

TOWN OF BROOKHAVEN
INDUSTRIAL DEVELOPMENT AGENCY

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BOARD MEETING
HELD BY ZOOM VIDEOCONFERENCE

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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 said
24 substantially in this forum, 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 or 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, they purchased Meso, the real
20 estate company purchased the two adjacent
21 properties to this property where our project
22 is and --

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

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

10 Any questions?

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

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

16 MR. TROTTA: Okay.

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

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

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

25 MR. BRAUN: Okay.

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

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

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

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

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

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

25 MS. MULLIGAN: I think -- I think it's

1 for outdoor storage.

2 MR. GRUCCI: Got you.

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

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

9 MR. GRUCCI: Okay.

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

12 MR. TROTTA: Motion. Frank Trotta.

13 MR. BRAUN: Mr. Trotta.

14 MR. GRUCCI: Second. Felix Grucci.

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

16 MR. CALLAHAN: Yes.

17 MR. BRAUN: Mr. Grucci?

18 MR. GRUCCI: Yes.

19 MR. BRAUN: Mr. Pollakusky?

20 MR. POLLAKUSKY: Yes.

21 MR. BRAUN: Ms. Scheidt?

22 MS. SCHEIDT: Yes.

23 MR. BRAUN: Mr. Trotta?

24 MR. TROTTA: Yes.

25 MR. BRAUN: Mr. Braun votes yes. The

1 motion carries.

2 MS. MULLIGAN: Thank you, everyone.

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

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

19 And I think that we probably should
20 plan that it will start at 4 p.m. You should
21 plan on being here --

22 MR. BRAUN: For a while.

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

25 MR. BRAUN: Yes.

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

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

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

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

13 MR. POLLAKUSKY: Oh.

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

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

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

1 MR. GRUCCI: Gotcha.

2 MS. SCHEIDT: I'll be there.

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

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

9 MS. SCHEIDT: I'm good.

10 MS. MULLIGAN: Okay, so --

11 MR. BRAUN: We're at 4.

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

14 MR. BRAUN: Still --

15 MS. MULLIGAN: What was that?

16 MR. BRAUN: And Lenore, 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. Frank, you
21 want to check your schedule then? Let me
22 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 on
14 the 18th, and I'll make every attempt to be
15 there.

16 MR. BRAUN: Okay.

17 MS. MULLIGAN: Okay.

18 MR. BRAUN: Did we pass the 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 Ronko public hearing.

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

1 MS. SCHEIDT: Second. Ann-Marie.

2 MR. BRAUN: All right. Mr. Callahan?

3 MR. CALLAHAN: Yes.

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

8 I think maybe we should choose like two
9 other dates maybe or another date? The issue
10 I come up against is that we have to get our
11 counsel has to agree to the date. The
12 project has to agree to the date. The
13 moderator has to agree to the date.

14 So it's a little bit of moving pieces,
15 so I do apologize about that. Do you think
16 maybe we should pick another --

17 MR. BRAUN: Not without them giving us
18 some dates.

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

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

21 MR. GRUCCI: Lori, the problem that I
22 have is not the date. It's the time. If the
23 meeting was held earlier in the day, say 1:00
24 or 2:00, I would not have a problem.

25 MR. POLLAKUSKY: And for me, Lisa, that

1 just that week is the only issue for me. I'm
2 away, so we go somewhere for our anniversary.

3 MS. MULLIGAN: Okay, so can we just --
4 can we try to change the time? We have to
5 obviously see if the auditorium is available,
6 but let's -- if we start, Felix, at 1:00?

7 MR. GRUCCI: That would be fine.

8 MS. MULLIGAN: Okay, actually could you
9 be here at 12:30? We should give --

10 MR. GRUCCI: Yes.

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

16 MR. BRAUN: And a resolution to that
17 effect.

18 MS. MULLIGAN: Thank you.

19 MR. CALLAHAN: So moved. Marty
20 Callahan.

21 MR. BRAUN: Thank you. Second?

22 MS. SCHEIDT: Ann-Marie.

23 MR. BRAUN: Mr. Callahan?

24 MR. CALLAHAN: Yes.

25 MR. BRAUN: Mr. Grucchi?

1 MR. GRUCCI: Yes.

2 MR. BRAUN: Pollakusky?

3 MR. POLLAKUSKY: Am I voting for this

4 or --

5 MS. MULLIGAN: Yeah.

6 MR. BRAUN: Yes.

7 MR. POLLAKUSKY: Yes.

8 MR. BRAUN: Ms. Scheidt?

9 MS. SCHEIDT: Yes.

10 MR. BRAUN: Mr. Trotta?

11 MR. TROTTA: I will abstain.

12 MS. MULLIGAN: Okay.

13 MR. BRAUN: Mr. Braun votes yes.

14 Motion carried.

15 MS. MULLIGAN: Okay, thank you,
16 everybody.

17 Okay, the next item on the agenda is
18 the board assessments. I'm going to turn
19 that over to Fred.

20 MR. BRAUN: As I indicated in the Local
21 Development Corporation report, all those
22 assessments are in. I have taken a close
23 look at those, averaged them out, and they
24 were reported, not individually. On our
25 website, we still have a couple of -- I

1 the harassment training. This is just a
2 reminder. You guys know who you are that
3 still need to do it. Please complete it as
4 soon as you can. If you have any questions,
5 let us know.

6 The last item in my report is the
7 project job creation numbers and the fringe
8 benefits/salary numbers.

9 We present the job creation numbers to
10 -- actually, we present them to you in PARIS,
11 but we always do it in sort of a standalone,
12 separate focused analysis, and I realize that
13 we should be doing the fringe benefits/salary
14 information also.

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

23 So I just wanted to let you know that
24 we will bring that to you at the next meeting
25 and Fred and I will review everything and see

1 if there's anybody that we feel needs further
2 -- a little more information than what they
3 just give us in their annual report.

4 MR. TROTTA: Annette is unmuted.

5 MS. MULLIGAN: Yes, I hear Annette.

6 MR. BRAUN: The additional challenge
7 we'll have in reviewing the numbers from 2021
8 as it relates to Covid. I mean, some people
9 they have --

10 (Background interference)

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

18 MS. MULLIGAN: But we'll get back in
19 touch with additional information.

20 I want to remind everybody, I sent
21 around an email for the Tour of [inaudible],
22 which is on April 1st if anybody would like
23 to attend, please just let us know, and I
24 also sent around an email about the IDA
25 Academy that's on April 12th. If anybody

1 wants to participate, please let us know.

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

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

15 As it relates to legislation, I think
16 there are two main things that are being
17 focused on. One is prevailing wage and
18 there's really no update other than the
19 census that will probably be -- they will
20 appoint the board that was supposed to be
21 appointed in April of a year ago and work
22 through 2022 in the definitions of costs
23 which has a great deal to do with how the
24 overall legislation and how prevailing wage
25 would work its way into a project.

1 And the other thing is Senator Skoufis
2 has been a thorn in the IDA side for the last
3 couple of years and it's been knocked down on
4 a couple of -- his pieces of legislation is
5 trying to get through now, something that
6 [inaudible] Governor Cuomo, the father,
7 looked to do for many years and that is to
8 reduce the number of IDAs around the state,
9 which it's still going to take 105, I think,
10 down to -- this is Skoufis' proposal, to
11 match the REDCs so you would only have 10
12 around the state, which I have yet to see or
13 talk to anybody that thinks that is a good
14 idea.

15 So hopefully cooler heads will prevail
16 and that piece of legislation will be knocked
17 down as well.

18 That's all I have, Lisa.

19 MS. MULLIGAN: Does anybody else have
20 anything else?

21 So the last item on our agenda is a
22 presentation by Brian Finnegan who is a
23 representative from Todd Shapiro Associates.
24 I think Joce is going to bring -- attempt to
25 bring Brian in. We've been having a little

1 bit of --

2 MR. CALLAHAN: Issues.

3 MS. MULLIGAN: Oh, yeah, that works,
4 though. Yep, okay so Brian is joining us.

5 MR. FINNEGAN: Hey, good morning,
6 everyone.

7 MS. MULLIGAN: Good morning, Brian.

8 MR. FINNEGAN: How's it going?

9 MR. POLLAKUSKY: Good.

10 MR. FINNEGAN: All right, so running
11 through a couple of PR updates, if that's
12 okay? Is that all right?

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

19 The Patch covered the Brookhaven IDA's
20 package on the Farmingdale rental complex
21 that our team helped facilitate on the
22 traditional side.

23 I know the chairman mentioned in our
24 last meeting, trying to get 411 pieces and
25 profile-style updates on about the IDA.

1 We've reached out to some various news
2 outlets, myself and my colleague Alan Lax
3 (ph.) to identify the where and the when's on
4 that and try to find -- secure the best
5 profile pieces for you. You know,
6 specifically with the Island-wide papers like
7 the Long Island Business News and
8 additionally, the more regional papers in
9 Brookhaven area. We will be continuing to do
10 that and hopefully, I have -- I should have a
11 more definitive update as of in the coming
12 dates.

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

23 It's performing. I don't think it's
24 performing optimally, which is why I think
25 that -- and I welcome feedback. We might

1 want to broaden our universe to other
2 metropolitan areas which are prime to move
3 business to Brookhaven.

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

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

24 So -- or you know, promoting our posts
25 to.

1 So the is a work in progress, and we
2 will kind of be continuing to tinker with the
3 strategy to find the most optimal. Because
4 the way that this works with social media
5 advertising in the long and the short of it
6 is, is every post is a little mini auction.
7 So in -- with our budget that we've
8 designated, we've brought in some page likes
9 to the page, but they have not been
10 performing at an optimal way. Meaning, we're
11 paying a larger amount of money for views and
12 ultimately a larger amount of money for page
13 likes.

14 So it's not a financial issue as much
15 as it's a productivity issue that I want to
16 revisit there and make it more effective.
17 I'm just not satisfied with the production
18 there.

19 Additionally, as we kind of go about
20 the testimonial side, I think one of the ways
21 that we can parlay that into something
22 outside of media is also through -- I'd be
23 happy to and our team over here would be
24 happy to dictate those messages, those ones
25 on one with the first-hand accounts, and then

1 you can utilize those testimonials in
2 literature, on your website, because I know
3 that there's a testimonial section there and
4 that is in the process. Myself, my
5 colleague Alan and our team over here is
6 working on that.

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

1 Brookhaven.

2 So we're cooking with gas on that end.
3 More details should be available at --

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

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

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

18 It would be the week of -- Monday is
19 the 2nd, so it would either be hopefully the
20 4th, the 5th or the 6th. And it would
21 probably be around 8, 8:30 and the reason why
22 I identify that time is because you know,
23 people, I found it effective in planning
24 these morning events, people want to come,
25 network, you know, have a cup of coffee and

1 you know, some fruit salad and network and
2 then move on.

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

10 MR. TROTTA: I have a conflict on the
11 2nd and I'm planning an event on the 3rd or
12 4th, which is not firmed up yet.

13 MR. FINNEGAN: Okay, in the morning
14 time?

15 MR. TROTTA: Yes.

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

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

22 MR. BRAUN: You could have a special
23 drink on the 5th.

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

25 MS. EADERESTO: Mexican coffee?

1 MS. MULLIGAN: I don't know what that
2 is.

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

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

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

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

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

22 MR. BRAUN: Thank you, Brian.

23 MR. FINNEGAN: All right, anybody have
24 anything PR-wise? Gary, if I could talk to
25 you offline just a little bit about --

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

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

9 MR. FINNEGAN: Okay, excellent.

10 MR. BRAUN: Any other questions?

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

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

1 radius from certain parts of Brookhaven, they
2 will get targeted with that, so if --

3 MR. TROTTA: I'm thinking Bridgeport
4 and that area there being so close to us.

5 MR. FINNEGAN: Absolutely. That will
6 be one that I include. Any other
7 metropolitan areas that you think are
8 appropriate?

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

12 MR. FINNEGAN: Perfect. Okay.

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

21 We're not a great location if what you
22 produce is heavyweight stuff that you want to
23 distribute in a large part of the northeast.
24 Transportation for that kind of stuff is not
25 necessarily cheap from here. But if it's

1 low-weight, high value, then we are a good
2 location.

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

7 MS. SCHEIDT: Mm-hmm. Yep, sure.
8 Yeah, it seems to me that maybe what I can do
9 is give everybody like two, three low-
10 content, high information slides on what
11 those programs provide and some of the
12 clients they already have, just as
13 background.

14 And then we can have folks run those
15 programs, come and answer questions, rather
16 than give basic information in an easily
17 digestible form and then it really you get
18 more out of being able to ask the questions,
19 which may be prompted by the information that
20 you've got, and then we can go from there.

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

24 MS. SCHEIDT: Okay, yes. Okay. So
25 intro slides and tons of what are they,

1 additional slide information. You can go as
2 deep into the weeds as you want.

3 MR. FINNEGAN: Awesome. Well, yeah,
4 absolutely. I'd like to hear more about what
5 your thoughts are for that.

6 So and the trade publications are
7 absolutely in our wheelhouse what we're
8 trying to do, and --

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

21 MR. FINNEGAN: Okay, absolutely.

22 MR. GRUCCI: Brian, also, I wouldn't
23 overlook the quality of life that Brookhaven
24 has to offer. Especially, Long Island,
25 Brookhaven. You're talking about beaches.

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

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

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

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

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

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

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

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

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

23 MR. FINNEGAN: Yes.

24 MS. MULLIGAN: We've done marketing in
25 Site Selector, which I'm not sure if the CEOs

1 exactly read it, but the people who they
2 charge with finding sites read it, so that's
3 one thing that we have done in the past.
4 Sorry, Brian.

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

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

22 MR. POLLAKUSKY: I'm sorry. I think
23 also, Brian, I think what Felix is getting at
24 is how about like a LinkedIn, digitally. Like
25 how we put not just the content that you're

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

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

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

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

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

15 But organically speaking I think that
16 there are steps and ways that we could take
17 to make our LinkedIn more -- you know, gain
18 more influence, right? And I would have to
19 speak with the real expert on our side that
20 we work with for that platform.

21 But I think that one of the ways that
22 we can do is through engagement and
23 engagement-style posts and also engaging with
24 others. So you can, you know, myself, Brian
25 Finnegan, could -- acting as the Brookhaven

1 IDA on LinkedIn could comment on posts, find
2 posts that are currently, highly visible and
3 on a topic that might be something relevant
4 to Brookhaven and the Brookhaven IDA's
5 resources and services that they provide and
6 engage on that post.

7 Because the way that you drive traffic
8 on LinkedIn is it's not like a -- it's not
9 like -- it's not a viral platform in the
10 sense of what goes viral on Tik Tok or
11 Instagram or Twitter or that type of thing.
12 It's much more -- I don't think labor
13 intensive is the right word, but it requires
14 more personal activity, and if I'm stating it
15 correctly, 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, go through Lisa's profile, go through
24 Lisa's profile with the IDA. The IDA has its
25 own company page. Something that can keep

1 pushing so that the networks that are
2 following us, and if we're also -- I mean,
3 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.

23 Similarly in some ways, Lisa, to what
24 we've done with the 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.

7 So I don't think we -- we don't have an
8 Instagram 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. EADERESTO: 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. Go ahead, Gary.

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

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

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

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

24 MR. FINNEGAN: Absolutely. Absolutely,
25 and that's -- and forgive me, because that's

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

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

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

23 MR. POLLAKUSKY: Right.

24 MR. FINNEGAN: A lot of times --

25 MR. POLLAKUSKY: There's an image

1 section. There's an article section, and
2 again if articles emanate from say, Lisa, or
3 from -- and that's created by you guys, it's
4 just a post. What I did and in my own
5 practice in being a social media war room for
6 that, in that respect for some fortune
7 companies, is I would create brand
8 ambassadors out of a couple of people, key
9 people, in the organization. We create based
10 on topics that they chose a specific post.
11 And that post would be a couple of
12 paragraphs. We're talking about an article.

13 And it would emanate from that person
14 onto the different social platforms. And so
15 we would have that article already embedded
16 in let's say the LinkedIn company page and
17 they would be sharing that, all of the board,
18 or all of the department would be sharing
19 that particular post through their social
20 channels. But it was made easy by my
21 organization because I would give that to
22 them. I'd hand feed it. All you have to do
23 is post it. We didn't have to copy and
24 paste.

25 MR. FINNEGAN: Right. It works like a

1 cone. It drives to that page.

2 MS. MULLIGAN: So guys let me just
3 interject real quick. Sorry, Fred.

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

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

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

22 MS. MULLIGAN: Guys, can I interject?
23 Can you guys have this conversation outside
24 of the board meeting?

25 MR. POLLAKUSKY: Yes, yes.

1 MS. MULLIGAN: I don't understand what
2 we're talking about.

3 MR. FINNEGAN: Yes, we'll have a
4 conversation offline, Gary and we'll sort
5 this out.

6 MS. MULLIGAN: And, Brian, if we have
7 to change our tree so our tree points to a
8 different site, just --

9 MR. FINNEGAN: Yes, no, and that's --
10 that can be instantaneous.

11 MS. MULLIGAN: Okay, awesome.

12 MR. FINNEGAN: Absolutely.

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

18 MR. FINNEGAN: But to answer --

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

23 MS. MULLIGAN: Yes, and our board
24 assessments.

25 MR. BRAUN: Correct.

1 MR. FINNEGAN: Okay.

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

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

8 MR. BRAUN: Thank you.

9 MS. MULLIGAN: Sure.

10 MR. BRAUN: All right, I don't think,
11 unless somebody has a compelling reason to do
12 it, that we need to into executive session,
13 so if there's nothing further to discuss, I
14 will entertain a motion to adjourn.

15 MR. GRUCCI: So moved. Felix Grucci.

16 MR. POLLAKUSKY: Second.

17 MS. MULLIGAN: Thanks, Brian.

18 MR. BRAUN: Mr. Callahan? Mr.
19 Callahan, you still with us?

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

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

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

23 MR. BRAUN: Mr. Grucci?

24 MR. GRUCCI: Yes.

25 MR. BRAUN: Mr. Pollakusky?

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MR. POLLAKUSKY: Yes.

MR. BRAUN: Ms. Scheidt?

MS. SCHEIDT: Yes.

MR. BRAUN: Mr. Trotta?

MR. GRUCCI: Frank, you're muted.

MS. MULLIGAN: Frank, you're muted.

MR. BRAUN: He raised his hand.

MS. MULLIGAN: Thumbs up.

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

MS. MULLIGAN: Thank you, everyone.

MR. BRAUN: Thank you, all.

MS. MULLIGAN: Have a nice day.

MR. GRUCCI: Have a pleasant day, guys.

MS. SCHEIDT: Thank you.

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

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

CERTIFICATION

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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.



Lisa Previti