

**ECONOMIC DEVELOPMENT & ENERGY COMMITTEE MEETING
HELD IN ROOM 318
PUTNAM COUNTY OFFICE BUILDING
CARMEL, NEW YORK 10512**

Chairwoman Russo, Legislators Crowley & D'Angelo

Monday

5:00PM

July 27, 2026

The meeting was called to order at 5:02 p.m. by Chairwoman Russo, who requested Legislator Crowley lead in the Pledge of Allegiance. Upon roll call, Legislators Crowley and D'Angelo and Chairwoman Russo were present.

Item #3 - Acceptance of Minutes – June 29, 2026 Meeting

The minutes were accepted as submitted.

Item #4 - Approval – Designation – County of Putnam – Tourist Promotion Agency – Dept. of Tourism

Chairwoman Russo called forth Director of Tourism Tara Keegan to discuss this item and thanked her for attending.

Director Keegan stated that the designation is an annual requirement in the County's application for Empire State Development/I LOVE NY matching-grant funding. She explained that the resolution designates Putnam County as the Tourist Promotion Agency and that the only change is the effective date, from December 31, 2026 to December 31, 2027; all other language remains the same.

Legislator Birmingham questioned whether the program is funded half by the County and half by the State and whether the County's matching funds are subject to different spending restrictions.

Director Keegan stated that the program is a 50/50 matching grant and that expenditures from the matching-grant budget line must comply with I LOVE NY requirements and receive State review and approval. She explained that the State reviews promotional materials funded through that line, including advertisements, commercials, and radio advertisements, particularly for proper use of the I LOVE NY logo. She distinguished the I LOVE NY matching funds from separate, non-matching County advertising funds, which do not require State approval.

Legislator Birmingham questioned whether the County's share of the matching funds could be used for purposes outside the State-approved program and requested clarification regarding the specific restrictions.

Chairwoman Russo called the question, stating that this item before the Committee concerns the I LOVE NY program funding, not other monies.

Legislator Birmingham stated his initial question was not answered and questioned the specific prohibitions of the State funding.

Director Keegan reiterated that all ads and promotional materials paid from the matching-grant line are submitted to the State for review and approval, while expenditures from non-matching funding sources do not require that approval.

Legislator Sayegh questioned whether I LOVE NY funds must be used to advertise outside Putnam County for the purpose of attracting visitors into the County.

Director Keegan confirmed that the matching-grant funds are used for external tourism promotion, including promotion in Westchester County. She explained that other advertising lines may also be used for promotion both within and outside Putnam County, but the resolution before the Committee pertains specifically to the State-approved matching-grant program.

Chairwoman Russo made a motion to pre-file the necessary resolution; Seconded by Legislator Crowley. All in favor.

Item #5 - FYI – Unemployment Report

Duly noted.

Item #6 - Other Business

There was no other business.

Item #7 - Adjournment

There being no further business, at 5:10 p.m. Chairwoman Russo made a motion to adjourn; Seconded by Legislator D'Angelo. All in favor.

Respectfully submitted by Administrative Assistant Mary Dechiaro.