

**HUDSON RIVER-BLACK RIVER REGULATING DISTRICT
BOARD MEETING**

Hudson River-Black River Regulating District
Sacandaga Field Office
737 Bunker Hill Road
Mayfield, NY 12117

July 2, 2019
9:30 am.

CALL TO ORDER

Chairman Mark M. Finkle called the meeting to order at 9:30 A.M.

PLEDGE OF ALLEGIANCE

ROLL CALL

Present: Board Chairman Mark M. Finkle; First Vice-Chair Jeffrey Rosenthal; Second Vice-Chair Kenneth DeWitt; Board Member Albert J. Hayes; Executive Director John C. Callaghan; General Counsel Robert P. Leslie; and Chief Fiscal Officer Richard J. Ferrara.

MOTION TO ADOPT OR REVISE THE MEETING AGENDA

Chairman Finkle noted that, as indicated through the meeting notice and in compliance with NYS's Open Meetings Law, Mr. Rosenthal is participating via video conference. Chairman Finkle asked for a motion to adopt or revise the meeting agenda. Mr. DeWitt made a motion to adopt the agenda. Mr. Hayes seconded. The Board approved the motion by unanimous vote.

PUBLIC COMMENT

Chairman Finkle opened the floor to public comment. A representative of the Sacandaga Protection Committee spoke in favor of the proposed resolution authorizing an agreement with Baker Public Relations; with particular support for improving the Regulating District's ability to communicate effectively, accurately and frequently concerning its mission and operational decisions.

APPROVAL OF THE JUNE 11, 2019 REGULAR MEETING MINUTES

Chairman Finkle asked for a motion to adopt the June 11, 2019 regular and finance committee meeting minutes. Mr. Hayes advanced the motion to approve the regular and committee meeting minutes. Mr. DeWitt seconded and the Board approved the motion by unanimous vote.

RESOLUTION AUTHORIZING THE EXECUTIVE DIRECTOR TO NEGOTIATE AND ENTER INTO AN AGREEMENT WITH BAKER PUBLIC RELATIONS

Mr. Callaghan presented a Resolution to authorize an agreement with Baker Public relations. Chairman Finkle expressed that it is in the interest of the Hudson River-Black River Regulating District's mission to accurately and publicly communicate the important role it plays regarding flood protection and flow augmentation. Mr. Callaghan noted that the occasion of the Black River Regulating District's 100th anniversary provides a rare and useful opportunity to advance the visibility of the organization in the public's view. He also noted that the effective and appropriate use of social media has emerged as a critical tool for communicating with the public and state policy makers and that the prompt and professional crafting, formatting, and dissemination of Regulating District press releases helps support the Regulating District's mission. A discussion ensued about the fees and deliverables that would be prescribed by the agreement. Mr. Rosenthal and Mr. DeWitt asked that the effort to identify and inform the various stakeholders cast a wide net. Mr. Callaghan noted that Baker Public Relations is a certified WBE and, as such, the contract will help the HRBRRD pursue its MWBE goal.

Chairman Finkle asked for a motion approving the Resolution. Mr. Rosenthal moved to approve the Resolution authorizing the Executive Director to enter into an agreement with Baker Public Relations through the end of calendar year 2019, at an amount not to exceed \$36,400. Mr. DeWitt seconded the motion and the Board adopted the Resolution by unanimous vote.

ADJOURNMENT

Chairman Finkle called for a motion to adjourn the meeting. Mr. Hayes advanced the motion. Mr. DeWitt seconded. The meeting adjourned at 9:49 A.M.

RESOLUTIONS

19-34-07 RESOLUTION AUTHORIZING THE EXECUTIVE DIRECTOR TO NEGOTIATE AND ENTER INTO AN AGREEMENT WITH BAKER PUBLIC RELATIONS

Chairman Finkle asked for a motion approving the Resolution. Mr. Rosenthal moved to approve the Resolution authorizing the Executive Director to enter into an agreement with Baker Public Relations through the end of calendar year 2019, at an amount not to exceed \$36,400. Mr. DeWitt seconded the motion and the Board adopted the Resolution by unanimous vote.

Respectfully submitted,


Richard J. Ferrara,
Secretary/Treasurer


Mark M. Finkle
Board Chairman