

## **Bolton LDC/NMI**

**January 6, 2010**

### **Regular Meeting**

Present: Phil Farbaniec, Joel Jacko, Jason Saris, Scott Andersen, Zandy Gabriels, Ron Conover and Art Baker

Absent: none

The meeting was called to order at 6:07pm

### **Announcements:**

Phil Farbaniec wished everyone a Happy New Year. He welcomed Supervisor Ron Conover to his first BLDC meeting.

Public in Attendance: None

### **Treasurer's Report:**

The mortgage account has over \$75,000. Joel Jacko stated that he is interested in seeing about putting this into an interest bearing account. There was some discussion as to what the Board would like to do. The Board decided that they would be interested in moving forward with putting this money into an interest bearing account. Joel Jacko stated that he would get some information and bring it back to the Board. Jason Saris stated that since the Board is all in agreement he would suggest that Joel Jacko just move forward and act on behalf of the Board.

CD-GFNB \$100,000- 20 months-auto renewal- 1/27/11

CD-GFNB \$34,703.99- 12 months- auto renewal-5/27/10

CD- Saratoga National- \$151,586.97

CD- Saratoga National \$30,000 to 6/14/10 @ 1%

Joel Jacko stated that with over \$300,000 in CD's and \$75,000 in the mortgage account, they should feel good about their cash position in the upcoming months. He stated that they have over \$60,000 to start up Norowal.

BLDC Treasurer's Report - Checking account \$30,465

NMI- Treasurer's Report

Phil Farbaniec asked if the State has made any payment with regard to their real estate tax responsibility. Zandy Gabriels stated that he spoke to Dave Rosebrook who indicated that no checks have been received and there has not been any further communication. Phil Farbaniec explained that according to the Conservation Easement the State was to pay a share of the real estate taxes. To date they have not paid any taxes and it was determined that they were to pay 60% of their share. He stated that this goes back a few years and will be owed approximately \$30,000.

## **Payment of bills**

### **Correspondence**

CMJ letter regarding their fees for the services rendered which will be approximately \$9,000-11,000 for the upcoming year.

Scott Andersen suggested that they look at exploring other companies for the same services. He stated that he understood that in the beginning stages of the BLDC and Norowal Marina they felt that the price was right. However, he feels that they should look at other options because they could find lower fees for the same accounting services. He feels that CMJ does a great job, but thinks that the fees have gotten steep for the services that they currently receive. Phil Farbaniec agreed.

Jason Saris suggested looking at applying for the 501c3 again before the tax shelter goes away. Zandy Gabriels agreed. He stated that he did not feel that they got a fair review the first time they applied for the 501c3. Jason Saris suggested that they use CMJ for this application because they are up to speed on our history and understand the pitfalls of the initial application. He stated that once they get into a routine, he feels that they should look into seeking other services. Phil Farbaniec and Zandy Gabriels agreed with Jason Saris' suggestion.

Jason Saris stated that he spoke to Supervisor Conover regarding applying for this status and he suggested that in some cases they may be able to appeal to a Congressperson or Senator to seek negotiation for this type of situation.

Phil Farbaniec stated that they will approach CMJ Accountants to see what is necessary for the application.

### **New Business**

Lawsuit- Heidi Schwar- Status- Kevin Cosgro of Selective Ins. Under review 1/5/10

Zandy Gabriels stated that he spoke to someone at Marshall Sterling who is reviewing the claim. He stated that they should hear from them within 30 days.

CMJ Accounting contract for 2010- for review not audit range \$8-11,000 distributed by email- needs Pres. Signature

#### RESOLUTION:

Motion by Zandy Gabriels to authorize Phil Farbaniec to sign the contract with CMJ Accounting for the year 2010 which entails a review but not an audit for approximately \$8,000-11,000. Seconded by Jason Saris. All in Favor. Motion Carried.

MOP- revised for all BOD review- Zandy, Scott, Jason, others

Scott Andersen stated that they should have that something available in the upcoming months.

BLDC & NMI web sites- Lori LaGoy- Art & Zandy presentation @6:15pm

Lori LaGoy presented some options to provide Norowal Marina websites. She stated that currently the BLDC has a site with Norowal having a page on it. She stated that they have the option to have a separate site just for the Norowal Marina site or the to have it flip flopped where Norowal Marina has the main site and then have BLDC have a page or link.

Scott Andersen stated that he feels that Norowal should have its own website. He stated that most people interested in the Marina are from down state and they would not be interested in the BLDC. Phil Farbaniec stated that he feels that the BLDC should be attached to the Town website more than Norowal. Scott Andersen agreed. Lori LaGoy stated that currently a link exists on the Town website. Scott Andersen stated that he feels that the BLDC and Norowal should have their own separate site and not be linked to one another.

Lori LaGoy presented some mock sites to provide the options that are available to each site. She stated that it would list the services, hours of operation, contact information, etc. They also discussed adding a weather page or/and instant weather report or a view from Norowal with a mounted camera. She suggested that they could also add information about zebra mussels. Jason Saris stated that he liked that idea and added that they could also include some general LGPC rules and regulations.

Lori LaGoy stated that she has also included some links to some of the local businesses, LGPC, APA, RPI, Bolton Chamber of Commerce, etc. She stated that the site will be more streamlined and easier to use. Art Baker suggested that they possibly look into adding info about the fish hatchery or information regarding fishing permits or licenses.

Lori LaGoy presented the Board with possible themes and pictures that they could use on the website.

Lori LaGoy suggested that they also add a feature that would show what the current gas prices are. Scott Andersen agreed but was concerned that it would need to be updated frequently. Lori LaGoy agreed but stated that it would just require some increased communication from Joan and Linda. She stated that they will also have a norowalmarina.com email that they can answer.

Jason Saris suggested that they get a camera for the Marina to show some pictures or highlights, such as a big catch. He stated that they could create a photo gallery that is easy to add to. Lori LaGoy agreed that it would be easy to incorporate into the site. She stated that it would just require additional communication with the managers. The Board agreed to look into getting a camera for the marina.

Jason Saris suggested adding a list of other marinas and their services that they might offer. Lori LaGoy stated that would be a good idea.

Art Baker stated that the camera on the launch would show how easy it is. Jason Saris stated that they could do a tutorial video as well. Art Baker suggested that they provide a plot plan of the dock spaces so that people can see where their space would be or what spaces are still available. Lori LaGoy stated that they also can add a list to the site for interested individuals. She stated that if someone requests to be put on the list the managers would just get an email that automatically has "dock space inquiry".

Ron Conover asked how the contact page would work. Lori LaGoy replied that contact information would be available on every page of the site. She stated that it will include phone, email and fax.

Ron Conover asked if individuals can go online to reserve a spot and pay for it. Scott Andersen replied that would be difficult to do. Jason Saris agreed that he sees that they could run into some conflicts with this. He stated that someone online could be making a reservation and someone is making that same reservation in person. Art Baker asked if they should consider putting the dock space contract online. Scott Andersen replied that he doesn't feel that it is necessary.

Joel Jacko stated that this is where we can really promote the Park and Launch. The Board agreed. Joel Jacko suggested that they could devote an entire page to it. Jason Saris stated that this service will need to be included in the services offered page. Scott Andersen suggested having a feedback page or form which could work in this situation to find out about interest in a new service, but it will also work with

improving current services. Lori LaGoy stated that they could also allow for feedback on a blog page. After some discussion the Board decided that they would prefer to have a feedback page as opposed to a blog. Jason Saris stated that they can use some of their positive emails and feedback on their page so other potential customers can see. He stated that he negative emails or feedback should be responded to but he does not feel that they should be shared.

Zandy Gabriels asked if they should investigate having Wi-Fi at Norowal. Scott Andersen stated that he does not feel that Wi-Fi would be in their best interest. He potentially could see it being abused by other individuals. Lori LaGoy agreed that this would not be a good idea for them since it would require them to be responsible for the service. Jason Saris stated that he does not feel that offering that service will bring in more potential customers.

Lori LaGoy asked if they attend boat shows. Scott Andersen stated that they do attend one a year. It is the only one in the area. Lori LaGoy stated that they could add that type of thing to the site.

With regard to email, Lori LaGoy stated that it doesn't have to be directly linked to someone's email but rather they could be left on the site and retrieving them periodically. Phil Farbaniec asked what would happen when it is the off season. Scott Andersen stated that eventually they will need to approach the managers about this. He stated that it probably will not take all that long. Lori LaGoy stated that is why she is suggested leaving the email on the site so that they can be retrieved by anyone at any time.

Art Baker stated that he likes the idea of putting services of other marinas so that people would have access to information to fix their boat. He stated that he is concerned with adding restaurants or local businesses because he is not sure if it would be a conflict of interest by making the referral. He feels that the proper site for that would be the Chamber and if they need such information they could link to the Chamber site. There was further discussion regarding what should be incorporated on the site with regard to adding businesses. Joel Jacko stated that he was concerned with creating too many links on the site and feels that it could get a little carried away. Lori LaGoy stated that the more links that are on the site the higher up they would be on the search list. She suggested that they keep the links within a certain scope, such as dining, accommodations, boat sales, rentals, repair and camping equipment. Jason Saris stated that this would especially be helpful to someone camping on the islands. He stated that not only will they be helping their customers but they will also be supporting the local business community.

Lori LaGoy stated that she has been providing her services for 4 years, and in that time she has not updated the site. She stated that this is the first time that she has even visited with the whole Board. She stated that she would be willing to add the additional site at no additional charge for her services. She stated that she is also not going to be increasing her fees. Zandy Gabriels stated that he feels that she should. Lori LaGoy replied that she stated that she will keep the fee the same for the next 6 months and then re-visit it again.

There was discussion of using another marketing firm. Jason Saris stated that he was pleased with Lori LaGoy's presentation. He does not feel that they need to spend the \$4,000 to go with Mannix Marketing. Lori LaGoy stated that there are other firms out there that are at the same level as Mannix, but cost less money. Jason Saris stated that he sees the Norowal site as a tool for their customers rather than a business that is in competition with other businesses in the area. He stated that they need to ask themselves if their revenue will increase by spending \$4,000 for website. He stated that they sell out their dock spaces every year and their parking lot is full quite often. He stated that they are it for those types of services so there really is no need for that type of expense. However, he does feel that their customers do expect an internet presence from them. The Board agreed.

Lori LaGoy stated that she is not charging any money to revamp the current site or to create the Norowal

Site. They already have domain names for both Norowal and BLDC. They will need to pay \$6.95/year for the domain name for each site. They will need to pay for emails which would cost \$40.00. Her monthly fee is \$25. Scott Andersen stated that they will be getting quite a bit a very inexpensive price.

Art Baker asked about tracking emails especially since they may encounter an issue with having to check the email. Lori LaGoy stated that if they delete the emails and don't empty the trash bin then they would be able to check that. If they do empty the trash bin than those messages would be gone. Art Baker stated that he is concerned that complaints might be lost. Lori LaGoy stated that is why she is suggesting a testimony page that can only be accessed by the administrator. Scott Andersen stated that if they use Road Runner High speed they can also set it up that any messages that are deleted and emptied from the trash bin could be held for a period of time. He stated that administrators could have access to it from there. Lori LaGoy stated that going with the off-site Road Runner service is a good idea because it protects their server from any viruses.

Lori LaGoy stated that the BLDC site would have basic information about the corporation. It would have their contact information, current Board members as well as upcoming meeting and minutes from previous meetings.

Phil Farbaniec stated that he would like Zandy Gabriels and Art Baker to continue working with Lori LaGoy to set up the website. Art Baker suggested that while Lori is building the site that she could send out progress updates to get feedback from the Board. Lori LaGoy agreed.

#### **Old Business:**

Recommendation of BOD membership to TB- Scott, Jason- 3 years; Phil- 1 year, approved 3-2 vote at Organizational meeting 1/5/10

Spring- Marine Trades Association- Show- contract- staffing- materials- Zandy Gabriels & Joan Baldwin yes.

Scott Andersen stated that they need to get a check in to save their spot. He stated that the dates are March 26, 27 & 28<sup>th</sup>. The cost will be \$450 for the show.

Phil Farbaniec stated that they really need to get the self-launch information ready for this service. Joel Jacko stated that if they are serious about promoting this service, they will need to deal with the issue of finding an area for this service. Phil Farbaniec stated that the plan is to use the Sagamore Road property. Joel Jacko stated that if they are planning to advertise this, they need to be ready to provide the space. Scott Andersen agreed but feels that for this year they should just start to build it. If they get that they might need to address expanding the business. Joel Jacko stated that if they pick up 25 people that are interested in the service than they will have a problem. Phil Farbaniec agreed. Scott Andersen stated that the only thing they need to decide is how many people they could reasonably handle without doing any additional work. He stated that he understands where Joel Jacko is coming from but does not feel that it is necessary to design the space until they are ready to provide the quick launch option as well.

Ice eaters- Scott Andersen stated that they have been in for 2 weeks

Fire Department access- Scott Andersen stated that they have access for their airboat.

Plowing- Scott Andersen stated that he made the decision to plow the whole area.

Snowmobile access/signage-Scott Andersen stated that the no parking signs and directions to the ROW are up. They do need some additional signage for the property to cover their liability, such

as “Proceed at your own risk”.

Energy Alliance- Art Baker stated that he wanted to have a presentation for the Board.

Electrician- Fitzgerald provided concept for future improvements- 8 hours are heavy users

The agreed that they need to address this issue and discuss their needs for the upcoming season.

Concept of self launch- raised earlier- requires ½ ton 4WD truck/check with insurance- Rounds and legal Muller

NYS DOT Easement for 9N re-paving project- status-Scott Andersen-Counsel Muller- no update

Next Meeting: Wednesday, February 10, 2010 @6pm Town Hall

**Executive Session:**

Scott Andersen moved, seconded by Joel Jacko to adjourn to Executive Session at 7:51pm. All in Favor. Motion Carried.

**Adjourn:**