



**Board of Directors Meeting  
MEETING MINUTES  
Tuesday, February 8, 2022  
Heald virtually over Zoom**

The meeting was also broadcasted to the public via Zoom  
(note: no public in attendance)

Attending: Nancy Archer, Lance Clark, Scott Hearburg, Chris Mallon, Sandy Morhouse, Pam Nolan, Bobby Porter, Peter Reale, Mark Wright (ex officio), Donna Wotton (staff)

Absent: Pat Ida

1. Approval of minutes of previous meeting – motion from Bob Porter, second Peter Reale, motion carried.
2. Financial Report - Pat Ida (not attending and report not available at meeting)
  - Current Financial Report (see attached)
  - Cash on hand \$ , Unrestricted Cash \$ , Entrepreneurs Fund balance is \$25,000, Scholarship Fund \$ , Hacker escrow \$ , additional \$X raised for Ti Golf Club in 2021
  - A strong fund raising season this fall put us on track for the 2022 operating funds. We still need to raise about \$50,000 in donations and grants for 2022 but expect to be on track for that with various grant applications.
  - Approximately \$23,000 in the black for 2021.
3. Board Business
  - Annual Board Evaluation – A strong board evaluation gave top marks to most of our eval questions and all members are regularly engaged. Comments from the board included:
    - i. Making sure that all members are in communication with the board on a regular basis for updates between board meetings. Board members are encouraged to follow on Facebook or Instagram to stay informed on the topics that might initiate board contributions
    - ii. **ACTION: Donna** will work to add some metrics to our annual goals.
    - iii. Probably will have the governance committee spearhead annual review of Executive Director, continue to address risk management on an as-needed basis, and board members are encouraged to flag needs for oversight on projects where they see need.
4. Committee Reports:
  - Development Committee
    - i. Grants & Funding – Strong fall fundraising campaign included:
      - Large donations from our previous major donors
      - Giving Tuesday matching program from Facebook that brought us an additional \$1,185 in match through Network for Good
      - Several new larger donors accounting for about \$15,000
    - ii. Adirondack Foundation Application – Submitted an application for \$20,000 in operational funds
    - iii. Cloudsplitter Application – Submitting an application for \$5,000 in operational funding
  - Derelict Buildings – Program has been extended until the end of March to help support additional legal actions that the CEO has identified. Ti-Alliance billing Lance's time.
5. Program Updates
  - Communications Program (Donna)
    - i. Google and Facebook Advertising
      - Opportunity Page ads running for attracting new entrepreneurs and residents to Ti Area. Program material changes every few weeks.
      - Ad program in process to help sell Adirondack Dental gaining traction.
      - Working with owners of 92 Montcalm (Libby's building) to attract a new lease holder for the café and potential sale of the building.

- ii. We continue to build the number of hits to our own website as a result of the Opportunity Page. We are building the *Why Ticonderoga* section to help people think about why they might want to live and work here. That area of our site will also include a Ticonderoga Fact Sheet, information on schools, housing, recreation, and other great reasons to live here.
  - Trade Education (Donna) –
    - i. Students in the Field program is busy this fall/winter with trips to Belden Property Services, Seymours Restaurant, Hot Biscuit Restaurant, Amanda DeFranco (large animal vet), Snug Harbor Marina, Hudson Headwaters, Silver Bay General Store, Silver Bay Conference Center, Sylvamo, and others.
    - ii. Updating the Trade Education Quick Reference Guide
    - iii. Advocating for early childhood education and culinary programs at BOCES
    - iv. Scholarship season upcoming, putting a major donation in place to start the scholarship endowment.
    - v. Working with individual employers and students on internships & jobs.
  - Entrepreneurs Fund (Chris)
    - i. We’ve just issued our first loan from the Entrepreneurs Fund to Mark, Debbie, & Donald Barber to help with the new expansion of the Burleigh Luncheonette. The loan of \$10,000 will be used to purchase for new seating in the new part of the restaurant.
    - ii. Balance is currently around \$25,000 and we are expecting another application soon.
    - iii. Two new members of our Entrepreneurs Committee – Kathleen Coffman and Ken Parlin. Kathleen is a finance person with a home in Putnam. Ken is an investment person with a home in Hague. They both bring a wealth of strong business background to our committee.
    - iv.
6. New Business/Old Business
- The Downtown Revitalization Initiative (DRI) Grant seems to be on track at the state level and we are expecting to have a grant cycle this year. To that end, Mark Wright has convened a DRI Committee to start the planning process in earnest and the committee is meeting every 2 weeks. He also convened a new Economic Development committee will meet monthly. Both committees include the economic development agencies: PRIDE, TACC, TMSP, Ti-Alliance, and town board members, plus each has some additional advisory and community-at-large members from other agencies and demographics.
- UPDATE:** At the Feb 10 Ti Town Board Meeting, the board agreed to make a town resolution to fully support the DRI effort and to appropriate up to \$40,000 in town resources to hiring consultants to help with a town-wide downtown visioning exercise and professional support for the DRI grant application.
- Childcare Program – Well documented childcare desert in our region is becoming even more critical at the local level. We are exploring prospects for opening a childcare center in Ticonderoga in partnership with Cynthia Ford-Johnston (school superintendent) and the school.
    - i. Exploring a potential location at the Elementary School utilizing former Middle School rooms that are no longer in use. Also looking at other potential locations including KOC and other appropriate spaces. Cynthia and I have engaged with the licensers to determine requirements for the facility as well as the remaining licensing and staffing requirements.
    - ii. Staffing will be an issue. Cynthia has some licensed providers in her network that would be interested in working at the center (have closed down childcare in their homes because they don’t want to do it in their homes, but do want to do it). We also have a couple of people in our network that are currently pursuing licensing on an individual basis. Not all care givers need to be licensed in this setting, but we would hope to have some that have either experience or some education in early childhood care/education and we could also have volunteer parents and grandparents that support the paid staff. The center will ultimately need a Director to manage the administrative aspects of the business.
    - iii. Creating a committee of interested and knowledgeable people to work with us. Sylvamo has provided a person, HHHN will do the same to represent the larger employers. This committee will be developing a business plan & seeking appropriate partners for the project.
    - iv. We are engaged with Sylvamo, HHHN, Elderwood, Fort Ti, Schools, other employers and the general public to conduct a local childcare survey in mid-February to help guide our work including being able to support shift work eventually. Goal is to have at least something operational by fall and build additional capacity over time.
    - v. We will likely submit a grant to the new federal/state funders that have start-up funding for new providers.

- vi. Ti-Alliance will initially be the financial sponsor of the endeavor – board discussed our willingness to create an umbrella for it (much like the Paddle Courts) that would enable it to operate independently, but for us to maintain its non-profit status to take donations and grants.

**ACTION: Sandy** will reach out to our legal advisors to see if they would advise creating a separate non-profit for the day-care center and could assist in doing so if warranted. Also need to explore the insurance requirements and expense.

7. Motion to Move to Executive Session – Peter Reale, second Sandy Morhouse. Carried. Time 4:09 pm
8. Back from Executive Session 4:30 pm
9. Motion to Adjourn – Scott Hearburg, second Pam Nolan, Carried.

Next Scheduled Meeting: Tuesday, April 12, 2022, 3 PM EST, Via Zoom
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