Lights, Camera, Action ... Virtual Expo Coming

Showcase Your Business Sept. 16th

At a time when large gatherings are not permitted, the Ulster Chamber has developed a unique method of conducting their annual Buy Local Expo in September.

According to Chamber President Ward Todd, the Expo will be a Virtual Event this year, with “exhibitors” taking Livestream and Facebook Live viewers inside the doors of their business or organization.

Webjogger, a Tivoli-based IT company, is partnering with the Chamber, using the latest technology to broadcast the event.

“We’ll enable users to participate in a virtual way,” said Joe Valentine, Webjogger’s Chief Business Development Officer.

“Even though people won’t be together in the physical sense, we’ll do our part to bring that personal element to the Expo. There is no substitute for that in-person networking, but this will be a good alternative for the present time,” he said.

“Business owners we spoke with are excited about the opportunity to improve their visibility at a time when foot traffic has declined,” said Todd. “The concept evolved after our first Virtual Breakfast Meeting in April when we took viewers inside three local businesses that had successfully pivoted after the pandemic began. We literally had a dozen phone calls from members asking how we could showcase their business. From that came the idea for this year’s Virtual Expo,” Todd said.

The Virtual Buy Local Expo will be available on Livestream as well as Live on the Chamber’s Facebook Page on Wednesday September 16th, starting at 12 noon.

John Naccarato, owner of Naccarato Insurance in Saugerties and the Expo’s longtime Presenting Sponsor, said, “This digital event will not only be a way to stay connected with neighbors and customers but an opportunity to introduce yourself to hundreds of new ones,” he said. “Our Chamber has always been warm and welcoming, and most of us enjoy mingling each year. It’s our time to reconnect and learn about other businesses.”

“This Virtual Expo will add an exciting element. We’ll get to show our best to a new audience. Maybe these people wouldn’t normally come out to Saugerties to attend the event in person. It’s going to be a great way to get the word out about who we are and what we do,” Naccarato said.

He just purchased Academy General Insurance at 237 Fair St. in Uptown Kingston and plans to feature both the new location and his Saugerties base at 100 Ulster Ave. The Naccarato family, which has been in the insurance business for close to 60 years, also has an office in New Paltz.

Elise Anderson can’t quite envision what the video tour of her new UPS Store in King’s Plaza will look like when she presents it at this year’s virtual Buy Local Business Expo, but she’s gung-ho on making it work.

“It certainly will challenge our creative juices,” said Anderson, the owner of The UPS Store. “We just moved to a new space in the same complex. We’re now at 260 King’s Mall. Even though we’re open, most people can’t go past the main lobby, and we have a whole area in the back.

“The last two-thirds of the store is where we do all the packing to prepare for shipping, so we’ll probably do a virtual tour of that because we can show the goods getting ready to go out the door.”

The Expo will begin with a virtual ribbon-cutting ceremony and then each business will be introduced. Each participant will have 2-3 minutes to take viewers inside their doors, using their smartphones, tablets or with prerecorded videos, Todd said.

“The intriguing aspect is that customers and clients frequently aren’t able to go inside a business and see their staff at work. Especially in this current Covid-19 environment, this is an excellent opportunity for businesses to show viewers how they have become compliant with the latest guidance,” said Todd, who will be moderating the event, switching from business to business.

“We believe this will give businesses and organizations (not-for-profits) a unique ability to showcase their stores, shops, offices and restaurants. Even car dealers, landscapers, B&B’s—you name it—can participate.”

Anderson, whose UPS Store is the Expo’s Principal Sponsor, said being part of the county’s largest networking event is more critical now than ever.

“You need to be seen,” she said. “It’s very essential for the smaller businesses, the moms and pops, to present something to let people know they’re still open and offering services,” Anderson said.

The rate for a basic exhibitor starts at $195 with higher rates for sponsor booths and event sponsorships.

To register for the Expo, businesses or organizations can go to www.UlsterChamber.org or contact Allison Costanzo, at (845) 338-5110 or Allison@UlsterChamber.org.
Ulster County Regional Chamber of Commerce

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DAILY FREEMAN
Kingstonian Developers To Make Breakfast Pitch

Proposed PILOT Will Be Point Of Discussion

The developers of The Kingstonian project in Uptown Kingston say they will have a simple message for business leaders at the Chamber’s next Virtual Breakfast Meeting: We need the business community’s support.

Joseph Bonura Jr. of JM Development Group and Brad Jordan of Herzog’s Supply Co., the developers of the $58-million project through Kingstonian Development LLC, will be the guest speakers for the breakfast, scheduled for Thursday August 13th.

Bonura said the County’s business owners need to be vocal in their support for a payment-in-lieu-of-taxes (PILOT) agreement pending before the Ulster County Industrial Development Agency (IDA) for about $29 million in tax deferment.

“When the City requested proposals from private developers to construct the much-needed parking garage, at no expense to the taxpayers, it was known that a PILOT would be necessary to offset both the build cost, financing and the maintenance expenses. If the City was to take-on constructing the parking garage and maintaining it, then the tax increase on property owners would amount to over $33 million over the next 25 years (over $1.2 million in new taxes per year), an unfavorable burden that would likely prevent the project from ever happening.”

“The PILOT is a necessary component if the garage is to be built, and with it comes many additional benefits the developers are including such as: state-of-the-art, self-cleaning public unisex bathrooms and the pedestrian plaza,” Bonura said.

The project would involve a 420-space parking garage, 143 apartments, a 32-room hotel, and 9,000 square feet of restaurant and retail space in Uptown Kingston. Meanwhile, the project would also link Uptown to the Kingston Plaza with an ADA-compliant pedestrian bridge accessible by elevator.

“We’re building a parking garage that is going to have a significant public benefit in terms of providing parking for Uptown Kingston,” Bonura said. “The construction cost alone is expected to be over $26-million when you add in the financing interest on the $17 million build. The PILOT agreement is a necessary component to this project.”

Bonura remains optimistic that he can get the needed support from the IDA once the facts are out.

“We’re pretty optimistic, but there are people out there who are naysayers, and so just like any project in Ulster County, the negative voice is loud but small and we need the business community to be heard,” he said. “We believe the business community has been behind this project for three years and we need their support. The IDA needs to hear that the business community wants this.”

Jordan said he and Bonura will share more information about the PILOT itself in a PowerPoint presentation.

“I think we’re going to give the business leaders details on the PILOT, so they fully understand it because obviously the project opponents are trying to misconstrue the facts,” Jordan said. “We’re building that parking garage for the city of Kingston and adding the jobs and consumers and affordable housing to the marketplace, but none of that is going to happen without the PILOT.”

Jordan said the city’s charge to developers was to build a parking garage at no cost to the taxpayers, add consumers to the marketplace and improve walkability, all of which The Kingstonian will accomplish.

“When the business community looks at it, they’re going to realize you can’t be asked to build a public garage and then also be taxed on it,” Jordan said. “That’s essentially the message we’re really trying to send. We want to clarify the facts behind the PILOT.

“This will not cost a single dollar to any resident of the city of Kingston or the Kingston Consolidated School District. That’s the most important message.”

Jordan said project opponents are “twisting the facts” and “making it sound like we’re taking something off the table when we’re not.”

“If the city of Kingston were to build this garage themselves, the taxpayers would face an over $1-million-per-year burden for 25 years,” Jordan said. “Those are the facts. The City of Kingston ran the numbers themselves.

In our PILOT, it does not change the tax at all.” Jordan said the project would also add much-needed restrooms to Uptown and create two college internships in hospitality and real estate, along with a scholarship for a Kingston High School student.

“We just want to clarify the facts, so everyone understands it,” Jordan said. “The most important thing to remember is everything we’re going to deliver is being done at no cost to the taxpayer. Their taxes will not change one bit.”

Bonura said The Kingstonian would be a boon for Uptown, which has been plagued for decades with parking issues. He emphasized that the project would create 300 new consumers between the apartments and hotel; create 153 jobs between construction and the ripple effect; and add a public pedestrian plaza, which will act as a public park for the community to gather and enjoy the space between the buildings.

“It’s really a transformative project for the Stockade District in Uptown Kingston,” Bonura said.

Jordan said the project would protect the historic Uptown Business District, while linking Kingston Plaza to Uptown Kingston.

“Adding consumers to that market who will have to eat breakfast, lunch and dinner in that Uptown marketplace is going to be huge for the businesses up there,” he said.

Jordan said the projected additional sales tax revenue would be $333,000 a year.

Bonura noted that the state, Kingston Mayor Steve Noble and the Kingston Common Council are all behind the project.
Rising And Shining
Non-Profits Respond During COVID-19

Anxiety does strange things to people, especially in catastrophic times.

Fueled by the COVID-19 pandemic, fear about the future as well as financial insecurities have grown and gripped the most vulnerable among us.

At the same time, the pandemic has opened the door for Chamber non-profits to rise and shine and serve with hearts of gold.

The team at the United Way of Ulster County was at the forefront, meeting needs since March when the virus began spreading locally.

In addition to administering Project Resilience, a feeding program in Ulster County, the United Way team worked relentlessly to fill financial gaps, pay rents, share information and direct needy families to the right sources.

“We were a go-to for many people in the community who were not sure where to get help,” said United Way President Stacey Rein. “Our phone was ringing off the hook for people looking for financial assistance, childcare and how to apply for unemployment benefits. We took it upon ourselves to be very educated about all the variables—everything from testing sites to how to apply for unemployment.

“Responding to people’s fears and frustrations and needs for information can’t be understated. There was a lot of anxiety. In the case of the pandemic, it was multiplied exponentially.”

In all, the United Way provided $177,670 in financial assistance for rent and utilities to 463 households, including 2,315 individuals, who got sick, lost hours at work or were awaiting unemployment benefits as a result of COVID-19.

“It’s noteworthy that just about every family we helped had small children,” Rein said. “Some of them also were experiencing COVID themselves and didn’t have insurance, so we developed partnerships with the Ulster Immigrant Defense Network, Reaping the Harvest and the Workers Justice Center. We worked with them on a daily basis and helped in many ways, including processing hundreds of applications for financial assistance.”

The United Way additionally partnered with the Kingston Mutual Aid Facebook group to donate $100 gift cards for diapers and formula to 145 households.

Sue Cusack, the CEO of Villa Veritas, an inpatient treatment facility in Kerhonkson, also saw the stress firsthand, particularly as it related to substance abuse during the height of the pandemic and quarantine.

“I have seen a lot of people who are succumbing to coping by drinking in the afternoon, and then earlier and earlier, and then finding that they can’t stop drinking,” she said. “There’s been a lot of relapses for those in sobriety as well because we’ve lost our meetings and our fellowship, but the resilience of the alcoholic community is amazing.”

Cusack said group meetings via Zoom have helped bridge the gap until everyone can meet together again.

Still, some have yet to reach that point. Cusack said she got a call from a friend saying her son had lost his job and was at home drinking. Her friend was not sure what to do.

“There are a lot of loved ones who are watching their spouse or child fall into addiction at home and they don’t know what to do,” she said. “This guy came in and found out he’s a good person with a bad disease. That’s what I want people to hear. They’re good people with an insidious disease.”

Cusack, who has been sober for 51 years and released a book in late May about her journey called “Holy Water in My Scotch,” praised her staff for working through COVID-19.

“Every day since we first realized there was a pandemic, our staff has selflessly put themselves out of their way and risked their own safety to be here for our patients and each other,” she said. “Their bravery and courage are admired by all. I am in awe of their dedication and love for the jobs they do and forever grateful for their love for our founder Jim Cusack and our 47-year mission.”

Meeting basic needs became a priority for other Chamber nonprofits such as Catholic Charities of Orange, Sullivan and Ulster. The agency’s pantry at 6 Adams St. in Kingston helped fill a huge gap for those struggling with food insecurity.

Due to the social isolation necessitated by COVID-19, the pantry transitioned to prepared food bags and even delivered weekly to homebound seniors and individual homes. The delivery van, dubbed “Charity on Wheels,” hit the road with packages containing nonperishables, grains, protein, fresh vegetables and personal-care items.

Shannon Kelly, the chief operating officer, said staff also did pop-up food giveaways in parking lots and started an emergency cash assistance program for those feeling the immediate sting of job losses. She said Catholic Charities gave away $18,000 worth of gift cards to Ulster residents in need.

“When we finally understood what it meant to be essential employees, it never felt so real. Knowing that we were providing several days’ worth of food to someone or giving a family $750, you felt essential in the moment,” Kelly said.

The goal, she said, was to meet needs in an empathetic and compassionate way.

“There’s a lot of anxiety out there,” Kelly said. “We found that due to the isolation, the fears and all the news, there are a lot of folks struggling with fear in their day to day, so we’ve tried to meet everyone where they’re at and provide those concrete things, hopefully, in a way that makes everyone in our community feel supported.”
Leadership Ulster May Be All Virtual in 2021
Current Class Will Graduate Virtually This Fall

Coordinating the 2019-20 Class of Leadership Ulster was, ironically, quite a leadership challenge for Ingrid Kulick.

“It’s been a different year. It required a shift in leadership,” said Kulick, the Executive Director of the Chamber Foundation and the coordinator of Leadership Ulster.

When COVID-19 began to ravage the area and put the world on “pause,” that included the Chamber Foundation-sponsored Leadership Ulster program.

“The remaining speakers from the end of March to May were primarily political and government officials and they were involved in COVID and couldn’t even do anything virtually,” Kulick said.

“We’ve been finishing it through June and July with all virtual meetings. At the end of July, the current class completed their requirements and we fulfilled what we said we would do for them.”

The class normally graduates in June, but that was cancelled due to social distancing guidelines. Organizers then tried to plan a live celebration for November, but Kulick said that won’t be viable either.

“We are preparing for a virtual graduation toward the end of September,” she said. “We have a group working on that right now, but we have not set a date.”

The co-leaders of the 2019-20 class were Stephanie L. Montanya of Access Physical Therapy and Rachel L. Jacob of The Arc of Mid-Hudson.

Montanya said Ulster Leadership helped her grow both professionally and personally.

“This program has encouraged my analytic growth,” she said. “It has built up my confidence in presenting myself, as well as in speaking in front of a crowd.

“When you join the program, it isn’t about you. It’s about the team and supporting each other’s growth and ideas, working together and staying strong.”

Jacob said the program helps participants tackle change, learn strategic ways of thinking and how to be a “creative, innovative, agile leader.”

Ulster Leadership also helped Jacob improve in the areas of confidence, public speaking, introducing herself, and networking. She also learned to take the best practices of others and make them her own.

“Participating in [Leadership Ulster] is an investment in your future and you really get out of it what you put into it,” she said. “I really recommend you make this program what you want it to be and bring any of your creative ideas to the table because that’s where we’re going to see really creative change, progress and innovation happen.”

The 2020 class also included Andrew R. Barth of Tower Products/Markertek; Vincent J. Buono of RBT CPA’s; Meghan Cimorelli of Hudson Valley Credit Union; Briana P. Cole of Rondout Savings Bank; Theresa C. Cranston of Adams Fairacre Farms; Kayleigh M. DeCicco, sponsored by Ulster Savings Bank; Tina Marie Dierna of Kingston High School; Megan Donahue of Rondout Savings Bank; Jo L. Dunn of Ulster Savings Bank; Celeste Emmons of SUNY Ulster; Aaron M. Kleiner of M&T Bank; Brandon M. Knoll of Arconic Fastening Systems, Inc.; Michele M. LaMunyan of UnitedHealthcare; David F. Lesperence of Arconic Fastening Systems; Jean S. Mackey of Gateway Community Industries; Jason P. Malizia of Central Hudson; Andrea Newman-Harvey of Hudson Valley Credit Union; Brittany A. Proia of SUNY New Paltz; Samantha A. Randy of Walden Savings Bank; Karishma Vermani of The Bank of Greene County; and Jermaine P. Williams of The UPS Store.

The Chamber is actively recruiting for the 2021 class. Application deadline is August 17th.

“We do have applications coming in,” she said. “We are prepared for a full virtual program this year, which could be shifted to in-person if and when vaccines are available and people are comfortable coming together again, but we are preparing for full virtual.”

Kulick said the program description and function would remain the same. Ulster Leadership began in 1992 and has trained more than 400 leaders to serve on the boards of local nonprofits and community organizations.

However, the program could look a bit different in 2021. The virtual programming will allow for more flexibility. Kulick said one of the speakers for the next class will be Lester Strong, the founder and executive director of the Peaceful Guardians Project, who will speak on social justice.

“Previously we wouldn’t have had that in the topics, but now because of the need to address that, we’re adding that to the program,” Kulick said. “One good thing about the virtual is we can add topics fairly quickly and easily. We’ll do that during the year if there’s something specific the class wants.”

For example, beginning in April, Ulster Leadership started a weekly virtual program called “Through the Leadership Lens.” It airs every Thursday at noon and features Chamber and Foundation board members, alumni, and others.

“It’s something else we’ve added to make it even richer on the virtual platform,” she said. “It’s not a requirement for them, but they can participate if they like.”

Anyone who would like to join “Through the Leadership Lens” can contact Kulick at Ingrid@ulsterchamber.org.

Information and applications for Ulster Leadership are available online at www.ulsterchamberfoundation.org or you can contact Kulick at 845-338-5100, ext. 106.
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340 Main St., Saugerties, NY
destinationsaugerties.org

LILLY RAE IN THE HAMLET

3761 Rt. 9W, Highland, NY
lillyraeinthehamlet.com

BODY BE WELL PILATES

1754 Old Kings Highway/Lazy Swan, Saugerties, NY
bodybewellpilates.com