

Onondaga County Industrial Development Agency  
Regular Meeting Minutes  
September 10, 2013

The regular meeting of the Onondaga County Industrial Development Agency was held on Tuesday, September 10, 2013 at the 333 West Washington Street, Syracuse, New York in the large conference room on the first floor.

Chairperson Donna DeSiato called the meeting to order at 8:00 am with the following:

PRESENT:

Donna DeSiato  
Janice Herzog  
Michael Allen  
Victor Ianno  
Lisa Dell

ABSENT:

Jessica Crawford  
Daniel Queri

ALSO PRESENT:

Mary Beth Primo, OCIDA, Executive Director  
Kristi Smiley, OCIDA, Secretary & Treasurer  
Karen Doster, Recording Secretary, Agency  
Carolyn May, Office of Economic Development  
Nora Spillane, Office of Economic Development  
Linda McShane, Office of Economic Development  
John Klucsik, Gilberti Law Firm  
Mike Horning, Simple Admit  
Peggy Adams, GSBDC  
Sarah Wisnewski, Gilberti Law Firm  
Patrick Mocete, Onondaga County Legislature

APPROVAL OF REGULAR MEETING MINUTES – JULY 11, 2013

Upon a motion by Lisa Dell, seconded by Victor Ianno, the OCIDA Board approved the regular minutes of July 11, 2013. Motion was carried.

TREASURER'S REPORT

Kristi Smiley gave a brief review of the Treasurer's Report for the months of July and August 2013.

Upon a motion by Victor Ianno, seconded by Mike Allen, the OCIDA Board approved the Treasurer's Report for the months of July 1, 2013 to August 31, 2013. Motion was carried.

#### PAYMENT OF BILLS – SCHEDULE #367

Kristi Smiley gave a brief review of the OCIDA Payment of Bills Schedule #367.

Upon a motion by Janice Herzog, seconded by Lisa Dell, the OCIDA Board approved the Payment of Bills, Schedule #367 with General Expenses being \$19,239.00 and PILOT payments to the Town of DeWitt for \$12.93, Town of Onondaga for \$2.63, Jamesville DeWitt Schools for \$84.62, City of Syracuse for \$1,311.97, City of Syracuse for \$1,311.97 and Onondaga County for \$843.56. Motion was carried.

#### CONFLICT OF INTEREST DISCLOSURE

The Conflict of Interest Statement was circulated and there were no comments.

#### SIMPLE ADMIT: QUASI EQUITY LOAN AND EMPLOYEE PRODUCTIVITY PROGRAM

Mike Horning stated that Simple Admit is a web based admissions tool that allows patients to be able to submit their health history, demographic and insurance information online to health care facilities. He stated that their focus is on ambulatory surgery centers but they also do some hospitals, physical therapy centers and a couple other different venues within the health care environment. He then described in greater detail the services and operations of the company. He stated that about five years ago they started to really understand that surgical facilities specifically have a very difficult task in admitting patients for surgery. He stated that they were doing all their admissions over the phone with a nurse which was very expensive. He stated that they have aimed to take those questionnaires specific to that center, create a form online that

would include the facilities policies, patient's rights documents, ownership disclosure and things they are required to provide to the patient as well as their specific health questionnaire for that facility. He stated that it is very interactive so it does have follow up questions based on the answers that you provide to it. He stated that instead of the nurse spending 20 minutes on the phone with 500 patients a month, they have been successful in getting 75% of the patients to do this online. He stated that they have about 130 clients in 34 states that they have gathered over the past few years so they have made some real headway. He stated that they are very proud of the patient participation rate because it speaks very clearly to the fact that patients like to do this and is more convenient for them. He stated that the facilities love it because they are able to save nursing resources and get more accurate data. He stated that it is better information for the physicians, more convenient for the patient and a lot less time consuming for the staff. He stated that they started with 3 people in 2009 and they are up to almost 20. He stated that they are in the middle of a round of hires right now and hiring 8 new people. He stated that a majority of the hires are local programmers that work out of their office in Baldwinsville. He stated that they are hiring to speed up the implementation process.

Mike Allen asked how they handle the older population that doesn't use computers. Mike Horning stated that when they looked at doing this they thought if they could get 30% of the patients to go online and do this, the ROI was very strong. He stated that for the cataract center with an older patient demographic with problems with vision, they would be thrilled with 10%. He stated that if they could average out at 30% they would be happy but the cataract centers are some of their highest patient participation rate. He stated that they are in the 70% range.

Mike Allen asked if they do follow up after the surgery. Mike Horning stated yes. He stated that they are just releasing a patient satisfaction survey that can be done online. He stated that they have contact with the patient because they have initiated contacted them so there are other things they can provide at the tail end of what they do. He stated that the first touch with the patient is they place automated reminder phone calls to them to either use the system online or to remind them of their appointment. He stated that then they can automatically get a postop patient satisfaction survey. He stated that they could also include patient education on that but they are not there yet.



Mike Allen asked who their competition is. Mike Horning stated that there is one competitor and it is a company called One Medical Passport out of New England. He stated that they have been in the business for about 12 years. He stated that they are the only competition in this business.

Victor Ianno asked what they do with the patients that don't follow through. Mike Horning stated that they get a phone call as they would have before.

Victor Ianno asked if they would use the old traditional on the phone method. Mike Horning agreed. He stated that about 72% of the patients go online and do this and the other 28%, the nurses still call those patients as if they would have prior to the application being launched.

Donna DeSiato asked what kind of educational qualifications do most of the employees need. She asked about entry level positions or moving up in the organization and what does it take to be employed with Admit. Mike Horning stated that it is different depending on the position and programmers don't necessarily need traditional college education. He stated that their lead programmers, data base managers and IT directors obviously have that background. He stated that they are hiring one that does and they are participating with the CASE program at SU to bring in two interns.

Upon a motion by Mike Allen, seconded by Victor Ianno, the OCIDA Board approved a resolution accepting participation of the Agency in the Simple Admit Quasi-Equity Loan for an amount of \$100,000. Lisa Dell abstained. Motion was carried.

Upon a motion by Victor Ianno, seconded by Mike Allen, the OCIDA Board approved a resolution accepting the Employee Productivity Service Contract for \$12,500 to Simple Admit to fund up to 50% of the cost of training 8 new employees in all aspects of sales and service plans to enable rapid growth in new markets. Lisa Dell abstained. Motion was carried.

#### WHITE PINE COMMERCE PARK FGEIS

John Klucsik stated that we are at the second to last action in completing the State Environmental Quality Review for the White Pine Park previously Clay Business Park. He stated that there is

one more step after today if the Board adopts the resolution today and that is the preparation of the findings statement. He stated that would culminate the process that has taken a couple of years that started in 2011-2012 of the DGEIS. He stated that the DEIS is a broad review of all the things that will go with the development of the park and an evaluation of the environmental impacts of all those actions that would necessary to develop the park into one that accommodates 2,000,000 square feet of industrial space. He stated that the DEIS was prepared in 2012 and was subject to two months' worth of public comment period. He stated that if the Board adopts today's resolution, the Board will be saying that we have adequately addressed all those comments from the public and the governmental agencies that we have received, the environmental impact assessment of SEQRA is completed and the next step will be after a 10 day layover period the adoption of the findings statement. He stated that the findings statement the Board will say we look at this impact and because of any of the considerations we find there to be no prospect of significant adverse environmental impact and having made that determination we are done and can proceed with development of the park and its infrastructure, marketing and all those other things that we have anticipated for so long.

Lisa Dell stated that she read that if something comes in and depending on what the industry is another SEQRA has to be done. John Klucsik stated that the environmental review process that we have undertaken essentially builds an envelope of analysis of environmental impacts. He stated that so long as we don't exceed or extend beyond that envelope no additional environmental review should be necessary and we are ready to go with the next guy that knocks on our door. He stated that our theme right from the beginning of this exercise has been to build that envelope big enough so that we wouldn't have to go back and slow down the progress of a tenant that is ready to go.

Mike Allen asked if this will be marketed all over the country. Kristi Smiley stated yes.

Mike Allen asked if there are a lot of industrial parks in the State. Mary Beth Primo stated yes there are a fair number of them.

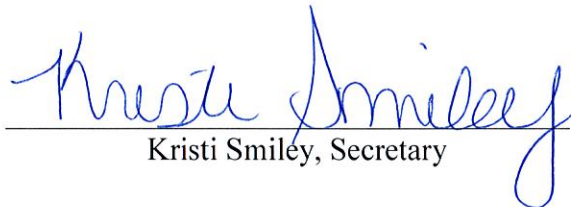
Mike Allen stated that the park is being put together and will be marketed with the hope that it will attract business and create jobs. Mary Beth Primo agreed.

Mike Allen asked if other parts of the State are doing it. Mary Beth Primo stated yes. Kristi Smiley stated that more and more people are recognizing the importance of having a publicly owned, shovel ready park available for potential projects.

The Board further discussed the park's development and marketing.

Upon a motion by Mike Allen, seconded by Janice Herzog, the OCIDA Board approved a resolution determining the FGEIS for the White Pine Commerce Park is complete. Motion was carried.

Upon a motion by Mike Allen, seconded by Lisa Dell, the OCIDA Board adjourned the meeting at 8:59 am. Motion was carried.

  
Kristi Smiley, Secretary