

ULSTER COUNTY LEGISLATURE
Committee Meeting

NAME OF COMMITTEE: Education, Culture and Economic
Affairs Committee

DATE: April 17, 1996

TIME: 5:00 P.M.

PLACE: Ulster County Community College
Stone Ridge, New York

LEGISLATORS PRESENT: Chairman Dunn and Legislators
Jennings, Wadnola, Felicello,
Todd, Lomita, and Magarelli.

LEGISLATORS EXCUSED: Naccarato.

LEGISLATORS ABSENT: Provenzano.

OTHERS ATTENDING: David Rylance, Chairman of the
Board of Trustee of the Ulster
County Community College, Joseph
Munster, Ulster County Public
Information Officer, Lee Reidy,
Executive Director, Cornell
Cooperative Extension, and Rick
Fritschler, Environmental
Management Council.

A quorum being present, Chairman Dunn called the meeting to order at 5:05P.M. and recognized Joseph Munster, who discussed the new County Photo Display he had brought with him and set up. He said it weighs 17 lbs. and would be very convenient to use in conjunction with the other display as this one could be given to others to take to different shows and reach more people.

Chairman Dunn advised the Committee that Mr. Munster had personally taken all of the photographs and Mr. Munster described each photograph in detail.

He distributed to all Committee members an advance copy of the "New York State Travel Guide", in which Ulster County has an inside advertisement at a cost of \$2,500. His office receives many calls from this ad. He noted that Greene County has four full pages at \$16,000 per page, but this was done by cooperative advertising. He and the Committee discussed cooperative advertising and the benefits coming from it.

Mr. Munster advised he had a meeting yesterday with Ed Arace, the new head of the Empire State Development Corp. on economic development for the entire Hudson Valley. He did a presentation for him to dispel the Greenway attempt at taking over Hudson Valley tourism. He said we do not need another layer of bureaucracy.

He also discussed Hudson Valley Tourism, an ad hoc group promoting tourism. Regarding money spend on tourism over the past five years, he said there was \$994,131 in the matching funds program and the rest in non-matched, taking us well over \$1 million in the last five years. One-half million dollars has been taken in from cooperative partners. The brochure lists the names of all corporate partners and people from all ten counties participated. The total responses to this Hudson Valley Tourism publication is 170,191. He said maybe the Greenway people don't have to take over the tourism in Ulster County.

Mr. Munster said there was a cooperative ad today in the Brooklyn, Queens and Long Island edition of The New York Times at a shared cost of almost \$10,000. He also discussed responses. On a full run of press the ads reach 1.2 million people. We do get a lot of coverage for our money.

He said another group we belong to is Catskills Association for Tourism Services (CATS). The CATS budget for this year is \$71,000. He displayed the new ad in the CATS flyer and the next step will be a full page ad in the New York Times.

Mr. Munster wanted to make it clear that his office does do work regionally in the two regions (Catskill and Hudson Valley) and distributed various travel guides.

He discussed the training program being given for caboose volunteers, which gives operating procedures including specific instructions not to make reservations for people out of the County. The training session will be held tomorrow at 10:00am in the Legislative Chambers.

There will also be a NYS Hospitality & Tourism Association reception at Mohonk on May 23rd. All members of the Legislature will receive invitations. He said his meeting is meant to help influence the New York State budget.

Mr. Munster displayed the large binder containing travel guides and brochures for each County, listing various attractions, which he will be using at the California show. This show will have 1600 exhibitors representing 55 countries. The potential attendance at the show is 1500. The financing for the trip comes from County money and matching funds.

He passed around the latest up-dated copy of Tourism Advocate and also the brochure/program from Horse Shows In The Sun (HITS). He said construction on the facility has already begun and that this Committee would probably be invited to one of the later shows this Summer.

The report of the Ulster County Public Information Officer being concluded, Chairman Dunn announced that he had been supplied by The Ulster County Development Corporation with a written report, since due to illness Jolie Milstein would be unable to attend this meeting. He directed that a copy of her report be attached to and made a part of these minutes.

Chairman Dunn then recognized David Rylance, Chairman of The Board of Trustees of Ulster County Community College, who advised that President Brown was out of town and unable to attend. He also confirmed that President Brown would be retiring in March of next year. He said the Board of Trustees at their last meeting had passed a Resolution so noting the President's retirement, and granting him President Emeritus status.

Mr. Rylance discussed the Middle States Accreditation Program and displayed the College's self-study. He said the College has been accredited for the next ten years; however, they will come back periodically to check on their recommendations. He said we must also keep them informed of progress the College is making on dealing with Middle States' concerns, especially funding - considering shrinking FTEs, budgets, and with our local support team hard pressed for cash. He said we need to find additional sources of funding. President Brown will maintain his home in Phoenicia and wants to work closely with the College and the Foundation to seek funds to provide funds we need to keep up with technology. We cannot afford to buy the computers with the money we have and are looking for grants, etc.

Regarding the President's retirement. Mr. Rylance said the Board has not fully constituted a search team, but there will be a special meeting of the Trustees in May as to the procedures recommended by the Chancellor's Office. He will keep the Committee informed as the procedure progresses. The search should take about six to eight months. Glen BuBois of SUNY's Community College Division appeared before the Board last night and said that with this College's reputation, advertising nationally should bring about one hundred candidates; however,

advertising for Doctorates will bring that number down. There will be a Screening Committee made up a college constituency, including a faculty member, staff member, and a representative from both the County sponsor and the Board of Trustees. We will probably hire a search firm that would go through the interview process with potential candidates; recommend a short list to the Board of those to be interviewed, and the final selection will e recommended to the Chancellor, who would make his recommendation to the SUNY Board of Trustees for their approval. He said he would like to see the process concluded by the end of this year.

Leg. Todd asked what is mandated and Mr. Rylance advised there must be an open search, under Affirmative Action guidelines and must produce a diverse slate of candidates. We will probably have candidates from the College who will apply for the position, as well as other Community College Presidents. Mr. Rylance said Ulster County Community College is a very well respected College due primarily to President Brown's excellent stewardship.

Mr. Rylance announced that two UCCC students, Margrethe Poulsen and Christopher Strang have been selected as two of the Top Ten First Team Winners in the 1996 All-New York Academic Team for Community Colleges. The selection was made by Phi Theta Kappa, the Honor Society for two-year Colleges and the National Academic All-American Team for two-year Colleges established in conjunction with USA Today. He said that having two of the top ten in the State from Ulster County is a very prestigious honor. He requested that a copy of the press release be attached to and made a part of these minutes.

He also announced that Associate Librarian Patricia Carroll-Mathes recently was selected as the 1996 recipient of the Association of College and Research Libraries Instruction Section's Innovation in Instruction Award. A copy of that press release is also attached to and made a part of these minutes.

Mr. Rylance reported that in September the New York State Association of Community College Trustees and the Association of Two-Year College Presidents will hold their annual Board Meeting at Mohonk Mountain House. This will be September 27th-29th. The Executive Director of both organizations is Karen Cunningham. Ulster County Community College will be the host Community College will be the host Community College, and will highlight our Business Resource Center and our technological efforts on campus. This meeting will probably draw about 150 people.

Mr. Rylance extended two invitations to the Committee and the full Legislature. On May 14, 1996 at 7:00pm in the Quimby Theatre there will be the Annual Scholarship Awards Ceremony with a reception afterwards. Graduation this year is on Wednesday, May 29, 1996 at 6:00pm, also with a reception, and he hopes all members of the Committee will be able to attend.

The report of Ulster County Community College being concluded, Chairman Dunn recognized Lee Reidy, Executive Director of Cornell Cooperative Extension.

Ms. Reidy distributed Cooperative Extension's latest newsletter detailing current activities. As requested by the Chairman, a copy of this newsletter is attached to and made a part of these minutes.

Ms. Reidy briefly reviewed the contents of the newsletter. She informed the Committee that the County Farmland Protection Board, which she is Chairing, would now be reporting to this Committee. This Board is charged with formulating a plan to present to the County Legislature to preserve and protect farmland in Ulster County. She advised that she had applied for an Agriculture and Markets grant of \$49,000, which was approved by this Committee at its March meeting, to be used to prepare such a plan. She also discussed the procedure for reporting to this Committee and for obtaining Resolutions. The grant will be used for a thorough study of agriculture and businesses that support agriculture within the County. This will tie in with their Agricultural Business Development, Retention and Expansion program in conjunction with Ulster County Development Corp. There is very little data at this time on the businesses that support agriculture, and this study will take a good look at that. This study will start about May 1st, and should be completed with a report to the Legislature in eighteen months.

Ms. Reidy also discussed the Sea Grant program and the low power radio station. There should be a meeting on April 22nd to discuss future programming. Leg. Jennings asked if there was a way to monitor whether the radio station was succeeding, and Ms. Reidy said they are not set up for a response yet; they would have to do some survey work before determining if people are listening to it. The signs on the Thruway should be going up within a month. She will also be working on the signs for the river. She listed various topics which have been broadcast and said the Thruway has access and the password to the system, and can break in for traveler's advisories.

Chairman Dunn said he thought the program was for boats and people using the river. Ms. Reidy said that under the Sea Grant program there has to be and will be a sea link. There followed a general discussion of water related matters and the Sea Grant program. She said they cannot do specific advertising, but can help in sustainable economic development along coastal areas.

Ms. Reidy advised there will be a reception for Nordika Hollowchuk, the new Sea Grant person on May 20th from 4pm to 6pm at Cornell Cooperative's offices on John Street.

She also advised that interviews were held today for the new staff person for the environmental management position, who will be a Cornell Cooperative Extension Agent, and that person will report to the Environmental Committee.

Ms. Reidy also reviewed the Credit Counselling Volunteer Program which she is trying to set up as a public/private partnership with funding being partially State and partially from banks, utilities and other businesses. RSVP volunteers want to participate in this program. Cooperative Extension is looking to reach eighty families in each County the first year and about one hundred fifty families by the third year. She discussed how the other three counties are running this program and their current status. She said this is an area project and people will be able to go to the nearest center. In response to a request from Leg. Magarelli, Ms. Reidy said she would bring more information to the next meeting.

Chairman Dunn asked if the Forest Advisory Board was still in existence, or if they were going to be replaced by or added to by the Farmland Protection Board. Ms. Reidy will ask the Chairman of the Legislature, and will report to this Committee.

There was a general discussion of the apple industry within the County, and the central apple packing plant that has been proposed for New Paltz, which is looking for a HUD grant to create new jobs, especially in marketing. There will also be an apple museum, which she feels is long overdue.

Ms. Reidy said that at the next meeting, in lieu of a report, she would like to bring a young person who participated in Cooperative Extension's public presentation program. He is from Clintondale and his family is in the apple business. She would also like to show the video that the Water Supply Advisory Board had done with the Cooperation of UCCC. Those would be her only reports. This concluded the report of Cornell Cooperative Extension.

Chairman Dunn then recognized Rick Fritschler of the Environmental Management Council, who said EMC and Cornell were working on the Watershed Youth Summit in cooperation with other agencies. He said the County Legislature funded this program to the extent of \$9,500. Mr. Fritschler said it was an unqualified success. The program accomplished everything it was supposed to, and received excellent press write-ups. The student displays were taken to Albany to the New York State Museum for display through May 16th. He said the Legislature received full credit for its help and support in this program and he wanted to thank everyone. He also said Roundout Valley High School is one of the premier exhibitors.

Mr. Munster said that he, Rich Fritschler and others will be working together to try and get some money from the Federal Government to complete the Catskill Interpretive Center. This would include obtaining Watershed funds and are looking to tie the Catskill Interpretive Center into educational programs.

At this time Chairman Dunn recognized Leg. Sam Magarelli who gave a presentation of "Character Education", which he is also presenting to the Community Services Committee. He said one of the biggest problems is that most people think this is only for parents and schools. He discussed the lack of values in children and parental and school roles in learning values, as well as the problem of language as it relates to communicating concepts and values we can all support and promote.

Leg. Magarelli said the six concepts he is referring to are trustworthiness, respect, responsibility, fairness, caring and citizenship. He distributed and reviewed a written presentation as well as material on The Josephson Institute of Ethics called "Character Counts". He said one of the weaknesses is that most of the material is on the elementary level, although adults need to have this information as well.

His proposal is for this Committee to consider having the County Legislature exercise some leadership and issue a Proclamation for a "Character Counts Month" or "Character Education Month". He would also like a task force put together to seek grants and raise funds for these purposes. He would also like to see a conference, either County-wide or State-wide devoted specifically to character education.

There being no further business, a motion to adjourn was made by Leg. Felicello and seconded by Leg. Jennings, and Chairman Dunn declared the meeting adjourned at 7:00pm.

Respectfully submitted:

Vincent Dunn, Chairman
Education, Culture and Economic
Affairs Committee