

**ECONOMIC DEVELOPMENT & ENERGY COMMITTEE MEETING
HELD IN ROOM 318
PUTNAM COUNTY OFFICE BUILDING
CARMEL, NEW YORK 10512
Chairwoman Russo, Legislators Crowley & D'Angelo**

Wednesday

5:30PM

September 23, 2026

The meeting was called to order at 5:36 p.m. by Chairwoman Russo, who requested Legislator D'Angelo lead in the Pledge of Allegiance. Upon roll call, Legislator Crowley was absent; Legislator D'Angelo and Chairwoman Russo were present. Chairman Birmingham appointed Legislator Regan to sit on the Committee in Legislator Crowley's absence.

Item #3 - Acceptance of Minutes – July 27, 2026 Meeting

The minutes were accepted as submitted.

Item #4 - Presentation / Discussion – Philipstown Depot Theatre – Theatre 360 Technical Training Initiative – Executive Director Amy Dul & Artistic Director Alice Jankell

Chairwoman Russo called forth Philipstown Depot Theatre Executive Director Amy Dul and Artistic Director Alice Jankell to discuss this item.

Executive Director Dul stated that the nonprofit Philipstown Depot Theatre, located in the historic Garrison train station, was founded in 1996 and serves up to 6,000 people annually through more than 80 performances and related programs. She explained that the organization engages adults and youth as performers, backstage participants, and audience members.

Artistic Director Jankell described the Depot Theatre's programming, including musicals, plays, new works, dance, and youth programs. She stated that the Theatre co-founded the Putnam Theatre Alliance in 2019 with Tompkins Corners Cultural Center and Arts on the Lake, and that countywide performances attract visitors from the tri-state area who also support local businesses and generate tax revenue.

Executive Director Dul stated that the Theatre 360 program is intended to engage students and introduce them to technical theatre skills and careers, including carpentry, lighting and electricity, sound engineering, and costume and set construction. She described the limitations of the Depot Theatre's current size and layout and stated that a new facility is being proposed, called Depot Backstage, and would provide additional workshop, training, and rehearsal space. She stated that a board member donated design services, the Open Space Institute provided land on the recreation campus and that the Theatre will apply in January for a matching grant through the New York State Council on the Arts.

Artistic Director Jankell stated that technical theatre offers creative and well-paying career opportunities and that Theatre 360 program would create a pathway to professional work and union membership while drawing on the region's access to Hudson Valley and New York City theatre professionals. She stated that she is unaware of a comparable program anywhere else in the country.

Chairwoman Russo praised the initiative for exposing local students to technical career opportunities.

Legislator Regan questioned the Theatre's outreach to schools and anticipated enrollment.

Executive Director Dul stated that board members are assisting with outreach, workshops have been held at Haldane Schools, and interest was expressed by school representatives from Carmel and John Jay. She projected approximately 800 participants by the fifth year but stated that current enrollment figures were not yet available.

Legislator Birmingham questioned whether the Theatre had contacted BOCES (Board of Cooperative Educational Services).

Executive Director Dul stated that outreach had begun and the Theatre will work through BOCES to reach area schools.

Chairwoman Russo made a motion to waive the rules and accept Additional; Seconded by Legislator Regan. All in favor.

Legislator Montgomery expressed support for the initiative and discussed the arts as an instrument of local economic and workforce development. She stated that in 2024, visitor spending in Putnam County was approximately \$88.3 million, including \$36.6 million for food and drink and \$11 million for recreation and entertainment. She cited a Mid-Hudson arts-economy report indicating 2,343 arts jobs added over ten years, and other statistics supporting increased spending by out-of-county visitors attending arts events. She described opportunities created by the Theatre program and accomplishments of participants who have pursued acting, technical production jobs, and union careers, while photographs of their recent special-effects projects were presented to the Legislature.

Item #5 - Approval – Budgetary Transfer 26T246 – Tourism – Social Media Campaign For Putnam County Transportation System Services

Director of Tourism Tara Keegan stated that this transfer requests approval to move \$8,000 from the Tourism sub-contingency line to the advertising line for a targeted Facebook and Instagram campaign promoting Putnam County's transportation services, including Putnam On-Demand, to residents and visitors.

Chairwoman Russo stated her support, citing the success of the service on the eastern side of the County, the need to improve resident awareness, and the potential for future expansion to the western side of the County. She described the service as valuable to residents who need transportation to work and other destinations.

Legislator D'Angelo questioned the Tourism Department's role in promoting the service and requested specific campaign details, including the proposed audience, geographic targeting, creative content, and whether the work would be performed by a contractor. He expressed concern about advertising outside Putnam County before the system has sufficient capacity and infrastructure, and stated that taxpayer-funded, low-cost rides should remain available to County residents first.

Director Keegan stated that the Tourism Department participates in the Putnam County Transportation Advisory Council (TAC) and assists in promoting County services, and that Putnam On-Demand also serves visitors arriving at the Southeast and Patterson train stations

traveling to County attractions, restaurants, and shops. She stated that approximately 75% of riders are County residents and that campaign analytics would be available.

Legislator Regan concurred with Legislator D'Angelo's concerns, stating that tourism promotion and transportation appear to be separate purposes, and questioned whether highlighting transportation is the best use of Tourism advertising funds. He stated that it could negatively affect the dozen small local taxi companies competing with the service and that he is uncomfortable using Tourism funds to promote Putnam On-Demand.

Legislator Birmingham questioned what the campaign materials depict, if images of elected officials would be included, and how people outside the County would be targeted.

Director Keegan stated that the campaign would concern Putnam On-Demand only, not include elected officials, and could be geographically targeted both within and outside of the County.

Legislator Montgomery stated that \$20,000 had been moved from Tourism advertising to sub-contingency during the 2025 budget process and questioned whether it could be used only for advertising.

Director Keegan stated that she had not received clear direction at that time regarding the intended use of the \$20,000 placed in sub-contingency during the budget process and that this request for \$8,000 presented an opportunity to promote Putnam On-Demand services. She stated that she would prefer to use the full \$20,000 for advertising.

Legislator Montgomery stated that she would have preferred the advertising program to be presented tonight and questioned whether a portion of the funding should instead be used to address tourism-related health and safety impacts, including additional refuse collection in Philipstown and Cold Spring, because Putnam On-Demand is not offered in her district. She questioned whether the Committee would make a motion to amend the item to allocate \$5,000 to Putnam On-Demand advertising and \$3,000 to additional weekend refuse collection for the Village of Cold Spring.

Legislators Russo questioned why the Town would not be responsible for its own refuse collection.

Legislator Birmingham explained that the \$20,000 could not be restored or otherwise amended without initiation by the County Executive and stated that additional detail would be required.

Legislator D'Angelo reiterated his request for specific campaign details to review before approval and questioned the urgency of the transfer, recommending that Director Keegan return to the Committee with this information.

Director Keegan stated that the campaign could be limited to County residents or, if the Committee preferred, the funds could be used for other tourism advertising.

Cassandra Roth, Chairwoman of the Soil & Water Conservation District Board, questioned the advertising plan, whether fares differ for residents and nonresidents, and whether holiday visitor promotion would reduce service capacity for residents, echoing other questions also raised by the Legislators.

Chairwoman Russo made a motion to pre-file the necessary resolution; no Second. Motion failed.

Item #6 - FYI – Budgetary Transfer 26T269 – Tourism – Advertising for Shop Local and Discover Putnam Commercial

Director Keegan stated that \$2,941 would be moved to the advertising line to support a Shop Local campaign highlighting Putnam County boutiques, gift shops, restaurants, and other businesses during the holiday season and throughout the year, including possible content-creator services and airtime for the existing Discover Putnam commercial.

Legislator Birmingham praised the Discover Putnam commercial.

Chairwoman Russo stated that the transfer is an FYI item and requires only a signature.

Item #7 - FYI – Unemployment Report (updated through 7/31/26)

Duly noted.

Item #8 - Other Business

There was no other business.

Item #9 – Adjournment

There being no further business, at 6:56 p.m., Chairwoman Russo made a motion to adjourn; Seconded by Legislator D'Angelo. All in favor.

Respectfully submitted by Administrative Assistant Mary Dechiaro.