TOWN OF BROOKHAVEN
INDUSTRIAL DEVELOPMENT AGENCY

BOARD MEETING
HELD BY ZOOM VIDEOCONFERENCE

March 16, 2022
9:27 a.m.

TRANSCRIPT OF PROCEEDINGS

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APPEARANCES:

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

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

Lisa?

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

MR. BRAUN: Thank you, Lisa.

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

MR. POLLAKUSKY: Moved. Gary Pollakusky.

MR. BRAUN: Second?

MR. TROTTA: Second. Mr. Trotta.

MR. BRAUN: Are there any questions?

Hearing none, on the vote.
Mr. Trotta?

MR. TROTTA: Yes.

MR. BRAUN: Ms. Scheidt?

MS. SCHEIDT: Yes.

MR. BRAUN: Mr. Pollakusky?

MR. POLLAKUSKY: Yes.

MR. BRAUN: Mr. Grucci?

MR. GRUCCI: Yes.

MR. BRAUN: Mr. Callahan?

MR. CALLAHAN: Yes.

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

Lori, I’ll turn it over to you.

MS. LAPONTE: Okay. In --

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

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

MS. MULLIGAN: I’ll take care of that in one second.

MS. LAPONTE: Okay. So I will just go through the items, in the meantime, Felix, if that’s okay?
MR. GRUCCI: Sure, go ahead.

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

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

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

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

We did have one closing during the month of January, and we also had one sub-tenant fee included in income “Other” and one mortgage processing fee included in “Income” for the month.

Okay, so that’s in that column, the first column you see there, January actual.

As far as the rest of the expenditures, there’s nothing specific to point out.
They’re all in line with what expectations are, so unless you have any specific questions, that is the January 2022 budget versus actual report.

MR. BRAUN: Are there questions for Lori?

Hearing none, motion to accept the report?

MR. CALLAHAN: Moved.

MR. TROTTA: Second.

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

MS. MULLIGAN: I’m sorry. Hold on.

That was Marty that made the motion and Frank seconded it?

MR. TROTTA: Correct.

MS. MULLIGAN: Thank you.

MR. BRAUN: Mr. Trotta?

MR. TROTTA: Yes.

MR. BRAUN: Ms. Scheidt?

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

MR. BRAUN: Mr. Pollakusky?

MR. POLLAKUSKY: Yes.

MR. BRAUN: Mr. Grucci?

MR. GRUCCI: Yes.
MR. BRAUN: Mr. Callahan?

MR. CALLAHAN: Yes.

MR. BRAUN: Mr. Braun votes yes.

Lori’s report is accepted.

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

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

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

MR. CALLAHAN: Thank you, Lori.

MS. LAPONTE: The next item is -- I’ve included in the package, a draft of the audit report that was submitted this morning to the Audit Committee earlier by the external auditors did a presentation. We received a clean opinion. There was an emphasis of a matter regarding an accounting and change implemented and there were no other things mentioned, but I do want to bring that to your attention that the Audit Committee met
and they accepted the auditor’s report.

MR. BRAUN: Questions?

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

MR. POLLAKUSKY: So moved. Gary Pollakusky.

MR. BRAUN: Second?


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

MR. TROTTA: Yes.

MR. BRAUN: Ms. Scheidt?

MS. SCHEIDT: Yes.

MR. BRAUN: Mr. Pollakusky?

MR. POLLAKUSKY: Yes.

MR. BRAUN: Mr. Grucci?

MR. GRUCCI: Yes.

MR. BRAUN: Mr. Callahan?

MR. CALLAHAN: Yes.

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

I would point out as I had in many prior years that while 2021 results are, I would say spectacular, as I go back and look at the annual reports for the past 30 or 31
years, 40 percent of those years, we were in the red, including 2020. So enjoy it while we can. I think 2022 will be fine, but you know, it’s very difficult to predict the future beyond that.

Lori, you want to talk about PARIS, too?

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

It’s done in conjunction and there are sections there that come directly from the audit and all other aspects of our operations.

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

MR. GRUCCI: So moved. Felix Grucci.

MS. MULLIGAN: I just -- before we accept the report, and I did hear Lori said substantially in this forum, so that was perfect. I wanted to just let you know that
we have two projects that have not -- have been nonresponsive. I was able to get in touch with some people, and I think I have the right people working on it, but we certainly have some gaps in what’s been presented to you that need to be finalized.

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

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

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

MR. GRUCCI: Lor, you’ll keep the chairman apprised of any changes that are
made to the report?

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

MR. GRUCCI: Thank you.

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

MR. GRUCCI: So moved. Felix Grucci.

MR. POLLAKUSKY: Second.


MR. BRAUN: Mr. Callahan?

MR. CALLAHAN: Yes.

MR. BRAUN: Mr. Grucci?

MR. GRUCCI: Yes.

MR. BRAUN: Mr. Pollakusky?

MR. POLLAKUSKY: Yes.

MR. BRAUN: Ms. Scheidt?

MS. SCHEIDT: Yes.

MR. BRAUN: Mr. Trotta?

MR. TROTTA: Yes.

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

MS. LAPONTE: Okay.

MS. MULLIGAN: Thank you.

MR. BRAUN: Lori, I’ll turn it again to you for -- as the ethics officer for two
MS. LAPONTE: Yes. So as you -- as the officer for the IDA, I want to mention that part of my responsibilities in accordance with our Code of Ethics and interest policies is that I report the following items to you:

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

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

Should I go onto the next one?

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

MS. LAPONTE: Okay.

MR. BRAUN: I need a motion to accept
the report --

MR. POLLAKUSKY: So moved.

MS. SCHEIDT: Second.

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

MR. TROTTA: Should I abstain?

MR. BRAUN: Yes, sir.

MS. SCHEIDT: You’ll just have to try harder next time, Frank.

MR. BRAUN: Who made the motion?

MR. POLLAKUSKY: Gary.

MR. BRAUN: And the second?


MR. BRAUN: Mr. Callahan?

MR. CALLAHAN: Yes.

MR. BRAUN: Mr. Grucci?

MR. GRUCCI: Yes.

MR. BRAUN: Mr. Pollakusky?

MR. POLLAKUSKY: Yes.

MR. BRAUN: Ms. Scheidt?

MS. SCHEIDT: Yes.

MR. BRAUN: Mr. Braun votes yes.

The recommendation is accepted.

Lori?

MS. LAPONTE: Okay, the next item is in addition to that complaint that we received,
I received another allegation alleging that Mr. Felix Grucci, one of our board members comments during a December 16th, 2021, board meeting constituted both an ethics and a conflict of interest breach. Again, I’ve reviewed this in details, and basically the allegation in the summary format alleges that Mr. Grucci has a conflict stemming from property that he owns and a project.

I’ve researched this allegation and have found that there was neither an ethics or a conflict of interest violation and this matter is now closed. Any questions?

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

MS. LAPONTE: Correct. You’re right.

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

MR. POLLAKUSKY: Motion.
MR. CALLAHAN: Motion.


MR. BRAUN: Are there any questions?

MR. GRUCCI: I’ll be abstaining from the vote.

MR. BRAUN: Yes, sir.

MR. GRUCCI: Felix Grucci.

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

MR. CALLAHAN: Yes.

MR. BRAUN: Mr. Pollakusky?

MR. POLLAKUSKY: Yes.

MR. BRAUN: Ms. Scheidt?

MS. SCHEIDT: Yes.

MR. BRAUN: Mr. Trotta?

MR. TROTTA: Yes.

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

MS. LAPONTE: Thank you.

MR. BRAUN: Lisa, it’s all yours.

MS. MULLIGAN: Thank you, everybody.

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

MR. GROSS: [Inaudible] a couple of
years ago, and Meso Holding is a real estate company and Macedo Construction is the operating company. The companies split the operations of the operating company into two parts, so that they now have two separate companies; one owns all their construction equipment, and the other handles all their labor issues. So they have their employees in one company and the equipment in the other.

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

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

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

MS. MULLIGAN: Sorry, Howard. Just so everybody knows, this is the project on Station Road in Bellport, just as a reminder.
MR. GROSS: They bought two adjacent properties and they financed part of it with the bank. The bank -- we did not provide any mortgage recording tax exemptions or anything of that kind for them. However, the bank did request that we subordinate our leases to the bank loan, which we customarily do and that’s the second part of the resolution to authorize the subordination.

Any questions?

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

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

MR. TROTTA: Okay.

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

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

MR. GROSS: I believe so. We have insurance. That’s all been resolved. So, yes.

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

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

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

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

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

MR. GRUCCI: Are they planning to expand?

MS. MULLIGAN: I think -- I think it’s
for outdoor storage.

MR. GRUCCI: Got you.

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

That’s my understanding. If Annette chimes in, I’ll let you know.

MR. GRUCCI: Okay.

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

MR. TROTTA: Motion. Frank Trotta.

MR. BRAUN: Mr. Trotta.


MR. BRAUN: Thank you. Mr. Callahan?

MR. CALLAHAN: Yes.

MR. BRAUN: Mr. Grucci?

MR. GRUCCI: Yes.

MR. BRAUN: Mr. Pollakusky?

MR. POLLAKUSKY: Yes.

MR. BRAUN: Ms. Scheidt?

MS. SCHEIDT: Yes.

MR. BRAUN: Mr. Trotta?

MR. TROTTA: Yes.

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

MS. MULLIGAN: Thank you, everyone.

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

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

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

MR. BRAUN: For a while.

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

MR. BRAUN: Yes.
MR. POLLAKUSKY: I thought May 4th or May 11th. I won’t be here on the 18th.

MS. MULLIGAN: I’m sorry, Gary?

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

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

MR. POLLAKUSKY: Oh.

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

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

MS. MULLIGAN: I think it will be livestreamed, but your -- you must be here in person.
MR. GRUCCI: Gotcha.

MS. SCHEIDT: I’ll be there.

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

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

MS. SCHEIDT: I’m good.

MS. MULLIGAN: Okay, so --

MR. BRAUN: We’re at 4.

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

MR. BRAUN: Still --

MS. MULLIGAN: What was that?

MR. BRAUN: And Lenore, hopefully.

MS. MULLIGAN: No. Lenore can’t. She’s already told us she can’t be there that day.

MR. BRAUN: Then we need to firm this up one way or the other ASAP. Frank, you want to check your schedule then? Let me know.

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

MR. BRAUN: Okay.
MS. MULLIGAN: Okay. We -- I think that --

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

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

MS. MULLIGAN: I don’t -- I’m afraid that if we wait until our April meeting, it’s too late to officially schedule it, because our meeting, our April meeting is April 27th. So I think we need to solidify it.

MR. GRUCCI: Okay, well count me in on the 18th, and I’ll make every attempt to be there.

MR. BRAUN: Okay.

MS. MULLIGAN: Okay.

MR. BRAUN: Did we pass the resolution?

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

MR. BRAUN: Okay. We need a resolution to establish the date of May 18th for the second Ronko public hearing.

MR. CALLAHAN: So moved. Marty Callahan.

MR. BRAUN: All right. Mr. Callahan?

MR. CALLAHAN: Yes.

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

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

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

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

MS. MULLIGAN: Right, but I’m --

MR. BRAUN: Let’s see if Felix --

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

MR. POLLAKUSKY: And for me, Lisa, that
just that week is the only issue for me. I’m away, so we go somewhere for our anniversary.

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

MR. GRUCCI: That would be fine.

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

MR. GRUCCI: Yes.

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

MR. BRAUN: And a resolution to that effect.

MS. MULLIGAN: Thank you.

MR. CALLAHAN: So moved. Marty Callahan.

MR. BRAUN: Thank you. Second?


MR. BRAUN: Mr. Callahan?

MR. CALLAHAN: Yes.

MR. BRAUN: Mr. Grucci?
MR. GRUCCI: Yes.

MR. BRAUN: Pollakusky?

MR. POLLAKUSKY: Am I voting for this or --

MS. MULLIGAN: Yeah.

MR. BRAUN: Yes.

MR. POLLAKUSKY: Yes.

MR. BRAUN: Ms. Scheidt?

MS. SCHEIDT: Yes.

MR. BRAUN: Mr. Trotta?

MR. TROTTO: I will abstain.

MS. MULLIGAN: Okay.

MR. BRAUN: Mr. Braun votes yes.

Motion carried.

MS. MULLIGAN: Okay, thank you, everybody.

Okay, the next item on the agenda is the board assessments. I’m going to turn that over to Fred.

MR. BRAUN: As I indicated in the Local Development Corporation report, all those assessments are in. I have taken a close look at those, averaged them out, and they were reported, not individually. On our website, we still have a couple of -- I
wouldn’t say issues, but questions around strategic planning, what our community thinks of us, the extent that you want additional educational information, capital budgeting and last but not least, marketing.

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

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

Oh, it looks like we’re getting Annette into the meeting.

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

MS. MULLIGAN: I think -- Annette, try unmuting yourself, because I think we might be able to hear you, even if we can’t see you.

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

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

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

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

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

MR. TROTTA: Annette is unmuted.

MS. MULLIGAN: Yes, I hear Annette.

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

(Background interference)

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

MS. MULLIGAN: But we’ll get back in
touch with additional information.

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

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

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

As it relates to legislation, I think there are two main things that are being focused on. One is prevailing wage and there’s really no update other than the census that will probably be -- they will appoint the board that was supposed to be appointed in April of a year ago and work through 2022 in the definitions of costs which has a great deal to do with how the overall legislation and how prevailing wage would work its way into a project.
And the other thing is Senator Skoufis has been a thorn in the IDA side for the last couple of years and it’s been knocked down on a couple of -- his pieces of legislation is trying to get through now, something that [inaudible] Governor Cuomo, the father, looked to do for many years and that is to reduce the number of IDAs around the state, which it’s still going to take 105, I think, down to -- this is Skoufis’ proposal, to match the REDCs so you would only have 10 around the state, which I have yet to see or talk to anybody that thinks that is a good idea.

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

That’s all I have, Lisa.

MS. MULLIGAN: Does anybody else have anything else?

So the last item on our agenda is a presentation by Brian Finnegan who is a representative from Todd Shapiro Associates. I think Joce is going to bring -- attempt to bring Brian in. We’ve been having a little
bit of --

MR. CALLAHAN: Issues.

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

MR. FINNEGAN: Hey, good morning, everyone.

MS. MULLIGAN: Good morning, Brian.

MR. FINNEGAN: How’s it going?

MR. POLLAKUSKY: Good.

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

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

The Patch covered the Brookhaven IDA’s package on the Farmingdale rental complex that our team helped facilitate on the traditional side.

I know the chairman mentioned in our last meeting, trying to get 411 pieces and profile-style updates on about the IDA.
We’ve reached out to some various news outlets, myself and my colleague Alan Lax (ph.) to identify the where and the when’s on that and try to find -- secure the best profile pieces for you. You know, specifically with the Island-wide papers like the Long Island Business News and additionally, the more regional papers in Brookhaven area. We will be continuing to do that and hopefully, I have -- I should have a more definitive update as of in the coming dates.

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

It’s performing. I don’t think it’s performing optimally, which is why I think that -- and I welcome feedback. We might
want to broaden our universe to other Metropolitan areas which are prime to move business to Brookhaven. So I was thinking in the continental northeast, Boston, Philadelphia, Newark and you know, maybe even down so far as D.C. You know, Wilmington, Delaware. Other areas to broaden our horizons so people know specifically about Brookhaven, about the Brookhaven IDA and hopefully attract following business and -- following and then business through that, if that is okay with the board here.

Additionally, we’re in the process still of working on testimonials. I think firsthand accounts are very compelling, and I think that once we get those testimonials, it could be -- well multi-faceted, right? One for organic use, so posting on social just for the purposes of sharing that information, but also trimming it down to a five second-clip and then marketing that to the audience that we’re targeting and advertising to. So -- or you know, promoting our posts to.
So the 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.

So it’s not a financial issue as much as it’s a productivity issue that I want to revisit there and make it more effective. I’m just not satisfied with the production there.

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 happy to dictate those messages, those ones on one with the first-hand accounts, and then
you can utilize those testimonials in literature, on your website, because I know that there’s a testimonial section there and that is in the process. Myself, my colleague Alan and our team over here is working on that.

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

So we’re cooking with gas on that end.

More details should be available at --

MS. MULLIGAN: Brian, do you want to

throw out some dates just to see if we get a,
yeah, that’s not gonna work?

MR. FINNEGAN: Happily. Yeah,

absolutely. So let me pull up my calendar

here.

In our discussions, we were talking

about the first week in May. I found in
doing morning business breakfast events,
later in the week is better. So the first
week in May would be the week of the 4th and
we were taking a look -- oh, excuse me. Hold
on. I’m looking at April. Got to fast

forward here.

It would be the week of -- Monday is

the 2nd, so it would either be hopefully the
4th, the 5th or the 6th. And it would
probably be around 8, 8:30 and the reason why
I identify that time is because you know,
people, I found it effective in planning
these morning events, people want to come,

network, you know, have a cup of coffee and
you know, some fruit salad and network and then move on.

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

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

MR. FINNEGAN: Okay, in the morning time?

MR. TROTTA: Yes.

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

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

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

MR. FINNEGAN: I know, Cinco de Mayo.

MS. EADERESTO: Mexican coffee?
MS. MULLIGAN: I don’t know what that is.

MR. FINNEGAN: I think that’s tequila.

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

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

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

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

MR. BRAUN: Thank you, Brian.

MR. FINNEGAN: All right, anybody have anything PR-wise? Gary, if I could talk to you offline just a little bit about --
without getting bogged down in minutia here
in this board meeting, I just want to talk to
you a little bit more about the specifics on
what I was thinking about the Facebook ads
just to make them a little bit more optimal,
and I’d like your insight, if that’s okay.

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

MR. FINNEGAN: Okay, excellent.

MR. BRAUN: Any other questions?

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

MR. FINNEGAN: I said the continental
northeast, and I was speaking specifically to
Metropolitan areas, because as -- like I’m
trying to take the mold of what we’re doing
here in New York and then bring it to other
metropolitan areas, right? So people who are
rapidly expanding and maybe outgrowing their
space. I know warehouse space is a very big
asset that Brookhaven has so targeting to
those individuals and also you know but
additionally, like for example, the opposite
code of the sound. If we cast a 25-mile
radius from certain parts of Brookhaven, they will get targeted with that, so if --

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

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

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

MR. FINNEGAN: Perfect. Okay.

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

We’re not a great location if what you produce is heavyweight stuff that you want to distribute in a large part of the northeast. Transportation for that kind of stuff is not necessarily cheap from here. But if it’s
low-weight, high value, then we are a good location.

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

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

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

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

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

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

So and the trade publications are absolutely in our wheelhouse what we’re trying to do, and --

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

MR. FINNEGAN: Okay, absolutely.

MR. GRUCCI: Brian, also, I wouldn’t overlook the quality of life that Brookhaven has to offer. Especially, Long Island, Brookhaven. You’re talking about beaches.
You’re talking about restaurants. You’re talking about parks, arenas. You know, there’s golf courses. There’s a great -- there should be a great law for the CEOs to want to relocate here to the Brookhaven area.

MS. SCHEIDT: Absolutely, Felix.

You’re absolutely right.

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

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

But I think that emphasizing why people belong in Brookhaven is -- and the people that have already made the, you know, be it the move from the boroughs out to Long Island and out to Brookhaven or moved -- relocated their business from Location X, Y, Z to Brookhaven and the quality of life that comes
along with that, Mr. Grucci, I think that
that is a very compelling use of our
resources for the testimonial component of
it.

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

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

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

MR. FINNEGAN: Yes.

MS. MULLIGAN: We’ve done marketing in
Site Selector, which I’m not sure if the CEOs
exactly read it, but the people who they
charge with finding sites read it, so that’s
one thing that we have done in the past.
Sorry, Brian.

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

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

Cranes, the Real Deal, they have major
metropolitan readership.

MS. MULLIGAN: We’ve advertised in both
of those over the years.

MR. FINNEGAN: Among that demographic
that you were referencing. The --

MR. POLLAKUSKY: I’m sorry. I think
also, Brian, I think what Felix is getting at
is how about like a LinkedIn, digitally. Like
how we put not just the content that you’re
already pushing or the press that we’re
already pushing through the various,
traditional social channels onto our
different platforms, but how do we influence
those CEOs, those companies in a way that’s
more impactful, and I think a way that we
could be leveraging a little bit more is
creating, not so much as a -- the current
term or influencer out of Lisa or Fred or our
operation, but perhaps doing something on our
LinkedIn profile and expanding its reach with
advertisements, expanding its reach with some
copy that comes from Lisa, comes from Fred,
comes from our team. I think that might be
helpful, because then you can target it to
the industries that are most apropos for our
area.

MR. FINNEGAN: Absolutely. I mean,
LinkedIn is the professional, social network,
right? It’s the preeminent professional
social network.

But along with that, I think -- so
taking a step back to talk about the ad spend
and then we’ll delve into the organic
component of it is, that LinkedIn is very
expensive to advertise on, as I’m sure you know, Gary. It’s significantly more expensive to advertise on LinkedIn than it is to advertise on Facebook, because the viewer or the user is just a completely different dynamic. The user interface and platform is just a different platform.

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

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

But I think that one of the ways that we can do is through engagement and engagement-style posts and also engaging with others. So you can, you know, myself, Brian Finnegan, could -- acting as the Brookhaven
IDA on LinkedIn could comment on posts, find posts that are currently, highly visible and on a topic that might be something relevant to Brookhaven and the Brookhaven IDA’s resources and services that they provide and engage on that post.

Because the way that you drive traffic on LinkedIn is it’s not like a -- it’s not like -- it’s not a viral platform in the sense of what goes viral on Tik Tok or Instagram or Twitter or that type of thing. It’s much more -- I don’t think labor intensive is the right word, but it requires more personal activity, and if I’m stating it correctly, Gary.

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

But stuff that can be considered influencing content that could come from Lisa, go through Lisa’s profile, go through Lisa’s profile with the IDA. The IDA has its own company page. Something that can keep
pushing so that the networks that are
following us, and if we’re also -- I mean,
collectively, we can have an initiative
amongst the board and the team in the Town of
Brookhaven to send out invites to like our
page, our company page.

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

MR. FINNEGAN: I think that would be
tremendously beneficial, and I don’t think
it’s overly onerous to the members of the
board here to share that, and the way that I
could start doing that is for example, you
know, start creating a little bit more
branded content, content that is, you know,
specific to the IDA sharing an image with the
logo and the contact information and the
website and that type of thing.

Similarly in some ways, Lisa, to what
we’ve done with the sig bar.

MS. MULLIGAN: That’s what I was just
going to say. Brian put together a signature
-- I guess a signature bar for all of the
staff that when you click on it, it brings
you to a site and you have the choice to
click on our Facebook, LinkedIn, LDC website,
IDA website and our Twitter account.

So I don’t think we -- we don’t have an
Instagram account.

MR. FINNEGAN: I don’t know if we have
an Instagram.

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

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

MS. EADERESTO: We do have that.

MR. FINNEGAN: Yeah, so it’s called a
Link Tree.

MS. MULLIGAN: Yes.

MR. FINNEGAN: It’s a landing page.

MS. MULLIGAN: If anybody wants to add
our Link Tree box to your signature in your
email, let me know, and I will email it -- or
Amy will email it to you and she will tell you how to get it on your signature, because I had to just raise my hand to have somebody do it for me. Go ahead, Gary.

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

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

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

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

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

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

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

MR. POLLAKUSKY: Right.

MR. FINNEGAN: A lot of times --

MR. POLLAKUSKY: There’s an image
section. There’s an article section, and again if articles emanate from say, Lisa, or from -- and that’s created by you guys, it’s just a post. What I did and in my own practice in being a social media war room for that, in that respect for some fortune companies, is I would create brand ambassadors out of a couple of people, key people, in the organization. We create based on topics that they chose a specific post. And that post would be a couple of paragraphs. We’re talking about an article. And it would emanate from that person onto the different social platforms. And so we would have that article already embedded in let’s say the LinkedIn company page and they would be sharing that, all of the board, or all of the department would be sharing that particular post through their social channels. But it was made easy by my organization because I would give that to them. I’d hand feed it. All you have to do is post it. We didn’t have to copy and paste.

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

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

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

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

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

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

MR. POLLAKUSKY: Yes, yes.
MS. MULLIGAN: I don’t understand what we’re talking about.

MR. FINNEGAN: Yes, we’ll have a conversation offline, Gary and we’ll sort this out.

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

MR. FINNEGAN: Yes, no, and that’s -- that can be instantaneous.

MS. MULLIGAN: Okay, awesome.

MR. FINNEGAN: Absolutely.

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

MR. FINNEGAN: But to answer --

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

MS. MULLIGAN: Yes, and our board assessments.

MR. BRAUN: Correct.
MR. FINNEGAN:  Okay.

MR. BRAUN:  Thank you very much, Brian.

MR. FINNEGAN:  I can create a more comprehensive strategy, a straightforward strategy without taking up the airwaves and relay that to Mr. Grucci if that’s appropriate.

MR. BRAUN:  Thank you.

MS. MULLIGAN:  Sure.

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

MR. GRUCCI:  So moved. Felix Grucci.

MR. POLLAKUSKY:  Second.

MS. MULLIGAN:  Thanks, Brian.

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

MS. MULLIGAN:  Marty, you’re on mute.

MR. GRUCCI:  You’re muted, Marty.

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

MR. BRAUN:  Mr. Grucci?

MR. GRUCCI:  Yes.

MR. BRAUN:  Mr. Pollakusky?
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

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