



**Board of Directors Meeting – Tuesday, August 10, 2021
Knights of Columbus Hall (in person)
103 Montcalm Street, Ticonderoga**

The meeting was also broadcasted to the public via Zoom

1. Financial Report - Pat Ida
 - Balance Sheet: Cash \$223,000 in primary checking account. Other investment in NLG Paddle and 2 mortgages with James Cawley, and Ti Golf totaling \$2,748,000. Likely to see first payments from Ti Golf in January 2023 based on 2022 revenues. First year of golf club has been ok, but the new course superintendent determined that their equipment was not being very well maintained and remediation tripled the maintenance spend for this year. Still, they are only slightly in the red, with best July ever even though the course was closed for 7 days due to rain/water on the course. So that's a good sign for next year. Resuming payment of Trek note. Liabilities include \$6,100 PPP Loan for which forgiveness has been applied and is expected to be received.
 - P&L: Revenues to date are \$664,000, major disbursements include the school for supplies, support for the drama production, and CV-TEC tuitions, in scholarship funds, and payroll. No unexpected expenses. Currently running a \$27,000 deficit, but expect to make that up in donations in the last quarter.
 - Ti-Alliance has applied for the Shuttered Venue Operators Grant for Trek but is having difficulty getting SBA to approve. Enlisting the support of Dan Stec and Elise Stefanik's office to work with SVOG office of SBA to attempt to get this cleared through.

ACTION: Sandy Morhouse to follow up with James Cawley to begin mortgage payments ASAP.

2. Board Business – Annual Meeting following the board meeting.
3. Committee Reports:
 - Governance Committee (Lance)
 - i. We have reviewed and updated our governance requirements. Adjustments have been made to be able to broadcast our board meetings live and also record them using Zoom and a new omni directional microphone that can pick up all voices around the table. Other attendees are muted, but can “chat” us if they have issues to raise. We have audited our document retention requirements and appear to be in compliance. We will have volunteer Liz MacNeal (Ti-Works customer who is interested in our work) also do a review to see if she finds any shortcomings and can navigate easily to any documents.
 - ii. Fall Governmental Filings updates (Donna) – We are updating all of our Grants.gov, SAM, PARIS, and other filings as required on schedule.
 - Development Committee
 - i. Grant & Funding
 - Trek SVO – Still Pending.
 - NY Main Street Grant for Hacker – This grant application was not submitted for CFA 2021 because we were not ready to move forward with the building at the end of July deadline. We will need to see if ESD can participate or utilize current Trek operating funds for the roof if SVO comes through. SVO \$ cannot be used for construction or renovation, but can be used for operations funds and regular ops funds moved to construction purposes. Investment group has funded the inspection of the building and are awaiting the report. Sections of the roof will not survive another winter but could be reinforced, retarred, and drains snaked to stop the moisture from further damage, but the entire roof is going to need to be replaced ASAP. Also will require

mold remediation. Town Buildings and Public Safety Department could potentially do this to save the building before the winter. May need a little more from the investment group to help pay for the temporary fixes. This is a last chance for the building to be saved before it is too far gone.

ACTION: SANDY - As soon as we are sure that the deal can move forward from a structural standpoint, Sandy will follow up with Dan Manning to re-up our contract with the county and move things forward for foreclosure.

- Cobbler's Bench Preparation – The owners of the Cobbler's Bench are moving forward with inspections and talking with Spruce about the business model for hotel. In the meantime, they are also considering other long term uses. In the short term, James and a partner from Lake George are going to operate a Trek-themed escape room for the summer/fall.

ACTION: SANDY – Contact Jim Major about study that he did regarding using the building as a theater for performances.

- Federal (June/July notifications pending)
 - a. RBDG – double school funding to \$180,000 + \$20,000 for Ti-Alliance programs pending. Announcements not out as of 8/25/21.
 - b. NBRC – \$58,000 Funding for intern salary matching program in 2022 & 2023 – pending – Denied, but invited us to stay in contact with them and with Northern Forest Center (a funding partner for NBRC) that has some other funding that we might tap.
- Private Foundations
 - a. Cloudsplitter – Operations Funding – Fall submittal
 - b. Adirondack Foundation Fall update – Adk Foundation is featuring our work in their Annual Report due out in November. This will be helpful to us in our fall fundraising.
 - c. Pearsall Fall Update – continue to love the work we're doing and hope we will apply again this fall for funding.
- Fall Campaign Goal & Planning – Claire and Donna working on a fall strategy. Kicks off the 1st of October, includes Giving Tuesday in November and Year End Giving Campaign.

ACTION: All board members to set meetings for Donna with prospective strong donors.

4. Program Updates

- Ti-Works is having a great summer season. Expansion in June yielded three new rooms with 5 new desks and the new privacy room. We've been busy all summer with daily, weekly, and monthly rentals. Three days in July all desks were full, but we're averaging 4-5 paid users/day. We have increased our baseline rent to Mary Mazzotte to \$700/month due to the space expansion and renovation (at her expense), and we continue the 75/25 split in all revenues to give Mary additional revenue beyond the baseline rent.

ACTION: CHRIS will follow up with IP on an offer for potential cubicle desks that they might have for us to use in the new back room. Peter can help transport if necessary.

- Claire has been knocking it out of the park on communications. Our followings and readership are up dramatically. Themes for social media include "What-If Wednesdays", Ti-Works Tuesdays, and others.
 - i. Facebook
 - following up 28% this year to nearly 500 followers
 - engagement (includes re-postings by others) is up 1,680%
 - Facebook Ads for the Opportunity Page produced 1,957 engagements (clicked on and read the ad) and 187 clicks through to the webpage.

- ii. Instagram
 - Following up 40%
- iii. Google ads (we have a Google Ad Grant for non-profits so our advertising is free here)
 - 187 new users to our website in June & July.
 - New Google Map listing yielded 1,231 searches for Ti-Works in the last 2 months, 55% were looking for Ti-Works directly, the other 45% were searching for a category or service such as “co-working space” or “shared office space”.
- iv. Website
 - 214% increase in users from June through July with over 850 visitors in those 2 months
 - 219% increase in NEW users in those same 2 months (89% of users last month were new)
- Trade Education (Donna)
 - i. Jobs resulting from spring programs was around 20 students into summer employment.
 - ii. There are 41 students attending CV-TEC for vocational programs this fall (up from 8 in 2018!) plus another 15 that are attending CV-TEC for their New Visions program that provides accelerated STEM curriculum for students interested in Engineering or Medicine. 56 altogether. **Extraordinary accomplishment** through partnership with the school guidance team, local employers, and community with leadership from Ti-Alliance.
 - iii. Fall Programs
 - Students in the Field will continue this fall with outings to many new places and hopefully even more students participating. Working with the counselors and Melinda to expand the number of facilities that we can visit including farms, solar installations, commercial kitchens and campus visits to CV-TEC, SUNY ADK and other schools offering lots of programs.
 - New program to create some fun Lunch & Learn sessions with occupations that are difficult to visit, or cerebral. Might include local accountants, engineers, healthcare workers, remote workers in different fields, a zoom with a friend of Donna’s that just retired as Head of Gaming for Apple or other IT professionals, or a panel of marketing people to talk about graphic design/social media advertising/event planning.
 - Partnering with Brilliant Pathways to create a career continuum through a student’s 7-12 grade life to help them explore.
 - We are participating in a national/federal discussion group called the Rural Workforce Development Group. Monthly meetings and add’l webinars on various topics. We have created a “kit” of materials based on our Students in the Field program that we are sharing with a number of communities in other states and have made it available to all participants of the group.
- Derelict Buildings (Lance) – Likely to have to return the rest of the Phase 2 grant that was earmarked for additional legal work that is not likely to be done. Will be using some of the money to update and re-send the brochure for mortgage counseling that’s available through HAPEC. Increase in cost of materials and labor has temporarily hindered some of the remediation, but more remediation has been done on the buildings that have small issues.

We initially expected that many of the physically abandoned properties were also financially abandoned. Instead, we have found a large number of them to be current on taxes.

We are not currently collecting information in the system about what happens to these properties after they have been remediated. The assumption is that they become utilized again, but we don’t know that to be true and data would be helpful. Do people move back in them? Do they get sold? Lance is exploring the possibility of adding this data to the system and monitoring. We will encourage (and ask the supervisor to encourage) the CEO to continue the program and work for more remediation.

Lots of discussion regionally and nationally about how we create vehicles and process to help create funding that would help to create rural middle-income housing. We might see something through the county early next year. At this point it looks like we will be giving back some money. Town of Ti does not have the capacity to administer a revolving loan fund as we had hoped. Down the road it might be something that we did where we found the buyer first and used them as a partner providing sweat equity (even an investor). But when the property was finished, we (or the town) got made whole.

- Business Incubation & Downtown Development
 - i. Opportunities Page Promotional Program – We have received a \$10,000/month Non-profit advertising grant from Google to help us with the Opportunity Page and any other Google advertising that we want to do. They have incredible analytics for tracking and the ability to narrow or broaden the focus of your “reach” both geographically, and via interest. Our first general ad tests on the Opportunity Page have yielded good results so we think this is a good vehicle for us. We also will be working on FaceBook ad, but they do cost us a little money. Over the next few weeks we will be developing a campaign that will begin running in the early fall. In 2 months, the page has had a 200% increase in visitation, over 1,900 engagements, over 700 unique visitors to the Opportunity Page.
 - ii. Ideation Workshop from Point Positive – Point Positive, the entrepreneurial incubator in Saranac is putting on an Ideation Workshop for potential entrepreneurs on August 24. We will participate, along with 3 people that we have recommended that have ideas for new businesses in Ti. Object of the session is to talk about your idea with the group, get everyone thinking about it, and start your business plan with the help of the SBDC team from the Shipley Institute at Clarkson University.
 - iii. New & Expanding Businesses – Not happening yet – Pizza and Sub place in Jay Fortino’s building seems stalled. Flooring store isn’t open yet. Harbour Building supposedly has a new tenant (Pagen books and potions) but it has taken more time to do the interior work than they expected. Hoping to open this fall. Meat market in the Olive’s building might be coming. Florist is still for sale but someone is working it. Escape room is open in the Cobbler’s Bench.

5. New Business/Old Business

- COMMUNITY ENGAGEMENT: Northern Forest Center or other community engagement – we continue to engage with NFC and could potentially interest them in helping to fund community planning exercises in our area.
- HOUSING – Looking for opportunities to engage on housing this year.
 - i. A number of regional agencies are working on housing studies that may or may not yield some relevant information for us, or that could provide significant data for us on Ti Housing. Urging all of those agencies to “localize” the data so that it becomes actionable for grant writing.
 - ii. Other areas of the state are getting large amounts of money to develop new housing complexes but not much going to the North Country. A couple of projects going on in Saranac and Tupper Lake.

ACTION: Re-engage our Alliance Housing Discussion Group to see if we can identify opportunities to move forward. Include Bobby Porter, Peter Reale, PRIDE, APA, someone from the town management.

ACTION: Donna to investigate other entities in the region engaged in Housing projects and issues.

- CHILDCARE – Still lots of discussion in this area but funding coming down is focused on helping existing businesses continue to operate and family subsidies so that they can afford it, but none focused on helping new providers create new facilities, so our community isn't getting much help.
- DOWNTOWN REDEVELOPMENT: State put out their Downtown Revitalization Initiative grant application with a September 15th deadline. We're not ready for it at this time and need to do community engagement work first so that we can define appropriate projects. But we have agreed to begin meeting with PRIDE, John Bartlett, TMSP, and the Chamber to engage in action items that we would need to complete in order to participate in the next round (likely next May/June).
- DIVERSITY and EQUITY: It is important for our community, potential funding, and socially conscious reasons that we pay attention to the issues of diversity in our community. Certainly our community is lacking in racial diversity. But equity is also an important part of these discussions including gender, LGBTQ, and economic factors are all deeply present in our community. Donna had a meeting with David Ha-Levi Epstein from the Adirondack Diversity Initiative (part of the Adirondack Foundation) and Gordon Barnhart (a Ti-Works customer and psychology consultant focused on diversity and tolerance especially in teens) to talk about issues on our community. We will continue to have these conversations and raise our consciousness on diversity within our organization and community.

Next Scheduled Meeting: Tuesday, October 12, 2021, 3 PM EST, Community Center
