

Capitalize Albany Corporation Board Meeting
MINUTES
Tuesday, August 25, 2015

The meeting of the Capitalize Albany Corporation Board of Directors was held at 8:00 a.m., Tuesday, August 25, 2015 at 21 Lodge Street.

The following were in attendance:

Board of Directors:

Michael Castellana	Jeff Sperry	Dorsey Whitehead	Matt Peter
Nancy Zimpher	Mark Sullivan	Bob Curley	Robert Jones
John Harris	Susan Pedo	John Vero	David Parente
Michele Vennard	Anders Tomson – participated via teleconference (not counted for quorum or voting purposes)		

Other:

Thomas M. Owens, Esq.

Staff:

Sarah Reginelli, Brad Chevalier, Mark Opalka, Chantel Burnash, Amy Gardner, Ashley Mohl, Sabina Mora, Andy Corcione, and Mike Bohne

Chairman Michael Castellana called the regular meeting of the Capitalize Albany Corporation (“Corporation”) Board to order at 8:06 a.m. (Robert Jones joined the meeting after the vote of the approval of the minutes).

Approval of Minutes for July 28, 2015 Board Meeting

The Board reviewed the minutes of the July 28, 2015 meeting. Mark Sullivan made a motion for approval. John Harris seconded. The Board agreed unanimously to approve the minutes.

Communications Update

Staff gave an update on the Corporation’s Communications’ efforts. Staff is able to control the Corporation’s messaging, by being proactive with the media. Staff advised the Board that Staff has been using a filtering process when the media reaches out, which has allowed Staff the time to assess a strategic response. This increased accessibility has led to several positive news articles and improved relationships with all local newsrooms. Staff is directing traffic from Twitter and Facebook back to our website. Staff informed the Board that Impact Downtown investors receive bi-weekly update emails and the Corporation’s current investors receive bi-monthly e-newsletters. Staff estimates the Corporation has received roughly \$150,000 worth of earned media coverage since March. Staff informed the Board that over 500 visitors came to the Corporation’s website when Impact Downtown Albany was released. Also, Staff advised the Board that they worked with Mayor Sheehan’s staff to make changes to the City of Albany’s

website, which would direct visitors looking for real estate, business development and economic strategy information to the Corporation's website. The Board commended Staff, Michael Bohne in particular, for the success of their proactive communications' efforts.

Other Business

Staff advised the Board that the Corporation's annual event will be on Tuesday, November 10th at the Renaissance Hotel. It will be a networking event which will showcase numerous projects. Staff is currently working on the annual marketing piece to distribute at the event and throughout the upcoming year.

Staff advised the Board that the CEO for Cities' national meeting is October 12-14 in Indianapolis.

Staff thanked the Board for sending along their biographies, which will be added to the Corporation's website shortly.

Staff gave a brief update on the commercial real estate brokerage services for 526 Central Avenue, stating that Vanguard-Fine, LLC should be signing the contract this week and a sign should be up on the site early next week.

Project Update

Staff reviewed the status of active projects with the Board.

Executive Session

A motion to enter into executive session was made by Michael Castellana, seconded by Bob Curley to discuss the employment history of certain individuals. The Board entered into executive session at 8:34 a.m. All of Staff left the room. The following Directors were present: Michael Castellana, Jeff Sperry, Dorsey Whitehead, Matt Peter, Nancy Zimpher, Mark Sullivan, Bob Curley, Robert Jones, John Harris, Susan Pedo, John Vero, David Parente and Michele Vennard. Anders Tomson joined executive session via tele-conference. The Board left executive session at 9:02 a.m. and returned to its regular session. No actions were taken during executive session.

There being no further business, the Capitalize Albany Corporation Board of Directors regular meeting was adjourned at 9:03 a.m.