17 which it happens insofar as the Facebook is
18 concerned and the social marketing is
19 concerned.

20 But I think that emphasizing why people
21 belong in Brookhaven is -- and the people
22 that have already made the, you know, be it
23 the move from the boroughs out to Long Island
24 and out to Brookhaven or moved -- relocated
25 their business from Location X, Y, Z to

1 Brookhaven and the quality of life that comes
2 along with that, Mr. Grucci, I think that
3 that is a very compelling use of our
4 resources for the testimonial component of
5 it.

6 MR. GRUCCI: Brian, if you wanted to
7 reach just the CEO's, the major decision
8 makers of a corporation, what vehicle would
9 you use to do that?

10 MR. FINNEGAN: Meaning -- are you
11 speaking more broadly, or like for -- or are
12 you speaking like, where would I place the
13 Brookhaven IDA in the media to reach that?

14 MR. GRUCCI: Yes, where would you place
15 us so that the eyes of the CEO would see it,
16 and with that comes what we were just talking
17 about, the high quality of life, the educated
18 work force, et cetera, rather than just
19 putting it into like a Facebook where they
20 may or may not see that there. Are there
21 specific publications, specific platforms,
22 specific vehicles that reach the major
23 decision makers?

24 MR. FINNEGAN: Yes.

25 MS. MULLIGAN: We've done marketing in

1 Site Selector, which I'm not sure if the CEOs
2 exactly read it, but the people who they
3 charge with finding sites read it, so that's
4 one thing that we have done in the past.
5 Sorry, Brian.

6 MR. FINNEGAN: No, of course. I think
7 that that might be either a two- or three-
8 prong answer, right?

9 So in order to understand that insofar
10 as traditional media is concerned, you need
11 to understand the viewer or the readership or
12 the listener, frankly, of each publication.
13 I think it would be irresponsible to just say
14 business publications and not delve into that
15 a little bit.

16 Cranes, the Real Deal, they have major
17 metropolitan readership --

18 MS. MULLIGAN: We've advertised in both
19 of those over the years.

20 MR. FINNEGAN: -- among that
21 demographic that you were referencing. The -
22 -

23 MR. POLLAKUSKY: I'm sorry. I think
24 also, Brian, I think what Felix is getting at
25 is how about like a LinkedIn, digitally. Like

1 how we put not just the content that you're
2 already pushing or the press that we're
3 already pushing through the various,
4 traditional social channels onto our
5 different platforms, but how do we influence
6 those CEOs, those companies in a way that's
7 more impactful, and I think a way that we
8 could be leveraging a little bit more is
9 creating, not so much as a -- the current
10 term of influencer out of Lisa or Fred or our
11 operation, but perhaps doing something on our
12 LinkedIn profile and expanding its reach with
13 advertisements, expanding its reach with some
14 copy that comes from Lisa, comes from Fred,
15 comes from our team. I think that might be
16 helpful, because then you can target it to
17 the industries that are most apropos for our
18 area.

19 MR. FINNEGAN: Absolutely. I mean,
20 LinkedIn is the professional social network,
21 right, it's the preeminent professional
22 social network.

23 But along with that, I think -- so
24 taking a step back to talk about the ad spend
25 and then we'll delve into the organic

1 component of it is that LinkedIn is very
2 expensive to advertise on, as I'm sure you
3 know, Gary. It's significantly more
4 expensive to advertise on LinkedIn than it is
5 to advertise on Facebook, because the viewer
6 or the user is just a completely different
7 dynamic. The user interface and platform is
8 just a different platform.

9 You cast a far broader net as you know,
10 but for everyone here, when you advertise
11 with Facebook or frankly when you advertise
12 with Meta, because they are the owner of two
13 separate platforms that simultaneously
14 project the messaging to the user that you
15 identify as the most appropriate.

16 But organically speaking, I think that
17 there are steps and ways that we could take
18 to make our LinkedIn more -- you know, gain
19 more influence, right, and I would have to
20 speak with the real expert on our side that
21 we work with for that platform, but I think
22 that one of the ways that we can do is
23 through engagement and engagement-style posts
24 and also engaging with others. So you can,
25 you know, myself, Brian Finnegan, could

1 acting as the Brookhaven IDA on LinkedIn
2 could comment on posts, find posts that are
3 currently, highly visible and on a topic that
4 might be something relevant to Brookhaven and
5 the Brookhaven IDA's resources and services
6 that they provide and engage on that post,
7 because the way that you drive traffic on
8 LinkedIn is it's not like a -- it's not like
9 -- it's not a viral platform in the sense of
10 what goes viral on Tik Tok or Instagram or
11 Twitter or that type of thing. It's much
12 more -- I don't think labor intensive is the
13 right word, but it requires more personal
14 activity and if I'm stating it correctly,
15 Gary.

16 MR. POLLAKUSKY: Right, yes, but what
17 I'm suggesting is the free way to kind of
18 build certain engagement and this may be just
19 repurposing stuff that you guys are already
20 doing at your company, Brian.

21 But stuff that can be considered
22 influencing content that could come from
23 Lisa, that could go through Lisa's profile,
24 go through Lisa's profile with the IDA. The
25 IDA has its own company page. Something that

1 can keep pushing so that the networks that
2 are following us, and if we're also -- I
3 mean, collectively, we can have an initiative
4 amongst the board and the team in the Town of
5 Brookhaven to send out invites to like our
6 page, our company page.

7 Because the more that we have people
8 looking at this stuff, the content that's
9 coming out of the company page as well as the
10 influencers of that page, the more eyes from
11 CEOs and from respective industries they'll
12 have on our area.

13 MR. FINNEGAN: I think that would be
14 tremendously beneficial, and I don't think
15 it's overly onerous to the members of the
16 board here to share that, and the way that I
17 could start doing that is for example, you
18 know, start creating a little bit more
19 branded content, content that is, you know,
20 specific to the IDA sharing an image with the
21 logo and the contact information and the
22 website and that type of thing; similarly in
23 some ways, Lisa, to what we've done with the
24 sig bar.

25 MS. MULLIGAN: That's what I was just

1 going to say. Brian put together a signature
2 -- I guess a signature bar for all of the
3 staff that when you click on it, it brings
4 you to a site and you have the choice to
5 click on our Facebook, LinkedIn, LDC website,
6 IDA website and our Twitter account, so I
7 don't think we -- we don't have an Instagram
8 account.

9 MR. FINNEGAN: I don't know if we have
10 an Instagram.

11 MS. MULLIGAN: I think it's on our
12 signature, but I don't think that we have
13 one, which --

14 MF. FINNEGAN: Well, I mean, we can
15 make one, too. That also, by the way,
16 doesn't mean that we don't advertise on that
17 platform. They cast it to both, but --

18 MS. MULLIGAN: We do have that.

19 MR. FINNEGAN: Yeah, so it's called a
20 Link Tree.

21 MS. MULLIGAN: Yes.

22 MR. FINNEGAN: It's a landing page.

23 MS. MULLIGAN: If anybody wants to add
24 our Link Tree box to your signature in your
25 email, let me know, and I will email it or

1 Amy will email it to you and she will tell
2 you how to get it on your signature, because
3 I had to just raise my hand to have somebody
4 do it for me.

5 Go ahead, Gary.

6 MR. POLLAKUSKY: I'm looking at -- I'm
7 looking at the Brookhaven IDA page on
8 LinkedIn. We have a total of 91 followers,
9 Okay?

10 It's a Town of Brookhaven page. That's
11 the affiliated page, and the last post that
12 we have is from four months ago.

13 So in terms of the ability for us to
14 influence, back to Felix's question, the
15 industries that may be interested in us, we
16 all understand how LinkedIn connects with us
17 in our OWN personal industries and how that
18 connects us to these folks. Even if it's
19 friends and executive colleagues that we
20 have, they're all connected with us in some
21 way.

22 So if we all like this IDA page, and we
23 post once to our networks, hey, give us that
24 post, Brian and that's the help that we need
25 from --

1 MR. FINNEGAN: Absolutely. Absolutely,
2 and that's -- and forgive me, because that's
3 a -- we've obviously been focusing on
4 Facebook stuff, but there should have never
5 been a four-month hiatus on posting on that.
6 I will have a conversation with our social
7 team on that and make sure that everything
8 that goes up on Facebook also goes up on
9 LinkedIn.

10 But again, in addition to that, I think
11 metaphorically speaking, like everybody knows
12 that a tweet is 140 characters, right, like
13 everybody knows that, you know, whether it's
14 the former President or the current
15 President, when they put out a message, it
16 can only be about 140 characters on Twitter,
17 right, which is vastly different than on
18 Facebook.

19 The same differences about effective
20 content exists between Facebook and LinkedIn.
21 So I could design LinkedIn-specific content
22 that might perform better on that page. A
23 lot of time, testimonials perform better on
24 that page.

25 MR. POLLAKUSKY: Right.

1 MR. FINNEGAN: A lot of times --

2 MR. POLLAKUSKY: There's an image
3 section. There's an article section, and
4 again, if articles emanate from say, Lisa, or
5 from -- and that's created by you guys, it's
6 just a post.

7 What I did and in my own practice in
8 being a social media war room for that, in
9 that respect for some fortune companies, is I
10 would create brand ambassadors out of a
11 couple of people, key people, in the
12 organization. We create based on topics that
13 they chose a specific post, and that post
14 would be a couple of paragraphs. We're
15 talking about an article, and it would
16 emanate from that person onto the different
17 social platforms, and so we would have that
18 article already embedded in let's say the
19 LinkedIn company page and they would be
20 sharing that, all of the board, or all of the
21 department would be sharing that particular
22 post through their social channels. But it
23 was made easy by my organization because I
24 would give that to them. I'd hand feed it.
25 All you have to do is post it. We didn't

1 have to copy and paste.

2 MR. FINNEGAN: Right. It works like a
3 cone. It drives to that page.

4 MS. MULLIGAN: So guys, let me just
5 interject real quick. Sorry, Fred.

6 I just wanted to let you know, I just
7 went to our LinkedIn page and we actually
8 just posted something about that article that
9 the LIBN did about the 73-acre land deal in
10 Medford, the proposed new industrial park on
11 Horseblock, so that was only a couple of
12 weeks ago.

13 MR. POLLAKUSKY: No. So let me
14 explain. Something had happened, and I had
15 pointed this out a while ago. The individual
16 that was posting, I think it's from your
17 group, Brian, created a profile, not a
18 company page.

19 The company page is there. It's got 91
20 followers. A profile is not -- a profile is
21 a person. So Brookhaven shouldn't be a
22 person. It is a company. So that just --
23 you know, there's some housekeeping that
24 needs to be done on that end.

25 MS. MULLIGAN: Guys, can I interject?

1 Can you guys have this conversation
2 outside of the board meeting?

3 MR. POLLAKUSKY: Yes, yes.

4 MS. MULLIGAN: Because I don't
5 understand what we're talking about.

6 MR. FINNEGAN: Yes, we'll have a
7 conversation offline, Gary and we'll sort
8 this out.

9 MS. MULLIGAN: And, Brian, if we have
10 to change our tree so our tree points to a
11 different site, just --

12 MR. FINNEGAN: Yes, no, and that's --
13 that can be instantaneous.

14 MS. MULLIGAN: Okay, awesome.

15 MR. FINNEGAN: Absolutely.

16 MS. MULLIGAN: I'm sorry, guys. I just
17 -- I feel like it would probably -- you'd
18 have a more robust conversation if you
19 weren't backing up and explaining to me what
20 this means.

21 MR. FINNEGAN: But to answer --

22 MR. BRAUN: Some of this will play into
23 what we're going to do at the next meeting or
24 the one after that as it relates to generally
25 on -- the umbrella of marketing.

1 MS. MULLIGAN: Yes, and our board
2 assessments.

3 MR. BRAUN: Correct.

4 MR. FINNEGAN: Okay.

5 MR. BRAUN: Thank you very much, Brian.

6 MR. FINNEGAN: I can create a more
7 comprehensive strategy, a straightforward
8 strategy without taking up the airwaves and
9 relay that to Mr. Grucci if that's
10 appropriate.

11 MR. BRAUN: Thank you.

12 MS. MULLIGAN: Sure.

13 MR. BRAUN: All right.

14 I don't think, unless somebody has a
15 compelling reason to do it, that we need to
16 go into executive session, so if there's
17 nothing further to discuss, I will entertain
18 a motion to adjourn.

19 MR. GRUCCI: So moved. Felix Grucci.

20 MR. POLLAKUSKY: Second.

21 MR. FINNEGAN: Thank you, everyone.

22 MS. MULLIGAN: Thanks, Brian.

23 MR. BRAUN: Mr. Callahan?

24 Mr. Callahan, you still with us?

25 MS. MULLIGAN: Marty, you're on mute.

1 MR. GRUCCI: You're muted, Marty.

2 MR. CALLAHAN: Yes, yes, sorry. Yes.

3 MR. BRAUN: Mr. Grucci?

4 MR. GRUCCI: Yes.

5 MR. BRAUN: Mr. Pollakusky?

6 MR. POLLAKUSKY: Yes.

7 MR. BRAUN: Ms. Scheidt?

8 MS. SCHEIDT: Yes.

9 MR. BRAUN: Mr. Trotta?

10 MR. GRUCCI: Frank, you're muted.

11 MS. MULLIGAN: Frank, you're muted.

12 MR. BRAUN: He raised his hand.

13 MS. MULLIGAN: Thumbs up.

14 MR. BRAUN: Mr. Braun votes yes. We
15 are adjourned and it is 10:28.

16 MS. MULLIGAN: Thank you, everyone.

17 MR. BRAUN: Thank you, all.

18 MS. MULLIGAN: Have a nice day.

19 MR. GRUCCI: Have a pleasant day, guys.

20 MS. SCHEIDT: Thank you.

21 MS. ILLARDO: Happy St. Patrick's Day.

22

23 (Meeting adjourned: 10:28 a.m.)

24

25

CERTIFICATION

I, Lisa Previti, certify that the foregoing is a true and accurate transcript from an electronic sound recording of the video in the above-entitled matter.

A handwritten signature in cursive script that reads "Lisa Previti". The signature is written in black ink and is positioned above a horizontal line.

Lisa Previti