



**MINUTES**  
**MLDC REGULAR MEETING 08-11-2022**  
**Location: Virtual via Zoom**

**ATTENDANCE:** **Present:** Randy Cochran, John Lavelle, Alex Goodman, Dave Lybolt, Kelly Teacher, Fred Harding

**Absent:** Nicole Irwin

**CALL TO ORDER** – 6:00 PM

**RATIFICATION OF E-VOTES AND PRE-APPROVED EXPENDITURES:**

**NONE**

**Action Taken:** NA

**MINUTES:** **Approval of Regular Meeting of 07-14-2022 and Special Meeting of 07-14-2022:**

**Action Taken:** **Moved Acceptance of Both: John Lavelle; Second: Alex Goodman; Vote: Unanimous**

**TREASURER’S REPORT (Bookkeeper JGS, CPA):**

- ✓ Bank Balance – Checking - Operating Acct. as of 07-31-2022: \$22,300.41 (see Exhibit B1)
  - ✓ P & L – Checking – Operating Account Year to Date 07-31-2022 (see Exhibit B2)
  - ✓ Balance Sheet – Operating Account – as of 07-31-2022 (see Exhibit B3)
- Action Taken:** **Moved Acceptance: Alex Goodman; Second: Randy Cochran; Vote: Unanimous**
- ✓ Since 7-31-2022 we have credits of \$385 and debits of \$1266.70 leaving an Available Balance as of August 8-11-2022 of \$21, 418.71.

**PRESENTATION OF BILLS**

- ✓ PFK O’Conner Davies - \$150.00 for August bookkeeping (see Exhibit C1)
- ✓ Highway Displays - \$0 (See Exhibit C2) - Initial Deposit applied against August Invoice.
- ✓ **Action Taken:** **Moved Authorization to Pay Bills: Second: Vote:**

**COMMITTEE REPORTS**

**D&H TRANSPORTATION HERITAGE COUNCIL (Dave Lybolt)**

**GRANTS (Fred Harding)**

- ✓ We received \$2583.30 from the Kohl’s grant this year. The Horse and Wagon rides (and pictures) from last year generated more Kohl’s employees’ interest. The horse drawn wagon rides cost us \$850. Leaving \$1733.30 to be applied per our “Project” description:  
*“Groom and maintain the existing "Fitness Trail" in the Town Park where the summer day camp is held for up to 300 children. Funds received will be supplemented by the Mamakating Local Development Corporation to provide special events for the children attending the camp (i.e. Horse Drawn Covered Wagon rides during the western bar-b-cue). Other events will be at the direction of Donna Consolo - Parks and Recreation Director.”*

I request authorization to amend this description to say “support environmental awareness through camp programs and providing educational assistance to attendees and counselors furthering their education”.

The purpose of this would be to facilitate the use of the excess grant funds to provide two \$250 scholarships to high school graduates who were camp Mamakating Summer Camp Counselors through the Mamakating Lions Club Scholarship program.

**Action Taken:** Moved to support the concept and authorize Fred to proceed with the Amendment and develop the details of the scholarships with the Lions Club and Donna Consolo and then report back for final approval. Dave Lybolt; Second: John Lavelle; Vote: Unanimous

**CALENDAR** (Production-Randy Cochran; Distribution -John Lavelle):

Fred will send list of sponsors for last two years to Board Members with preliminary/conditional assignments for them to contact.

**TRAIL APPS** (Kelly Teacher, Randy Cochran, Fred Harding)

**FARMERS MARKET**(John Lavelle, Kelly Teacher, Fred Harding)

Forecast of Actual versus Budget shows Income -\$250 below; Expenses -\$1313.90 below budget; MLDC investment \$1063.90 below budget. (See D1)

**PUBLIC RELATIONS & SOCIAL MEDIA** (Kelly Teacher, Randy Cochran, Fred Harding).

✓ PR Posting Plan Results (see Exhibit D1)

John Lavelle (Google), Fred Harding (Facebook) Kelly Teacher (Instagram)

Per Chris Wilson who assisted us in setting up Google Business Profile – “Considering the age of the google tracking they are not bad. Utilization of the tools could be put to more use, but that takes a bit of time and planning. The important thing is people are looking for the market and are finding it. If the market could get some google reviews that would increase web exposure. Everything takes time.”

**BUSINESS PROMOTION** (Randy Cochran, Alex Goodman, Fred Harding):

**BUSINESS DEVELOPMENT**

**OTHER BUSINESS THAT MAY COME BEFORE THE BOARD**

✓ Nugent and Haeussler - Received audit reports for approval for them to send to the State.

**ADJOURNMENT at**

**Action Taken:** Moved approval: Randy Cochran; Second: John Lavelle; Vote: Unanimous

**EXHIBIT B1**

**EXHIBIT B2**

**EXHIBIT B3**

**EXHIBIT C1**

**EXHIBIT C2**

**Bill to** Mamakating Local Development Corp.  
PO Box 761  
2948 Route 209  
Wurtsboro, NY 12790

DUE 08/31/2022

**\$0.00**

Review and pay

Powered by QuickBooks

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3:30 PM  
08/09/22

**Mamakating Local Development Corporation**  
**Reconciliation Detail**  
Jeff Bank 9109420, Period Ending 07/29/2022

Type	Date	Num	Name	Clr	Amount	Balance	
<b>Beginning Balance</b>						24,287.57	
<b>Cleared Transactions</b>							
<b>Checks and Payments - 15 Items</b>							
Check	07/05/2022	280		X	-150.00	-150.00	2022
Check	07/05/2022	283		X	-100.00	-250.00	
Check	07/05/2022		Ca Menlo Park Face...	X	-18.28	-268.28	
Check	07/06/2022	281	Hutchins Agency Inc	X	-1,829.00	-2,097.28	
Check	07/11/2022		Ca Menlo Park Face...	X	-50.00	-2,147.28	
Check	07/12/2022	285		X	-150.00	-2,297.28	750.
Check	07/14/2022	284		X	-100.00	-2,397.28	
Check	07/18/2022	293		X	-100.00	-2,497.28	
Check	07/18/2022		Ca Menlo Park Face...	X	-75.00	-2,572.28	5382
Check	07/25/2022	288	Fred Harding	X	-72.43	-2,644.71	
Check	07/26/2022	289		X	-800.00	-3,444.71	
Check	07/27/2022	294		X	-100.00	-3,544.71	8945
Check	07/27/2022			X	-36.45	-3,581.16	
Check	07/28/2022	286		X	-66.00	-3,647.16	
Check	07/29/2022	287	PKF O'Connor Davies	X	-150.00	-3,797.16	
Total Checks and Payments					-3,797.16	-3,797.16	
<b>Deposits and Credits - 5 items</b>							
Deposit	07/07/2022			X	250.00	250.00	0.00
Deposit	07/11/2022			X	280.00	530.00	
Deposit	07/18/2022			X	280.00	810.00	
Deposit	07/26/2022			X	200.00	1,010.00	
Deposit	07/29/2022			X	800.00	1,810.00	
Total Deposits and Credits					1,810.00	1,810.00	
Total Cleared Transactions					-1,987.16	-1,987.16	
Cleared Balance					-1,987.16	22,300.41	
Register Balance as of 07/29/2022					-1,987.16	22,300.41	
<b>Ending Balance</b>					<b>-1,987.16</b>	<b>22,300.41</b>	

Please find your August invoice details here. I applied your 1 month deposit to this invoice.

Eva James  
Highway Displays, Inc.  
845-452-2121

**EXHIBIT D1**

**EXHIBIT D2**

FARMERS BUSINESS PROFILE REPORT									
PERIOD		SPEND	REACH	LINKS	WEBSITE VISITS				OVER
6-12-2022 TO 7-11-2022		\$197.74	2251	67	AUG FROM PROFILE				UNDER
BUDGET GOALS		MESSAGES	REQUESTS FOR	DIRECTIONS	FROM PROFILE	PROFILE	IMPRESSIONS	SEARCHES	
REVENUE		\$194.64	3101	85	REVENUE	83	REVENUE	1158	506
SPONSORSHIPS		\$ 300.00	SPONSORSHIPS	\$ 300.00	SPONSORSHIPS	\$ -	SPONSORSHIPS	\$ 300.00	\$ -
PROJECTED FEES		4,565.00	PROJECTED FEES	\$ 4,700.00	PROJECTED FEES	\$ 700.00	PROJECTED FEES	1814	\$ 5,400.00
TOTAL REVENUE		\$ 5,950.00	TOTAL REVENUE	\$ 5,000.00	TOTAL REVENUE	\$ 700.00	TOTAL REVENUE	\$ 5,710.00	\$ (250.00)
*An interaction is when a customer calls, messages you, makes a booking, is sent to your website, or requests directions from your Business Profile.									
EXPENSES		EXPENSES		EXPENSES		EXPENSES			
ADVERTISING	\$11,150.00	ADVERTISING	\$ 9,459.58	ADVERTISING	\$ 400.00	ADVERTISING	\$ 9,859.58		\$(1,290.42)
ADVISOR	\$ -	ADVISOR	\$ -	ADVISOR	\$ -	ADVISOR	\$ -		\$ -
ENTERTAINMENT	\$ 300.00	ENTERTAINMENT	\$ 200.00	ENTERTAINMENT	\$ 100.00	ENTERTAINMENT	\$ 300.00		\$ -
EQUIPMENT & SUPPLIES	\$ 278.61	EQUIPMENT & SUPPLIES	\$ 555.13	EQUIPMENT & SUPPLIES	\$ -	EQUIPMENT & SUPPLIES	\$ 555.13		\$ 276.52
MUSIC	\$ 1,900.00	MUSIC	\$ 950.00	MUSIC	\$ 650.00	MUSIC	\$ 1,600.00		\$ (300.00)
TOTAL EXPENSES	\$13,628.61	TOTAL EXPENSES	\$11,164.71	TOTAL EXPENSES	\$ 1,150.00	TOTAL EXPENSES	\$12,314.71		\$ (1,313.90)
NET PROFIT (LOSS)	\$ (7,678.61)	NET PROFIT (LOSS)	\$ (6,164.71)	NET PROFIT (LOSS)	\$ (450.00)	NET PROFIT (LOSS)	\$ (6,614.71)		\$ 1,063.90