

(*The meeting was called to order at 12:36 p.m.*)

CHAIRPERSON HAHN:

Welcome, everyone, to the Legislature's Economic Development, Planning and Housing Committee. If we could all rise for a salute to the flag led by Legislator Berland.

Pledge of Allegiance

Thank you. Okay. Public Portion. We are really excited. We're back to resuming in person public attendance and in person Public Portion comment at the legislative committee meetings that are held here at the William H. Rogers Legislature Building. Speakers, as always, are limited to three minutes.

And in accordance with County and State COVID-19 safety protocols, members of the public who wish to enter the building will undergo temperature checks. Visitors who are vaccinated against COVID-19 and who are willing to provide proof of vaccination, if requested, will not be required to wear a mask while inside the building. Those who are not vaccinated or who do not wish to disclose their vaccination status will be required to wear a mask at all times while inside the building. Inside the Rose Caracappa Auditorium there will be designated seating areas for vaccinated and unvaccinated individuals.

Remote testimony options are still available. Those interested in addressing Legislators over Zoom can sign up at www.scnylegislature.us/CommitteePublicPortion. Members of the public may also send written testimony by email to clerk.legislature@suffolkcountyny.gov or by regular mail to the attention of the Clerk's Office at the Suffolk County Legislature, P.O. Box 6100, Hauppauge, New York, 11788. Audio testimony is also accepted by voicemail at 631-853-3685 and callers may leave a three-minute message there. Submitted comments are distributed to all Legislators.

Okay, we're going to begin with **Appointment Resolutions**.

Okay, as folks are coming in from the waiting room, our first Appointment Resolution is Introductory Resolution -- and anyone coming in from the waiting room, just turn off your live-stream, otherwise when you try to speak there will be an echo that will be distracting to you as well as us listening here.

Appointment Resolution, this is ***IR 1509 - Appoint member to the Gabreski Airport Community Advisory Board (Jacqueline Chaplin) (Fleming)***. I'll make a motion, seconded by Legislator Berland. And, Jacqueline, you are in the room.

MS. CHAPLIN:

I'm here.

CHAIRPERSON HAHN:

Hello, welcome.

1 **MS. CHAPLIN:**

2 Hi.

3
4 **CHAIRPERSON HAHN:**

5 If you would like to tell us a little bit about yourself and why
6 you would like to serve on this community advisory board. Welcome.

7
8 **MS. CHAPLIN:**

9 Thank you. I'm a resident in Westhampton and we love it there,
10 but we have noticed the increase in the plane traffic and the
11 noise, and I'd like to represent my neighbors, who are also
12 concerned, and hopefully come up with a good solution for
13 everybody.

14
15 **CHAIRPERSON HAHN:**

16 Excellent. Were there members of the committee who would like to
17 ask questions of our appointment? I know if you'd like to as the
18 sponsor we would welcome that, Legislator Fleming.

19
20 **LEG. FLEMING:**

21 Thank you, Legislator Hahn. Thank you for allowing me as a visitor
22 here and thank you, Jackie, for being willing to be part of this
23 important discussion. I would ask the committee's support for this
24 series of appointments. The Task Force has been formulated in such
25 a way as to have input from all of the impacted stakeholders around
26 this very important question about air traffic and particularly
27 noise around the Gabreski Airport. So thank you, Jackie, for being
28 willing to serve. Thank you, Kara.

29
30 **MS. CHAPLIN:**

31 Thank you.

32
33 **CHAIRPERSON HAHN:**

34 Thank you, Legislator Fleming. Okay, we have a motion -- any other
35 -- oh, I'm sorry. Legislator Berland has a question.

36
37 **LEG. BERLAND:**

38 Hi. I just have a question. I just want to make sure I understand
39 that, you know, you live in Westhampton and you're concerned about
40 the noise. Do you feel that you could be fair and impartial when
41 listening to, you know, like what extension maybe of the airport or
42 if there's -- I don't live out there so I don't know, you know, how
43 more it's being utilized than usual, but I just want to make sure
44 you're not predisposed to stopping any advancements, but you are
45 going to be willing to listen to both sides of the issue.

46
47 **MS. CHAPLIN:**

48 No, that's not at all my intent. I understand the value that the
49 airport brings and I am interested in finding a way that the
50 airport and the residents can peacefully coexist. That's exactly
51 why I am offering to be a part of the committee.

52
53 **LEG. BERLAND:**

54 Okay, great. Thank you, appreciate that.

1 **MS. CHAPLIN:**

2 Sure.

3

4 **CHAIRPERSON HAHN:**

5 Legislator Trotta has a question next.

6

7 **LEG. TROTTA:**

8 Yeah. So you live in Westhampton, the taxing district of the
9 airport?

10

11 **MS. CHAPLIN:**

12 Yes.

13

14 **LEG. TROTTA:**

15 So I guess this has to do with not so much the airplane noise, but
16 are you aware that the Amazon last mile hub is being placed there?

17

18 **MS. CHAPLIN:**

19 I sure am.

20

21 **LEG. TROTTA:**

22 Are you aware that they received \$3 million in tax breaks?

23

24 **MS. CHAPLIN:**

25 Yes.

26

27 **LEG. TROTTA:**

28 Are you aware that on their application there was a question asked
29 that said if you don't get these tax breaks will you move out of
30 New York and they answered yes.

31

32 **MS. CHAPLIN:**

33 That I was not aware of, no.

34

35 **LEG. TROTTA:**

36 Well, that's a blatant lie on their application which is grounds, I
37 believe, for their tax breaks to be rescinded. Are you aware that
38 you're now paying, subsidizing Amazon and the Rechler organization
39 to the tune of \$3 million?

40

41 **MS. CHAPLIN:**

42 Yes, yes.

43

44 **LEG. TROTTA:**

45 And are you aware that the Rechler organization has donated
46 somewhere around \$200,000 to Democrats and to the County Executive?

47

48 **MS. CHAPLIN:**

49 I had read that, yes.

50

51 **LEG. TROTTA:**

52 How do you feel about that?

53

54 **MS. CHAPLIN:**

55 I had read that, but it was after the fact that I found out about
56 this and I was -- I found out about it because it was brought to my

1 attention for another reason. It was more in the area of whether
2 or not they would be flying planes into the airport because from my
3 perspective, that was something that I was concerned about.
4 Because obviously if Amazon starts flying commercial airfreight
5 into the airport we have a much bigger problem.

6
7 **LEG. TROTТА:**

8 Of course. But, you know, higher taxes --

9
10 **MS. CHAPLIN:**

11 No, I agree with you.

12
13 **LEG. TROTТА:**

14 I mean tax breaks to people who make false statements, unless of
15 course, they were thinking about having a boat and bringing the
16 packages across from Connecticut, which I don't think is physically
17 possible.

18
19 **MS. CHAPLIN:**

20 No, I don't think so.

21
22 **LEG. TROTТА:**

23 So maybe your organization when they're meeting, when you're on
24 this board, you could ask the IDA to rescind those tax breaks and
25 charge them the full --

26
27 **MS. CHAPLIN:**

28 I would certainly look into it and see what I could find out,
29 absolutely. I'm not as knowledgeable on every area of it at the
30 moment, but I will familiarize myself with it.

31
32 **LEG. TROTТА:**

33 Feel free to call me. I'll give you the details.

34
35 **MS. CHAPLIN:**

36 Absolutely.

37
38 **LEG. TROTТА:**

39 Thank you.

40
41 **MS. CHAPLIN:**

42 Thank you.

43
44 **CHAIRPERSON HAHN:**

45 Legislator Fleming and then Legislator Mazzarella.

46
47 **LEG. FLEMING:**

48 Thank you, again. I'm glad I had the opportunity to be here at
49 this committee and I appreciate all of you members listening to
50 these concerns. I can explain, just in response to Legislator
51 Berland's question. This isn't really a jury we're putting
52 together of, you know, unbiased people. We really do want to hear
53 from people who have a passionate interest. So there are people
54 who are, you know, opposed to additional air traffic and there are
55 people who are commercial members -- members of the commercial air
56 industry and it's my hope, and many others. And it's my hope that

1 if we have all the stakeholders, you know, as a former certified
2 mediator that if we have all the stakeholders we'll come to a fair
3 resolution and decision.

4
5 And I can say that in answer to Mr. Trotta's concerns that the
6 reason why this Task Force was put together was, first of all,
7 because partly because of COVID, I think partly because of Federal
8 tax policy. We do see more traffic and that's a concern, but
9 coincidental with that was the discussion around Amazon. So some
10 of the things that have taken place to try to ensure that Amazon's
11 footprint is not going to be overly impactful to the detriment of
12 the community is the formation of this Task Force with -- including
13 people who are passionate about the noise and concerns about
14 Amazon, as is Ms. Chaplin and many other others who she's in touch
15 with.

16
17 But also I requested of the Town of Southampton that they amend
18 their Zoning Code to clarify that Amazon would not be able to use
19 the airport for its day-to-day business and I believe that's been
20 done. There's a special overlay zoning code there at the Gabreski
21 Airport that called for non-aviation use only for lessees of the
22 airport, but I didn't -- it wasn't clear to my satisfaction and so
23 I asked that the Town Board amend it. I believe they have to make
24 it very clear that that can't happen. I think Josh Smith, who is
25 the manager of the airport is with us, but he has been in touch
26 with the FAA and other regulators to confirm that in order for
27 Amazon to use that there would have to be a very lengthy public
28 process whereby the designation of the airport itself would have to
29 change because it's not currently designated as an airport that
30 could be used for that purpose.

31
32 And the third thing is that at our request, at my request and my
33 team's request, the Rechler's amended the contract with Amazon to
34 confirm that there would be no use of the airport for day-to-day
35 operations. That is this is, in fact, last mile hub for these
36 vans. They have their own, you know, their own concerns and the
37 community should be concerned and has been vigilant, and Town
38 Planners have been vigilant around that. There's a traffic study
39 currently in front of the Town of Southampton Planning Board, but
40 with concerns about the airport, you know, seeing an increase in
41 traffic because of the Amazon lease we have sort of taken a belt
42 and suspenders approach and these steps are in place, but we
43 certainly need folks like Ms. Chaplin on this Task Force to speak
44 their mind about what they feel or what she feels the community's
45 -- the impact the community's going to feel with any eventual use
46 of the airport will be.

47
48 So, you know, we're really doing our homework here and doing the
49 best we can to address some of these concerns. They've been
50 concerns for some time and this is sort of the culmination of a
51 series, a suite of efforts to ensure that Amazon and the increased
52 airport traffic will have the least harmful impact on the community
53 as is possible.

54
55 Sorry, I took a lot without being part of your committee, but I
56 appreciate the time.

1
2 **CHAIRPERSON HAHN:**

3 No, thank you. It's important to hear your perspective as the
4 Legislator from the district. Legislator Mazzarella.

5
6 **LEG. MAZZARELLA:**

7 Yes, my question is a little more elementary in the fact that the
8 Gabreski Airport Community Advisory Board, can you tell me or
9 someone tell me how long it's been in place? Is it brand new and
10 are these folks that are perspective board members, how long their
11 term will be, and if there are current board members already and
12 what the makeup is.

13
14 **LEG. FLEMING:**

15 Some years ago there was a -- or if I may. Some years ago there
16 was a CAB formed when this development was the first put in place.
17 It used to be vacant and now it's been developed by, as Rob pointed
18 out, the Rechler's in conjunction with the County Executive, this
19 was a former County Executive. At any rate, so the CAB was formed
20 at that time and it met regularly, but the noise part of it has a
21 small group that was formed just to consider noise and is still
22 meeting internally, but they only meet after every season to assess
23 what, you know, the summer season had wrought. Because this
24 concern was heightened, because of the two, you know, variables I
25 just mentioned we put -- we put this as an ad hoc committee that is
26 modeled after the CAB, but it is unique to this group for these two
27 concerns and its term is limited to four quarterly meetings. So
28 it's a one-year ad hoc committee that will meet for four quarterly
29 meetings.

30
31 **LEG. MAZZARELLA:**

32 Okay. I guess just to confirm, then, this is a brand new ad hoc
33 committee being formed today for four quarters.

34
35 **LEG. FLEMING:**

36 It's brand new in that the original -- the original CAB was formed
37 some years ago, but this is a new iteration of it for this discrete
38 purpose.

39
40 **LEG. MAZZARELLA:**

41 Thank you.

42
43 **LEG. FLEMING:**

44 Thank you.

45
46 **CHAIRPERSON HAHN:**

47 Legislator Berland.

48
49 **LEG. BERLAND:**

50 Yeah, I just -- I appreciate Legislator Fleming's comments.
51 Ms. Chaplin, I just want you to understand I absolutely think you
52 should speak your mind, and if you're coming from the community
53 perspective, that's great. I just wanted to make sure that you
54 would be, you know, open to hearing other sides based on how you,
55 you know, described your interest in going into it. So definitely
56 speak your mind, definitely bring your perspective to it. Just,

1 you know, have an open mind to both sides, which you said you
2 would, so I appreciate it.

3
4 **MS. CHAPLIN:**
5 Sure, will do.

6
7 **CHAIRPERSON HAHN:**
8 Okay. We have a motion and a second. All those in favor?
9 Opposed? Abstentions?

10
11 **MR. DUBOIS:**
12 Seven.

13
14 **CHAIRPERSON HAHN:**
15 1509 is approved. *(Vote: 7-0-0-1. Not Present: Legislator*
16 *McCaffrey)*. And, Ms. Chaplin, you do not need to attend the
17 General Meeting on Tuesday, but this resolution will now go before
18 the full Legislature at the General Meeting. Thank you.

19
20 **MS. CHAPLIN:**
21 I plan on being there, though.

22
23 **CHAIRPERSON HAHN:**
24 Excellent. Thank you. Okay, next is Resolution *1510 - Appoint*
25 *member to the Gabreski Airport Community Advisory Board (Taylor*
26 *Smith) (Fleming)*.

27
28 **LEG. RICHBERG:**
29 Motion to approve.

30
31 **CHAIRPERSON HAHN:**
32 Motion by Legislator Richberg, seconded by Legislator Gonzalez.
33 And on the motion, we have Taylor Smith here.

34
35 **MR. TAYLOR SMITH:**
36 Yes. Can you hear me or see me at least?

37
38 **CHAIRPERSON HAHN:**
39 Yes, we can hear you.

40
41 **MR. TAYLOR SMITH:**
42 I've got my video on, but you can hear me at least.

43
44 **CHAIRPERSON HAHN:**
45 Yes.

46
47 **MR. TAYLOR SMITH:**
48 I am in Florida right now. Okay, well good afternoon, everyone.

49
50 **CHAIRPERSON HAHN:**
51 Good afternoon.

52
53 **MR. TAYLOR SMITH:**
54 And I'd like to, yeah, I'd to do everything I can to participate in
55 this study and the board we've got going on here at the Westhampton
56 Airport. I understand the concerns of everyone. I have been in

1 general aviation for 45 years at least. I graduated from
2 Embry-Riddle Aeronautical University with a degree in Aviation
3 Management. I've got two hangars at Gabreski Airport, along with
4 two general aviation airplanes, and I'd like to do the best I can
5 to help the community understand the airport and the benefits of
6 the airport mainly.

7
8 **CHAIRPERSON HAHN:**

9 Excellent. Thank you for your willingness to serve in this
10 capacity. Are there any questions? Legislator Trotta.

11
12 **LEG. TROTTA:**

13 Did you hear my line of questioning to the other person a minute
14 ago?

15
16 **MR. TAYLOR SMITH:**

17 Yes, sir, I did.

18
19 **LEG. TROTTA:**

20 And what do you think about the tax breaks that are given to
21 billionaires at the -- do you live in the district? Do you live in
22 that area out there?

23
24 **MR. TAYLOR SMITH:**

25 I live in East Hampton, yes, sir.

26
27 **LEG. TROTTA:**

28 Different town but, you know, it's -- what do you think of someone
29 who applies for an IDA grant and lies on their application or isn't
30 truthful. I want to say lies.

31
32 **MR. TAYLOR SMITH:**

33 Well, I am opposed to any liars or any form of lying or being
34 dishonest.

35
36 **LEG. TROTTA:**

37 Feel free to contact me and I'll provide you with all of the
38 documentation.

39
40 **MR. TAYLOR SMITH:**

41 Yes, sir. Thank you.

42
43 **CHAIRPERSON HAHN:**

44 Any other questions? Seeing none, we have a motion and a second.
45 All those in favor? Opposed? Abstentions?

46
47 **MR. DUBOIS:**

48 Seven.

49
50 **CHAIRPERSON HAHN:**

51 1510 is approved. (*Vote: 7-0-0-1. Not Present: Legislator*
52 *McCaffrey*). And, Mr. Smith, as stated previously, this resolution
53 will now go before the full Legislature on Tuesday, but you do not
54 need to be present for that.

1 **MR. TAYLOR SMITH:**

2 Yes, ma'am. I understand.

3
4 **CHAIRPERSON HAHN:**

5 Thank you for your willingness to serve.

6
7 **MR. TAYLOR SMITH:**

8 Yes, ma'am. Thank you.

9
10 **CHAIRPERSON HAHN:**

11 1510 is approved. Introductory Resolution *1537 - Appoint member to*
12 *the Gabreski Airport Community Advisory Board (Eric Lang) (Fleming).*

13
14 I believe Mr. Lang is present. If you would like to come up to the
15 -- and I'll make a motion to approve, seconded by Legislator
16 Spencer. And now on the motion, welcome. You might need to press
17 a button to make sure that the microphone is on.

18
19 **MR. LANG:**

20 Thank you, Ms. Hahn. I appreciate everybody's time. My name is
21 Eric Lang. I'm President of an aviation management company called
22 Eastway Aviation. It's a 40-year old business started by my father
23 in 1979. I've been at Gabreski Airport for 11 years. I manage --
24 I'm an aircraft management company. I operate -- we don't own any
25 airplanes, but we do -- we maintain and hire pilots and dispatch
26 and everything that goes along with operating turbine aircraft. We
27 have a fleet of aircraft that we've had there for 11 years. And as
28 Ms. Chaplin alluded to, there is a lot more traffic at that airport
29 right now, and I think it's a concern for us, it's a concern for
30 everybody.

31
32 We have a really nice business there. We employ 35 people all year
33 round, all professional, high paying jobs and, you know, we're very
34 proud of what we've built there and not had any complaints from our
35 neighbors. But as we know, there is a lot more traffic at that
36 airport now and so this is a real concern to us and our employees
37 and our customers. And I've worked with Josh Smith and Tony Ceglie
38 before him, the airport managers, to fly neighborly and to do
39 everything we can to work with the community to limit the impact of
40 the noise and fly quieter jets and everything we can do to be a
41 good neighbor there. So we have a real vested interest here. As I
42 said, I've been there for 11 years.

43
44 I want to be a voice of reason and find things that work for the
45 County. I see every day the value of that airport, not only for
46 myself and my employees, but also for the Air Guard and Suffolk
47 County Police Department, who keeps their helicopters there and a
48 great deal of other users. As is Mr. Fleming (sic), who we heard
49 from. So, you know, I'm just here to see what we can do to be
50 better neighbors and deal with what's going on on the East End.
51 There's an awful lot of people out there right now that aren't
52 normally there, especially last winter. And you see airports like
53 Teterboro and White Plains in New York, they're down 40% in air
54 traffic. We're up over 50% in air traffic. Why is that? Because
55 those people are all out on the East End. And eventually, and
56 we're seeing that now, they're moving back to the City. Those

1 airports are gaining more usage and as that usage goes up at those
2 airports it's dropping the usage at West Hampton and I think you'll
3 see that trend. I think we all have to just work together and find
4 the best way to get through these crazy times and make the best of
5 the airport. Thank you.

6
7 **CHAIRPERSON HAHN:**

8 Thank you. Were there any questions? Oh, Legislator Berland.

9
10 **LEG. BERLAND:**

11 So what are your concerns? Because I think -- I guess I'm a little
12 confused because you seem to be on both sides of the issue, so.

13
14 **MR. LANG:**

15 Well, my concerns are that there's certainly a lot of people in the
16 community that are anti-aviation and I can appreciate why. You
17 know, I spent four or five hours listening to the East Hampton Town
18 Board and all the problems they're having at that airport, and I've
19 watched closely what's happened at that airport. That's a very
20 different situation than West Hampton on multiple facets and I just
21 -- I was asked by Bridget Fleming to join this board and, you know,
22 I think it's a positive thing, I mean, to have discussions about
23 noise and air traffic and what can be done and, you know, just see
24 it from every side.

25
26 **LEG. BERLAND:**

27 Okay, thank you.

28
29 **MR. LANG:**

30 You bet.

31
32 **CHAIRPERSON HAHN:**

33 Okay. We have a motion and a second. All those in favor?
34 Opposed? Abstentions?

35
36 **MR. DUBOIS:**

37 Seven.

38
39 **CHAIRPERSON HAHN:**

40 1537 is approved. *(Vote: 7-0-0-1. Not Present: Legislator*
41 *McCaffrey)*. And as I stated earlier, this will now go before the
42 full Legislature next Tuesday, but you don't need to be present.

43
44 **MR. LANG:**

45 Great. Thank you very much.

46
47 **CHAIRPERSON HAHN:**

48 Thank you. Thank you for your willingness to serve in this
49 capacity.

50
51 **MR. LANG:**

52 Absolutely. My pleasure. Thanks.

53
54 **CHAIRPERSON HAHN:**

55 Thank you. 1537 is approved. *1538 - Appoint member to the*
56 *Gabreski Airport Community Advisory Board (Robert S.*

1 **DeLuca) (Fleming).**

2
3 **LEG. RICHBERG:**

4 Motion to table because he's not here, right?

5
6 **LEG. FLEMING:**

7 No, if you wouldn't mind discharging it. We got a -- I got an
8 e-mail from Bob DeLuca saying that he was called into a forced
9 settlement conference in a -- by a Judge. Can't say no to that, so
10 if you wouldn't mind discharging it and I can ask Mr. DeLuca to be
11 at the General Meeting.

12
13 **LEG. RICHBERG:**

14 I'll change my motion to a motion to discharge without
15 recommendation.

16
17 **CHAIRPERSON HAHN:**

18 Motion to discharge without recommendation by Legislator Richberg,
19 seconded by Legislator Spencer. All those in favor? Opposed?
20 Abstentions?

21
22 **MR. DUBOIS:**

23 Seven.

24
25 **CHAIRPERSON HAHN:**

26 1538 is discharged without recommendation. (*Vote: 7-0-0-1. Not*
27 *Present: Legislator McCaffrey*)

28
29 We are going to skip over the Presentations and quickly go to
30 Tabled Resolutions. Introductory Resolution 1478 - *Adopting Local*
31 *Law No. -2021, A Local Law to allow regional input of Planning*
32 *Commission referrals and meetings (Hahn).*

33
34 I'll make a motion to table, second by Legislator Berland. All
35 those in favor? Opposed? Abstentions?

36
37 **MR. DUBOIS:**

38 Seven.

39
40 **CHAIRPERSON HAHN:**

41 1478 is tabled. (*Vote: 7-0-0-1. Not Present: Legislator*
42 *McCaffrey*)

43
44 On to Introductory Resolutions. 1494 - *Authorizing a Lease*
45 *Agreement with ELRAC, LLC D/B/A Enterprise Rent-A-Car for use of*
46 *property at Francis S. Gabreski Airport (County Executive).* I'll
47 make a motion.

48
49 **LEG. GONZALEZ:**

50 Second.

51
52 **CHAIRPERSON HAHN:**

53 Seconded by Legislator Gonzalez.

54
55 **LEG. TROTТА:**

56 On the motion.

1
2 **CHAIRPERSON HAHN:**

3 On the motion, Legislator Trotta.

4
5 **LEG. TROTТА:**

6 Can someone tell us what this is, what they're leasing and how
7 much, 2,000, 2500 bucks a month?

8
9 **MR. JOSH SMITH:**

10 Good afternoon. This is Josh Smith from Gabreski Airport. I
11 appreciate you having me today.

12
13 **CHAIRPERSON HAHN:**

14 Hello, Josh. Thank you for being here.

15
16 **MR. JOSH SMITH:**

17 Yep, thank you. Sorry, I would have been in person, I had a few
18 meetings this morning.

19
20 So Enterprise has been at the airport since 2012. They rent --
21 they lease approximately 88 square feet of counter space in our
22 terminal building. The lease is for the counter space and ten
23 parking spots. So they have ten reserved parking spots they leave
24 vehicles at. It's used by the people that come in and out of
25 Gabreski Airport and it's also used by local community members.
26 Their rental rate -- their lease rate was set by an appraisal that
27 was done through the County in February and their current lease
28 right now is a month to month. So this just is renewing or
29 starting a new lease with them.

30
31 **LEG. TROTТА:**

32 What is the lease rate now?

33
34 **MR. JOSH SMITH:**

35 Their current lease rate now is \$2,360.52 for the year.

36
37 **LEG. TROTТА:**

38 For the year?

39
40 **MR. JOSH SMITH:**

41 Correct.

42
43 **LEG. TROTТА:**

44 The year?

45
46 **MR. JOSH SMITH:**

47 It's only 88 square feet of County space, yep.

48
49 **LEG. TROTТА:**

50 But they're parking their cars there and they're running a business
51 out of it for two grand a year?

52
53 **MR. JOSH SMITH:**

54 Yeah. We also get 5% commission.

1 **LEG. TROTТА:**

2 How much did that apply last year? Five percent commission on
3 each car?

4
5 **MR. JOSH SMITH:**

6 On their gross sales.

7
8 **LEG. TROTТА:**

9 Their net sales or their gross sales?

10

11 **MR. JOSH SMITH:**

12 Their gross sales from Gabreski Airport operation.

13

14 **LEG. TROTТА:**

15 And what was that last June?

16

17 **MR. JOSH SMITH:**

18 I don't have that number offhand, but I do have one for Hertz,
19 which is next.

20

21 **LEG. TROTТА:**

22 All right. What was Hertz?

23

24 **MR. JOSH SMITH:**

25 Hertz we just received an \$8,000 check for one quarter, for April
26 May and June.

27

28 **LEG. TROTТА:**

29 Who monitors what their gross sales are?

30

31 **MR. JOSH SMITH:**

32 So we get a report from their financial advisors, their
33 accountants.

34

35 **LEG. TROTТА:**

36 Can you send me that report and the one for Enterprise also.

37

38 **MR. JOSH SMITH:**

39 The commission's report?

40

41 **LEG. TROTТА:**

42 Yeah. I want -- yeah.

43

44 **MR. JOSH SMITH:**

45 Okay.

46

47 **LEG. TROTТА:**

48 I mean, they probably make that in a weekend.

49

50 **CHAIRPERSON HAHN:**

51 It was 5%, correct, 5% of the check was for the 5%, not the full --

52

53 **LEG. TROTТА:**

54 I know, but the point of the matter is they're getting it for like
55 \$10,000. They're probably doing two, three, four, \$500,000 worth
56 of business.

1
2 **CHAIRPERSON HAHN:**

3 You're speculating. Legislator Spencer.
4

5 **LEG. SPENCER:**

6 Thank you. I had a question with regards to Hertz and Enterprise
7 are there. What about other competitors? Is this a competitive
8 process or their leases, I mean, it's been a month to month
9 process. There's Avis, there's Alamo, I guess, well, some other
10 rental car companies. Have they -- are they aware that there's
11 opportunities available? Would there be a chance for some
12 competitive leasing that would be more lucrative? What are the
13 thoughts there?
14

15 **MR. JOSH SMITH:**

16 So, yes. So Enterprise and Hertz, they've been here. As far as
17 more opportunities for Avis and everybody, we do have the
18 availability for it. We haven't been contacted by anybody
19 requesting space to operate out of Gabreski. This is, I believe,
20 Enterprise and Hertz both reached out to Gabreski in the past and I
21 could always try and follow-up with Avis. But we, again, we
22 haven't had any contact with them. But if they did want to come
23 out here I could definitely make room for them.
24

25 **LEG. SPENCER:**

26 Would there be some sort of RFP process? You're not subject to
27 that, I guess, as a private entity, but just in the interest of
28 just maximizing the potential or even reaching out to them. Are
29 there typically cars available all the time or is it sometimes
30 there a shortfall of cars.
31

32 **MR. JOSH SMITH:**

33 No, most of the time there's nobody staffed here, so everybody
34 that's looking for a car has to schedule in advance and then most
35 of the time they come from Islip or Riverhead, depending on which
36 company it is, and they bring the car as needed. They don't
37 typically have the cars just sitting here. Again, being a general
38 aviation airport it's not operated like Islip or JFK. It's more on
39 an as needed basis.
40

41 And then your other question with the RFP, we do run RFPs for land
42 leases and we do have -- I mean, we can run an expression of
43 interest for available space at the airport. It's just not
44 something we've done recently.
45

46 **LEG. SPENCER:**

47 Sure. I mean, I think that would be a good idea. And I share the
48 concern that I know it's only 88 feet of counter space, but it's
49 someone running a business that potentially is making tens of
50 thousands or hundreds of thousands a year. I just hope from a
51 management perspective that we have an open and fair public process
52 and we're getting a fair rate for the leasing of the space in
53 relationship to the amount of revenue that's being generated.
54

55 **MR. JOSH SMITH:**

56 Right, completely understood. And we actually, we follow our FAA

1 guidelines and grant assurances by having the lease rate set off of
2 the fair market rate, which was the appraisal we had done in
3 February. So we are following all our Federal regulations and
4 that's kind of where the lease rate came from. But I understand
5 and can definitely work on running an expression of interest to see
6 other available opportunities.

7
8 **LEG. SPENCER:**

9 Thank you, sir. That's all the questions that I have.

10
11 **MR. JOSH SMITH:**

12 Great. Thank you.

13
14 **CHAIRPERSON HAHN:**

15 I think Legislator Trotta had a follow-up and then Legislator
16 Berland.

17
18 **LEG. TROTTA:**

19 Did you say eight thousand a quarter or 8,000 a year in commission?
20

21 **MR. JOSH SMITH:**

22 So the Hertz one was the \$8,000 just for one quarter.
23

24 **LEG. TROTTA:**

25 Okay. That makes more -- I thought you said a year, I apologize.
26

27 **MR. JOSH SMITH:**

28 Nope, sorry.
29

30 **CHAIRPERSON HAHN:**

31 Any other questions, comments? Legislator Berland.
32

33 **LEG. BERLAND:**

34 Yeah. I would just refer my colleagues to the appraisal that's in
35 your packets and it said that -- it did a comparison to the rental
36 -- the rental car at MacArthur Airport. So it did the appraisal
37 based on what they're charging at MacArthur and then extrapolated
38 that for this airport. So it seems that it, you know, the
39 appraisal was done appropriately. And I refer everybody to take a
40 look at that and there's pictures, too, of the counter space.
41 Thank you.

42
43 **MR. JOSH SMITH:**

44 Thank you.
45

46 **CHAIRPERSON HAHN:**

47 Okay, we have a motion and a second. All those in favor? Opposed?
48 Abstentions?
49

50 **MR. DUBOIS:**

51 Seven.
52

53 **CHAIRPERSON HAHN:**

54 1494 is approved. *(Vote: 7-0-0-1. Not Present: Legislator*
55 *McCaffrey).*
56

1
2 Introductory Resolution **1495 - Authorizing a Lease Agreement with**
3 **the Hertz Corporation for use of property at Francis S. Gabreski**
4 **Airport (Co. Exec.)**. I'll make a motion, seconded by Legislator
5 Berland. All those in favor? Opposed? Abstentions?
6

7 **MR. DUBOIS:**
8 Seven.

9
10 **CHAIRPERSON HAHN:**
11 1495 is approved. (*Vote: 7-0-0-1. Not Present: Legislator*
12 *McCaffrey*).

13
14 Introductory Resolution **1527 - Authorizing 2021 Emerging Film**
15 **Festival funding (Co. Exec.)**.

16
17 **LEG. BERLAND:**
18 Motion.

19
20 **LEG. RICHBERG:**
21 Second.

22
23 **CHAIRPERSON HAHN:**
24 Motion by Legislator Berland, second by Legislator Richberg. All
25 those in favor? Opposed? Abstentions?
26

27 **MR. DUBOIS:**
28 Seven.

29
30 **CHAIRPERSON HAHN:**
31 1527 is approved. (*Vote: 7-0-0-1. Not Present: Legislator*
32 *McCaffrey*).

33
34 Introductory Resolution **1535 - Authorizing the sale of County-owned**
35 **real property pursuant to Section 72-h of the General Municipal Law**
36 **to the Town of Brookhaven for Affordable Housing purposes (Co.**
37 **Exec.)**. This needs to be tabled, so I'll make a motion to table.
38

39 **LEG. RICHBERG:**
40 Second.

41
42 **CHAIRPERSON HAHN:**
43 Second by Legislator Richberg. All those in favor? Opposed?
44 Abstentions?
45

46 **MR. DUBOIS:**
47 Seven.

48
49 **CHAIRPERSON HAHN:**
50 1535 is tabled. (*Vote: 7-0-0-1. Not Present: Legislator*
51 *McCaffrey*).

52
53 Introductory Resolution **1540 - Authorizing 2021 Cultural**
54 **Competitive Funding (County Executive)**. Motion by Legislator
55 Berland, second by Legislator Spencer. All those in favor?
56 Opposed? Abstentions?

1
2 **MR. DUBOIS:**

3 Seven.

4
5 **CHAIRPERSON HAHN:**

6 1540 is approved. (*Vote: 7-0-0-1. Not Present: Legislator*
7 *McCaffrey*).

8
9 Now we can go to the presentation. Sorry, I didn't -- I thought
10 that would go quicker. We have Kristen Reynolds from Discover Long
11 Island will be presenting an update on the tourism industry on Long
12 Island. Welcome. You come bearing gifts. Congratulations on your
13 nuptials.

14
15 **MS. REYNOLDS:**

16 Thank you. We rely on the committee and all Long Island residents
17 to be our human billboards and individual marketers, so we
18 appreciate you using these products and Instagramming them on your
19 social media.

20
21 Thank you so much. Again, I am Kristen, formerly Jarnagin, now
22 Reynolds, President and CEO of Discover Long Island. We are the
23 official tourism promotion agency for the region of Long Island and
24 contracted with Suffolk County to be your promotion agency. I'm
25 happy to walk through this as always. In the sensitivity of your
26 time I will breeze through it fairly quickly, but happy to answer
27 any questions during the process or at the end. So sharing I think
28 I can breeze through it. Thank you.

29
30 I always like to start with the current stats. This is the most
31 current statistics that we have from a tourism economics report
32 that is done by Oxford Economics and commissioned by the State of
33 New York, and this was 2019 at most recent numbers prior to COVID.
34 We are a \$6.3 billion industry on Long Island and over 80,000 jobs.
35 This, you know, primarily made up of small business, 84% small
36 business, and really importantly to both counties, \$760,000,000 in
37 local and State tax revenues generated by the tourism industry
38 annually.

39
40 Here are some interesting data on Suffolk County specifically and
41 how we compared to last year. You can definitely see March how we
42 fell off the grid last year from the tourism industry. And for
43 those of you that don't know, tourism was the hardest hit industry
44 of any industry on Long Island related to COVID, and I'm happy to
45 talk about, you know, our return. As you see, we're definitely
46 starting to come back in 2021. You've heard all of the people that
47 are on Long Island coming to our wonderful tourism attractions.

48
49 The interesting part, ADR, just for those of you that don't know,
50 we monitor several things for tourism impact. Occupancy, how many
51 people are in the hotel rooms. ADR is the average daily rate, and
52 usually we also have a chart called RevPAR, and that's revenue per
53 available room, and that's the combination of these two items. But
54 ADR, interestingly, on a national story, Long Island was really
55 able, even though you see we fell in April pretty significantly in
56 the daily rate, we were able to hold rate much higher than the

1 national average, and that's been really paramount to our comeback
2 because once you drop the rate from a consumer perspective, it's
3 very difficult to get consumers to get used to paying more. So
4 that's something that other destinations across the country are
5 struggling with on a much deeper level than we are and is really
6 helping to drive our comeback.

7
8 This is also some performance trends, as you can see, we track
9 everything. We actually have a new dashboard that tracks
10 everything from flights into Long Island to unemployment rates to
11 all of these different aspects of measurement as well as our
12 website, what we're doing. Everything we do at Discover Long
13 Island is data-driven and we monitor this on a daily basis. So if
14 you ever need some data or information for your constituents or you
15 just want to check in, please don't hesitate to contact us because
16 we have this software available at any time. What this shows you,
17 though, is a lot of different things. Like I said, hotel demand,
18 organic web searches, leisure/hospitality jobs, and this new
19 dashboard has been really helpful to show where our recovery is.
20 You can see hotel room revenue recovery and that's that RevPAR. We
21 still have a long way to go. We're doing better than the national
22 average, though, as you'll see.

23
24 This is what's happening with what we're doing and how we're
25 driving people to discoverlongisland.com, which is our primary call
26 to action. We track it, again, on a daily basis. We do heat
27 mapping, can we tell you where you're going on our website, what
28 are the most popular aspects. I mean, we constantly are evolving
29 our website to meet the needs of the visitors and the requests that
30 we're getting.

31
32 And I thought you would just like to see our most recent origin of
33 markets, of course New York being always number one, usually,
34 unless we're doing something -- there was time when we did
35 something with D.C. and they superseded New York for a short time
36 for the first time in history. Primarily the Tri-State area, but
37 again, you'll see Massachusetts really raising. And an interesting
38 one is number nine, and that is Tennessee, and that's because we
39 have a new flight from Long Island MacArthur Airport to Nashville.
40 So you see when we start to invite them that they do come, and we
41 put marketing dollars behind it and then we can track the
42 effectiveness of what we're doing and how it's bringing people to
43 our destination.

44
45 Here's some current travel trends. Again, we get data from
46 national research firms on a weekly basis that survey travelers
47 from across the country and have been doing so every week since the
48 onset of COVID. So we follow these national trends very carefully
49 to help guide our efforts. One thing you'll see is that the
50 majority of searches right now for tourism are in the 0 to 21-day
51 window. I don't think that's probably surprising to anyone. With
52 the news people are very hesitant to make decisions, still kind of
53 going at the last minute, and that's what we're seeing at Discover
54 Long Island, and that's actually an opportunity for us to be able
55 to tap into those traveler decisions. That means we can actually
56 influence people's decisions on where they're going to go in that

1 short window. And over half of American travelers took an
2 overnight trip in the past three months, and the interesting thing
3 is once they take that trip, it makes them enthusiastic to want to
4 do more. It's that comfort level of getting people to go out again
5 and then they want to do more.

6
7 Interestingly though, again, no surprise, Delta variant is most
8 recently causing pause with 51% of Americans saying they're less
9 interested in taking trips right now, they kind of want to wait and
10 see, especially to some of our competitive destinations that are
11 suffering more greatly in the rise in cases. So it's one of those
12 things that we're monitoring closely and it's really driving what
13 we're doing because we can't make a lot of long-term investments
14 right now from a marketing perspective that can't be retracted
15 should something happen. We're very, very careful with every
16 dollar that we spend.

17
18 This is just some technology that we have on our website. One of
19 the things that really helped us get through COVID as an
20 organization is that we are very technology driven, and this
21 committee knows that. You've seen us since day one be very tech
22 savvy and early adapters to some of these platforms, and it really
23 was paramount to getting us through. Two of them in particular
24 that were amazing that we already had in place when COVID hit was
25 Threshold, and this has 360-degree videos of all of our partners.
26 So when you go on our website you can do 360-degree tours and walk
27 through restaurants and hotels and attractions, and we had that in
28 place. We were one of the handful of destinations across the
29 country that had that in place already, and once COVID hit you
30 can't get people to even come out -- we couldn't have attained that
31 footage and it allowed us to do virtual tours and inspirational
32 messaging during a time when people were stuck in their homes in
33 quarantine, very helpful.

34
35 Also CrowdRiff is a great tool that it's called user generated
36 content. So what we do is we follow hashtags on Instagram, and it
37 can be whatever we're looking for in the meantime, depending on
38 what we're going through, and then it -- we can -- anyone that
39 hashtags a certain thing, whether it's beaches or summer, or during
40 COVID one of the things we used it for was masks, because suddenly
41 we needed to show people on our website wearing masks and being
42 safe. We didn't have a lot of that photography. So we hashtagged
43 that and we were able to get real time real people that are
44 hashtagging certain items, and then we send them an e-mail that
45 says or a text that says can we have the rights to use these
46 images, and they say yes and then we're able to utilize these
47 images and save ourselves a tremendous amount of money as far as
48 photography. And plus it just comes across as more authentic,
49 because it's from real users in real time, very popular. And
50 people love to see their images being used by us and shared by us
51 and then they share it again with their networks.

52
53 We're still in a travel confidently stage. I haven't really spoken
54 to the committee since we've gone through COVID and started our
55 recovery, but it's really one of the key things we needed to convey
56 during this time, and we did this in conjunction with the U.S.

1 Travel Association and travel confidently was their message. We
2 really tried to provide information and data not only to visitors,
3 perspective visitors, but also our partners were really desperate
4 to know what kind of information is available to them, what kind of
5 resources are available to them from the County, from the State,
6 and we really served as a central resource to provide that, whether
7 it was even getting hospitality employees vaccinated. We worked
8 very closely with the County and a team to make sure that we
9 communicated vaccine sites so that we could get our businesses open
10 and running again. And we did a lot of that, again, through these
11 partner resources. So we worked very closely with the County, and
12 the Economic Development team in particular at the County, to help
13 funnel that information to our businesses and our industry
14 partners.

15
16 Again, one of the things that really came to light last year as a
17 priority is diversity, equity and inclusion. I had great
18 conversations with several community partners as well as
19 Legislative members, thank you, Legislator Richberg and the
20 conversation we had with your team, really helped driving our
21 effort here. And we still, you know, we're not even close to being
22 done, but definitely took an audit of our website and made sure
23 that every single page of our website reflects the diversity that
24 our community showcases and proud of that. And then really working
25 with a lot of partners, Black-Owned LI, Minority Millennials, LGBTQ
26 community and making sure that we're in touch with them on a daily
27 basis. They're all involved in our organization.

28
29 And one of the things we did to even go above and beyond during
30 Black History Month as well as June, which is Pride month, is we
31 actually offered a grant, up to \$5,000, for either Black or
32 minority owned businesses or LGBTQ businesses to just become a
33 member of Discover Long Island for free. And we had 17 new members
34 from the Black-owned business community that came on board and
35 getting them involved in what we're doing is the first step, I
36 think, really in making sure that they have a voice and that we're
37 all communicating together. So we're very proud of that.
38 Hopefully next year we'll get that sponsored.

39
40 One of the other things we did during COVID, which still continues
41 today, we implemented a lot of new programming to pivot and be
42 innovative and to respond to what was going on. This is a
43 platform, it's called Bandwango, and you saw it earlier on the
44 slide, but this is a mobile travel pass. It's utilized by many
45 destinations across the country, but usually it's something like an
46 ale trail or a pizza trail. It's some kind of trail that you can
47 do and the pass takes you around and either you check in and you
48 get a prize or you get some kind of incentive.

49
50 What we did on this one is we decided to really focus on the
51 downtowns. The downtowns needed our help so we used this platform
52 and, in fact, our team is on a webinar today, a national webinar,
53 talking about the innovative way that we use this platform on
54 behalf of them and teaching other destinations how to do so. But
55 we did a pilot program where we did six downtowns, three in each
56 County, and we offered what you can do in those downtowns and then

1 exclusive incentives to drive foot traffic into those businesses
2 that can be redeemed touchless on your mobile device. This has
3 been a really terrific program. We started with six downtowns. I
4 will tell you, it was in the middle of the reopening phase, it was
5 very difficult to get them to pay attention, but now we have 11
6 downtowns on the waiting list and we actually have a tremendous
7 amount of interest. We can't even keep up with it. We're
8 launching Riverhead on Friday. We just launched Ocean Beach, Fire
9 Island, a couple of weeks ago, and Riverhead is our newest one on
10 Friday, so look out for that information. It is really great
11 because a lot of Long Islanders even have heard about these
12 downtowns, but you don't always want to commit a 45-minute or a
13 30-minute drive if you don't know what the town has to offer if
14 it's not going to be a full day, so it provides you that
15 information.

16
17 And we've had over 55,000 hits to the website, people coming to the
18 website to get the information, and then almost \$5,000 -- 5,000
19 actual people downloading this to their home screen of their page
20 to utilize it on a regular basis.

21
22 Social media of course is king, I don't have to tell you that. At
23 the onset of COVID we halted our entire paid media program.
24 There's no appetite for tourism advertising nor were we welcoming
25 people outside of our travel bubble, so we really had to look at
26 the social channels to keep people inspired and to communicate to
27 people. And plus this is just the way people are getting content
28 these days. It's the new word of mouth. And you can see that our
29 social channels have increased immensely and we've increased our
30 activity in our social channels probably, you know, threefold over
31 the last 18 months. And we actually introduced two new social
32 channels, which you'll see on here, which is TikTok. So if you're
33 not following our TikTok pages I highly recommend you to do so.

34
35 In fact, this is another thing, I just came back from a conference
36 in Baltimore for Destinations International, which is the National
37 Trade Association, and they did a whole seminar, and I wasn't in
38 it, I was in a different session, but they utilized Discover Long
39 Island as their example of a destination that actually understands
40 how to talk to their community and have community shared value. So
41 we're really proud of that.

42
43 We're one of the only destinations, not only do we have Discover
44 Long Island on TikTok, but we're actually smart enough and early
45 adapters to get Long Island, New York, and it's the equivalent of
46 getting your domain name in the 90s, because those were one of the
47 only destinations, if not the only, that did that. In fact, I was
48 just talking to LA when I was in Baltimore and there were like they
49 have Discover LA, but they have 1,200 followers, and we have 70,000
50 followers for Long Island, New York and over 750,000 likes and
51 engagements on that. So we're definitely leading the nation with
52 what we're doing in TikTok and it's just, it's really an incredible
53 tool not only for inspiration, but for engagement and letting
54 people know all the different small businesses and wonderful
55 community owned businesses that people can go to. So please follow
56 that.

1
2 The other thing we launched was Long Island TV, and I gave all of
3 you postcards with QR codes that you can go straight to these
4 assets to start absorbing them. But Long Island TV, another
5 incredible online asset that most people across the country are
6 ignoring, is YouTube. YouTube has a billion hours of consumption a
7 month. Talk to any teenager, they don't even watch television
8 anymore, they watch YouTube. And so we wanted to be where people
9 are consuming content and we launched Long Island TV, in-house
10 100%. We have an in-house video production team of one and myself
11 and we go around to the businesses and we've already received over
12 800,000 likes and impressions on our YouTube channel just in the
13 time that we've done it. We do it every week, every other week,
14 and it's really telling people, Long Islanders as well as people
15 from around the globe, how to have their best life on Long Island.

16
17 Another way we're communicating, and these are some of the Suffolk
18 County specific stories that we've launched. I really highly
19 recommend watching the Women's History on Long Island because you
20 have not heard the story of Giorgina Reid, who single-handedly
21 saved the Montauk Lighthouse; it's fascinating.

22
23 The other thing we did to kind of story tell is we looked at,
24 again, where are people consuming content. More than 54% of
25 Americans listen to podcasts now. And this was back in November
26 before every single person that you know had a podcast. We were
27 one of the early ones and we launched Long Island Tea. It's a play
28 on, of course, Long Island Iced Tea, as well as the very popular
29 phrase spill the tea. And so every week we spill the tea on how to
30 live your best Long Island life, and this has been really
31 incredible. We just pulled stats from what we receive. It's
32 anywhere you can get podcasts, Apple, Google, Spotify, Audible. We
33 actually -- I do it with my COO, Sharon, who is up here with me.
34 We host it every week. We do it all in-house and it actually has
35 listeners from incredible places around the globe. I can't even
36 understand how people are listening into us, but we'll share our
37 favorite things and products and just talk about -- I've kind of
38 coined it as edu-tainment because it's not really commercials, it's
39 about just being authentic and talking about our lives and then we
40 sprinkle in all the reasons why we love Long Island.

41
42 And we share our favorite products and what we learned was we're
43 actually considered influencers now because of all this great
44 online content. So we actually now have an Amazon page, Discover
45 Long Island, where we put all of our favorite products. And it
46 could be anything, it could be a moisturizer or, you know, we had a
47 Father's Day gift guide, and then anyone that buys those products
48 we actually get commission. So we're definitely looking at ways
49 that we can further monetize these assets, but it's been really
50 great.

51
52 Tomorrow we have our first live remote of the podcast. We're going
53 to a vineyard and we actually had a contest and we had multiple
54 people sign up to come and watch us. We have a fan base called the
55 Hot Teas, #HotTeas if you want to follow them, and they signed up
56 and we're picking them up in a limo. One of our partners is

1 donating it and they're picking them up at Ronkonkoma, driving them
2 out, and they're going to spend a day live remoting with Sharon and
3 I. So make sure you tune into every Tea Time Tuesday and just
4 listen to us and let us know your comments on that.

5
6 These are some of the topics we've covered. Again, we really look
7 at what's happening in the world and we're able to react very
8 quickly and respond to, you know, current topics like tomorrow
9 we'll be talking about space tourism and will be talking about the
10 Olympics and the fact that a Long Islander is going to carry that
11 flag into the Opening Ceremony. This is all great information,
12 very positive, not only from a tourism but just from a quality of
13 life. We actually had Dee Snider call us before Christmas and
14 promote his Christmas song and came on. So if you know of any
15 great special guest, please let us know.

16
17 Something we're starting to do, again, dabbling in, just trying to
18 be everywhere we can, is stream -- live-streaming. This is beyond
19 Facebook. This is actually live-streaming. So we partnered with a
20 very popular influencer, Urbanist, out of the City. He's got
21 43,000 subscribers to his YouTube from all over the world and he
22 does these six-hour live-streams around different neighborhoods.
23 He just got back from Greece and he came out to Long Island and we
24 did one in Port Jefferson. Ours was only two hours, thankfully,
25 but people watched the entire time and comment from all over the
26 world, what are you eating, what are you drinking, how is that, how
27 much does it cost to live there. It's really a fascinating new
28 realm of a way to communicate with people. So if you have not yet
29 checked out a live-stream these are all available on our YouTube
30 channel so you can go there for a one-stop shop. And, of course,
31 we're always communicating to our consumers through newsletters.
32 Again, in social media we've seen a 14% increase in the last six
33 months in our newsletter making sure we're sharing relevant and
34 current events.

35
36 One of the things we also started last year during COVID was trip
37 ideas. We can't just say things to do on Long Island. We really
38 needed to kind of spoon feed people two, three, four, five day
39 itineraries from start to finish based on their specific interest,
40 and this has been a really popular new asset of our website.

41
42 We do blog posts, just staying relevant. All of this actually also
43 drives search engine optimization to our website, because the more
44 content and blog posts and relevant information anytime someone is
45 searching that on Google, it actually increases your visitation to
46 your website, so there is a reason why we do all this as well.

47
48 And, again, PR. One of the things we did recently, you'll see Dr.
49 Michele Reed there in the red. It wasn't good enough to just say
50 we're open for business. There's still a lot of fear about what
51 people can do, so we actually partnered with Dr. Reed, who's a
52 well-known and very credible and respected physician here on Long
53 Island and a best-selling author called The Fit Doc. And she
54 joined forces with us to become our official health and wellness
55 ambassador and she's just been an incredible asset to help us
56 reopen, to help guide our facilities.

1
2 And then one of the things we also just recently started a couple
3 of weeks ago is Fit Doc Fridays, Fit Fridays on our social media
4 channels. So Dr. Reed goes out, she does something wellness
5 related and we put it all over our channels as well as she shares
6 on her channels.

7
8 This is what we did for Nashville, just to give you an idea. We
9 did get the call from the airport that they were getting their new
10 campaign. We have a very small budget, okay, just so that you
11 know, to help launch a new carrier service. And the other thing we
12 had to think about from a budget related standpoint was all of our
13 data is saying drive market. So we should really be talking to the
14 drive market right now, but we really felt strongly about
15 supporting the airport and supporting this new flight. So with a
16 small budget of \$25,000 we were able to do a few things.

17
18 Again, what we did is social media influencers. We called our
19 counterparts in Nashville who we're all friends with, people around
20 the country, and said who are your top influencers and they gave us
21 a list so we were able to have them vetted. And we brought them
22 out on the plane and had them experience -- they actually went to
23 the North Fork to a bed and bed breakfast and then they got to
24 write about how short the flight was, what a great experience it
25 was. I will tell you that when we're trying to start a new market,
26 and we did some Facebook advertising and some billboards, those are
27 the other things we did, and the Facebook advertising went back to
28 a specific landing page in our website that promoted the Long
29 Island MacArthur Airport and the flight. I will tell you that we
30 have a long way to go. One of the influencers actually, and we had
31 them on the podcast afterwards to talk about their experience on
32 Long Island and what they thought of it, what they knew about Long
33 Island before they came here, and one of them actually thought Long
34 Island was in Florida. She thought she was going to Florida. So
35 we have some work to do and some investments to make in letting
36 people know why Long Island is such a great destination. And these
37 were some of the influencers that came out. We did two. One was,
38 really, she's a mom so for the family audience and one for the
39 girlfriend audience, and it's been great results.

40
41 We're also obviously a very important resource to the business
42 community and our partners around Long Island. Workforce is a very
43 serious issue, getting talent, getting labor, so we work very
44 closely with Workforce Development, Rosalie Drago here at the
45 County and all of our counterparts. Again, we have webinars and we
46 have resources that we're always getting them in touch with. In
47 fact, we're starting just this week a Workforce Wednesday
48 live-stream on our LinkedIn to help get these resources that are
49 available to our businesses that a lot of them just have no idea
50 about. So we're trying to be that liaison as well. We also do,
51 you know, events and webinars around all of our different partners.

52
53 These are some testimonials that we've received from people in the
54 industry. These are all national leaders in destination marketing.
55 I mean, Bill Geist actually wrote the book, literally, Destination
56 University. So I just wanted you to know, kind of humble brag,

1 that your destination marketing organization is being lauded as one
2 of the innovators in the industry moving forward and is being used
3 as an example of really thinking outside the box.

4
5 And Destinations International is that organization I talked about
6 which is it is the leading international destination organization
7 for the country and globally actually. We're very involved with
8 them. We serve on their Advocacy Committee, I serve on their
9 Professional Development Committee. And just as an additional
10 accreditation, last year I received the CDME, which is the highest
11 accreditation for our industry, a Certified Destination Marketing
12 Executive, just to give you the added confidence that you have
13 somebody in this role for you that's leading the charge.

14
15 So that is it for now. Of course we'll report to you at the end of
16 the year, and I'm happy to answer any questions.

17
18 **CHAIRPERSON HAHN:**

19 Thank you. Always so impressed by all that you're doing. Thank
20 you for what you do, Kristen. Legislator Trotta has a question.

21
22 **LEG. TROTТА:**

23 Are you finding that people from Nashville are coming here?

24
25 **MS. REYNOLDS:**

26 Some. We have some people coming here. As you can see, number
27 nine out of our origin list, people are coming here from Nashville.
28 And I think it's interesting because a lot of our influencers said
29 that they had a lot of people actually DM them during their process
30 and said, "Oh, I was going to go someplace else but I love what
31 you're saying so I'm actually going to book it." And it's a very
32 competitive price, actually, to go to the beach. I think a lot of
33 people in Nashville had no idea that we were a beach option for
34 them.

35
36 **LEG. TROTТА:**

37 They didn't realize -- okay. Are those flights booked all the
38 time?

39
40 **MS. REYNOLDS:**

41 I'd have to look at the flights, Legislator Trotta. I know that
42 they're doing gangbusters going that way, and of course people that
43 come that way have to come back. I would say it's certainly not on
44 par with, you know, other destinations or other top destinations
45 that we're getting. But I think the flight is going to be
46 successful, and the importance of that flight being successful is
47 critical to the airport more from a narrative standpoint to make
48 sure that other flights see that success and start to understand
49 that we are a viable secondary destination, so we're putting a lot
50 of effort behind it.

51
52 **LEG. TROTТА:**

53 Are you hearing of any other airlines coming there?

54
55 **MS. REYNOLDS:**

56 So the other airline that we've heard that is very probable and,

1 again, I don't want to be the expert on this. Shelly LaRose Arken,
2 your Commissioner, is the expert on this, but the owner of JetBlue
3 has launched a new -- you're shaking your head.

4
5 **LEG. TROTТА:**

6 I heard that died.

7
8 **MS. REYNOLDS:**

9 Did it? Well, it was -- I saw -- I just flew out of there. I've
10 been going back and forth a lot. I always try to use the airport
11 for all of my travels, and I saw the Breeze airplanes there just
12 last week on the tarmac.

13
14 **LEG. TROTТА:**

15 Okay.

16
17 **MS. REYNOLDS:**

18 I don't know the details of the business, but I will tell you that
19 from an airline industry we have a consultant that is an
20 international consultant but also specializes in aviation and he
21 keeps us updated, and he said secondary destinations like Long
22 Island are the number one thing that the carriers are looking to
23 grow in, because people don't want necessarily the hectic and
24 hassle of the big airports. They're really looking for that ease
25 of travel and less crowded experience.

26
27 **CHAIRPERSON HAHN:**

28 Legislator Richberg.

29
30 **LEG. RICHBERG:**

31 So you mentioned my team last year, and actually that was thanks to
32 Presiding Officer Calarco and the Page Program. So because we were
33 working remotely last year they were able to do a lot of research
34 and so they reached out to Kristen in reference to diversity and
35 inclusion. So I think it's a big shout-out to them and the
36 Presiding Officer for his program.

37
38 **MS. REYNOLDS:**

39 They were very impressive and they definitely had done their
40 homework for our calls and gave some really valuable feedback.
41 Thank you.

42
43 **CHAIRPERSON HAHN:**

44 Okay, seeing no further questions, thank you for all that you do
45 and building our economic development through our multibillion
46 dollar tourism industry. Thank you.

47
48 **MS. REYNOLDS:**

49 Thank you. Always available for questions. Thank you.

50
51 **CHAIRPERSON HAHN:**

52 Thank you. Okay. And we have no further business before the
53 committee, so we are adjourned.

54
55 *(*The meeting was adjourned at 1:38 p.m.*)*
56

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