

# AGENDA

**Town of Hempstead Local Development Corporation  
Board Meeting  
Nathan L. Bennett Pavilion\*  
One Washington Street, Hempstead, NY  
Thursday, April 21, 2022, 9:30 AM  
or following the Town of Hempstead IDA Meeting**

- \*Notes: Masks are no longer mandated. The Town of Hempstead LDC continues to encourage social distancing at public meetings.

A Livestream of the meeting may also be viewed at [www.tohlcdc.org](http://www.tohlcdc.org). Select “Watch Meetings.”

The Agenda will include but not be limited to:

Confirm the presence of a Quorum  
Public Comment with respect to Agenda Items

**New Business:**

- Presentation by Steven Ehrlich, Giovatto Agency and Consideration of a Resolution to upgrade the LDC website
- Informational Update on the joint effort between the TOH LDC and the Department of Occupational Resources, to assist in Career Planning, Occupational Skills, Training Programs, Career and Computer skills workshops and other job training programs that may be created or available to the residents of the Town of Hempstead.

**Reading and approval of the minutes:**

- Consideration and approval of the Minutes of March 24, 2022

**Report of the treasurer:**

- Financial Statements & Expenditure List  
March 18, 2022 – April 14, 2022

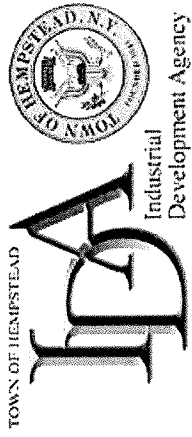
**Committee Updates:**

**Adjournment:**

Contact: Michael Lodato, Corporate Administrator

[MLodato@tohmail.org](mailto:MLodato@tohmail.org)  
516-489-5000 x3706

Chairman Approval: 4/7/22



Ideas that spark action.

Wordpress Website Proposal

GIOVATTO<sup>1</sup>

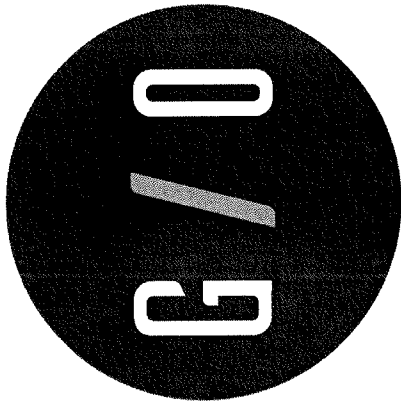
# INTRODUCTION

Thank you for your interest in partnering with Giovatto Agency and Boomtown Internet Group, Inc. for your website project. We are an innovative Website Design, Digital Marketing, and Advertising company with over 30 years of experience developing and implementing digital solutions for professional businesses nationwide.

At Giovatto/Boomtown we hold one goal above all others: 100% client satisfaction. Our team of developers, copywriters, and graphic designers uphold the highest standards for project planning and execution, and we're dedicated to building the perfect website for your company on time and on budget.

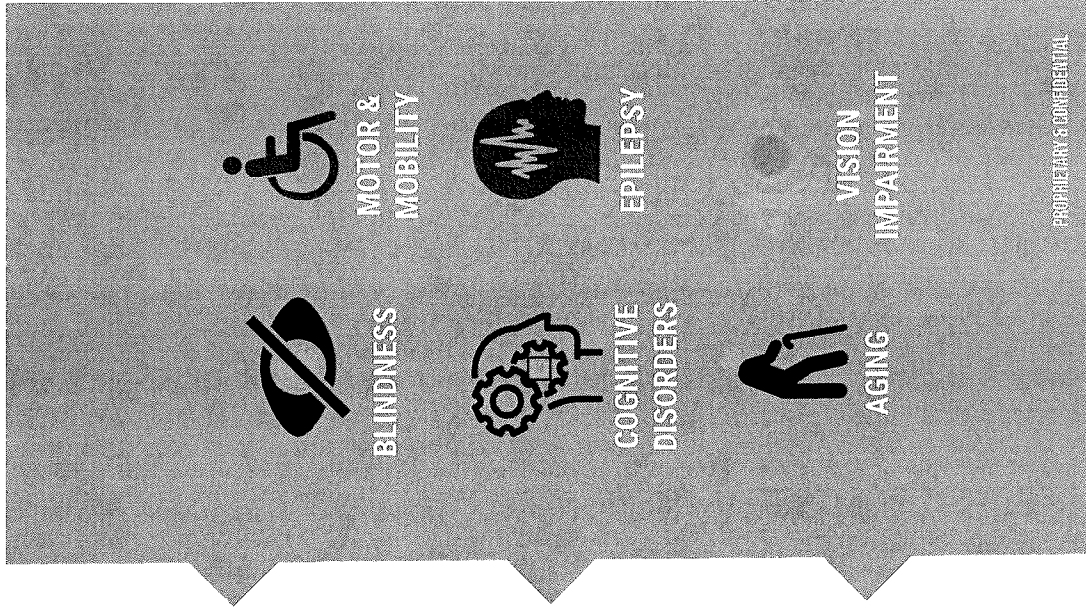
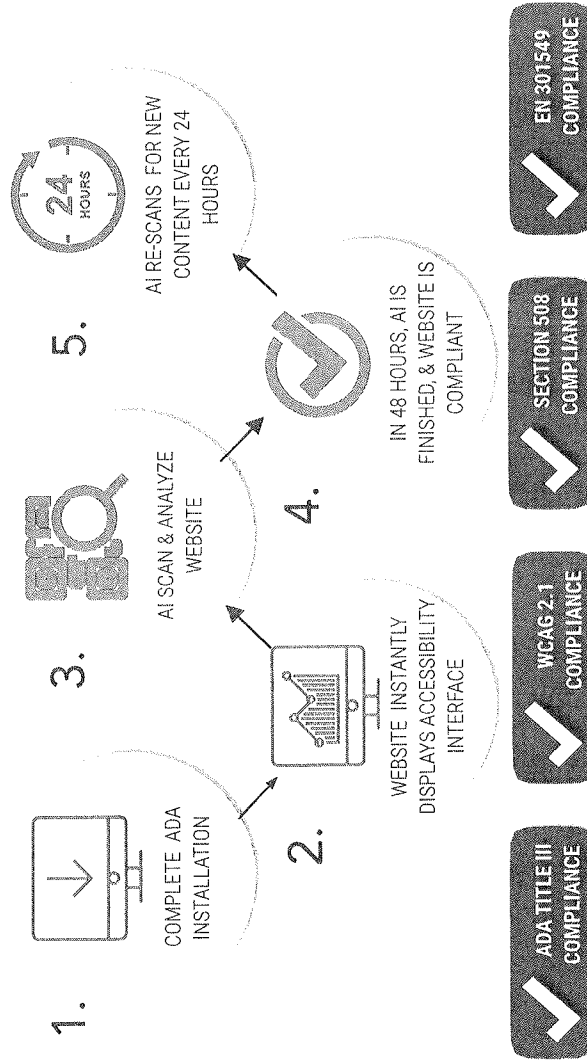
In this proposal, you'll find what we feel is the optimal solution for your website development needs, along with the associated delivery timeline, costs, and project terms. Thank you for the opportunity to earn your business!

# PROJECT SUMMARY



# ADA COMPLIANCE - WEB ACCESSIBILITY

Giovatto offers the first and only automatic, AI Powered (machine learning) web accessibility solution that complies with worldwide legislation and keep websites compliant 24/7.



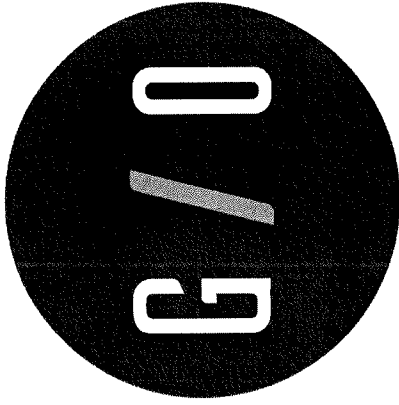
# PROJECT SUMMARY

This project consists of Giovatto/Boomtown designing and developing a new professional website for both TOHIDA & TOHLDC. This website(s) will be developed using the WordPress content management system (CMS). One-third of all websites on the Internet are built using WordPress. It is a highly scalable and customizable platform which Giovatto/Boomtown will continue to align with the requirements of this project.

You will be able to do the following once your website is launched:

- Easily add and update the page content, blog posts, and images
- Administer website menus, header, and footer
- Integrate with analytics software to track page and website performance

# PROJECT SPECIFICS



# HOSTING

- New WordPress Managed hosting at WP Engine.
- No change is necessary. TOHIDA & TOHLDC are already hosted at WP Engine.
- No change is necessary to domain registration. Domain TOHIDA & TOHLDC are currently registered at GoDaddy with DNS delegated to Cloudare. Both are unaffected by website redevelopment.
- Recommend registering new domain name at existing GoDaddy registrar. • Recommend registering a new domain (TBD) at GoDaddy. Giovatto/Boomtown will register this domain for you.
- Move domain registration away from Wix, to new registrar GoDaddy.
- Move DNS to Cloudare rewall (FREE) which will offer increased performance and security.



# EMAIL

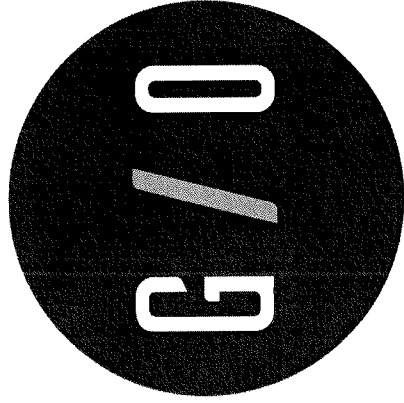
- No change is necessary. Email to remain w/ current provider Google Apps and is unaffected by redevelopment.
- Recommend keeping Yahoo email address or creating company email addresses through GoDaddy as WP Engine rightfully does not serve email.
- Recommend migrating company email to MS Oce 365 through Intermedia (as WP Engine rightfully does not serve email).
- Email migration to Intermedia is a separate project and is NOT part of this proposal. Giovatto/Boomtown will address it as a separate project entirely.

# WEBSITE DESIGN

- Giovatto/Boomtown will maintain the same front-end design and sitemap found on both TOHIDA & TOHLC websites • Giovatto/Boomtown design team will produce a new website design utilizing WordPress CMS framework with modern responsive Impreza theme.
- New website design and framework are 100% mobile-friendly. The new website will automatically adapt to the screen size of all modern devices such as desktops, tablets, laptops, and mobile phones.
- Because the theme is being redeveloped in the Impreza framework (from the existing Cherry framework), all content types (Pages, Posts, Services, News, etc.) may be administered differently in the new WordPress Dashboard.

# DEVELOPMENT PROCESS

PROPRIETARY & CONFIDENTIAL



# DEVELOPMENT PROCESS

Our development process was created to ensure every project is delivered on-time and on budget. Once your website project kicks off, here's what to expect:

## Initial Setup

- Creation of a development environment where all proposed functionality can be tested and approved.

## Content Writing

- Research and write keyword-optimized content relevant to your audience.

## Design

- Design of website user experience and user interface to allow the target audience to easily navigate and use the website to achieve their needs.

# DEVELOPMENT PROCESS



## Product Catalog Population

- Populate the ecommerce product catalog with pricing, descriptions, photos, and more per *Project Specifics* above.

## Client Edits and Approval

- Implement your change requests, test the website, and receive final approval before the website is launched.
- 2 rounds of revisions

## Website Launch

- Your domain name [www.TOHIDA.com](http://www.TOHIDA.com) & [www.TOHLDC.com](http://www.TOHLDC.com) is pointed to the new website and after a short propagation time, your new website is visible worldwide.

# DEVELOPMENT PROCESS

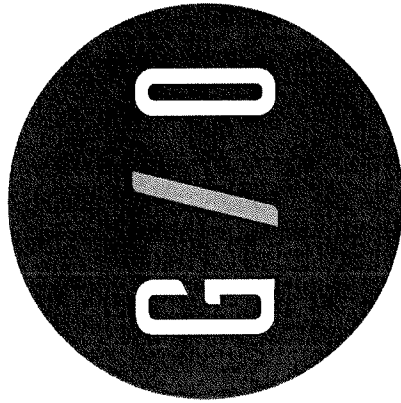


## Website Training

- Upon completion of your website project, a Giovatto/Boomtown programmer will schedule and conduct a 1-hour online screen-share training session. The focus of this training will be to teach you how to manage your website content in WordPress.

# TIMELINE

PROPRIETARY & CONFIDENTIAL



# TIMELINE



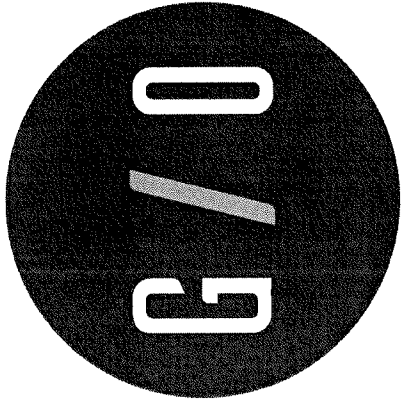
Stage	Timeline
<b>Initial Setup</b>	<b>up to 1 Week</b>
<b>Content Writing</b>	<b>up to 3 Weeks</b>
<b>Design</b>	<b>up to 2 Weeks</b>
<b>Development</b>	<b>up to 6 Weeks</b>
<b>Product Catalog Population</b>	<b>up to 1 Week</b>
<b>Client Edits &amp; Approval</b>	<b>up to 2 Weeks</b>

Disclaimer: Timelines above are estimates based on our experience with similar website development projects. While we strive to accurately estimate project timelines in every proposal, we reserve the right to move delivery dates in response to unforeseen delays or changes to project requirements.



# PROJECT COST

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# PROJECT COST

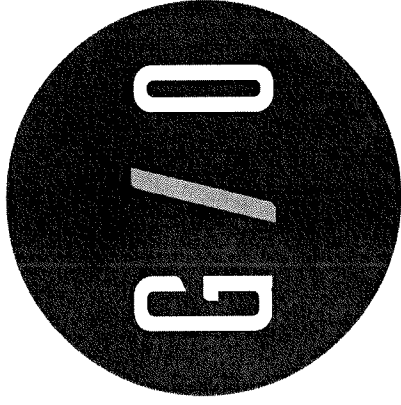


Client	Total	Paid Giovatto	Balance
TOHIDA	\$15,000	\$5,000	\$10,000
TOHLDC	\$10,000	\$5,000	\$5,000
<b>TOTAL</b>			<b>\$15,000</b>

\*Website revisions & corrections as well as additions etc... along with hosting, & maintenance will be estimated on an as needed basis and will be billed at- Time and Material Only.

# NEXT STEPS

AGENCY



# NEXT STEPS

To proceed with this project, TOHIDA & TOHLDC is required take the following steps:

- Accept and approve the proposal via electronic signature at Acceptance below. Alternatively, you may also contact Giovatto/Boomtown Internet Group to discuss desired changes to this proposal.
- Please note that after the proposal is Accepted, changes to the scope of the project can be made at any time but additional charges may apply.
- Submit an initial down payment of 50% of the total project fee.
- Once these steps have been completed, Giovatto/Boomtown will begin the project with an introduction of all relevant parties and will begin the website project.

**THANK YOU!**

STEVEN EHRlich

OFFICE 201.226.9700

MOBILE 516.857.8640

EMAIL [sehrlich@giovatto.com](mailto:sehrlich@giovatto.com)

Ideas that spark action.

**GIOVATTO**<sup>20</sup>

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# GIOVATTO

STRATEGY / CREATIVE / MEDIA

## TOHLDC

### New Website Proposal

Thank you for your interest in partnering with Giovatto Agency and Boomtown Internet Group, Inc. for your website project.

In order to improve our user experience and user interface to allow the target audience to easily navigate, we would welcome the opportunity to produce a new website for TOHLDC. This design will utilize the WordPress CMS framework with a modern responsive Impreza theme.

Accept and approve the proposal via signature at Acceptance below. Alternatively, you may also contact Giovatto/Boomtown Internet Group to discuss desired changes to this proposal.

Please note that after the proposal is Accepted, changes to the scope of the project can be made at any time but additional charges may apply. Submit an initial down payment of 50% of the total project fee.

Once these steps have been completed, Giovatto/Boomtown will begin the project with an introduction of all relevant parties and will begin the website project.

\*Website revisions & corrections as well as additions etc... along with hosting, & maintenance will be estimated on an as-needed basis and will be billed at Time and Material Only.

**TOTAL WEBSITE PROJECT COST: \$10,000 (\$5,000 Paid) Balance Due \$5,000**

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Fred Parola

Executive Director  
Town of Hempstead  
Local Development Corporation  
PHONE (516) 414-6581  
FAX (516) 489-3179

Steven Ehrlich

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Steven Ehrlich  
307 West Penn St Long Beach NY 11561  
VP Business Development  
Giovatto Advertising  
Phone: 201-226-9700  
Mobile: 516-857-8640

RESOLUTION

TOWN OF HEMPSTEAD  
LOCAL DEVELOPMENT CORPORATION  
WEBSITE UPGRADE  
Giovatto Agency  
2022 Website Upgrade

WHEREAS, the Advertising/Marketing Committee of the Town of Hempstead Local Development Corporation (TOHLDC) had previously entered into a contract to hire Giovatto Agency, 307 West Penn St, Long Beach, NY, 11561 to host and maintain the TOHIDA website and;

WHEREAS, the TOHLDC website requires additional upgrades and revitalization;

NOW, THEREFORE, BE IT

RESOLVED, that the Town of Hempstead Local Development Corporation has chosen to enter into an additional contract with Giovatto Agency, 307 West Penn St, Long Beach, NY, 11561, to upgrade the TOHLDC website, for an additional amount not to exceed \$5,000.to upgrade the TOHLDC website, subject to approval of a contract as to form by Corporation Counsel.

Adopted: 4/21/22

(ayes)

(nays)

Resolution Number: 018 - 2022 LDC

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Florestano Girardi  
Chairman

**Michael Lodato - RE: Good Morning**

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**From:** Kurt Rockensies  
**To:** Michael Lodato; Eric Mallette  
**Date:** 3/22/2022 10:18 AM  
**Subject:** RE: Good Morning

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Good morning Mike,

We currently have 7 Town of Hempstead residents that started a training program on January 31<sup>st</sup> called Opportunities Long Island. They are from the following towns:

- Uniondale
- East Meadow
- Elmont
- Baldwin
- Hempstead
- Valley Stream
- West Hempstead

Opportunities Long Island is an intensive 240-hour training program (8 weeks) which includes OSHA 30, Blueprint Reading, and much more to help prepare residents for a career in the building and construction trades of the Nassau-Suffolk Building Trades.

The tuition for this program is \$6,000 a resident.

If you have any questions, please let me know.

Best,  
Kurt Rockensies  
Deputy Commissioner DOOR  
Town of Hempstead  
50 Clinton Street Suite 400  
Hempstead NY, 11550

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**From:** Michael Lodato  
**Sent:** Tuesday, March 22, 2022 8:09 AM  
**To:** Eric Mallette

**Subject:** RE: Good Morning

Good Morning,

Just reaching out to see if you have this month's report?



**Michael Lodato - RE: Good Morning**

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**From:** Kurt Rockensies  
**To:** Michael Lodato, Eric Mallette  
**Date:** 2/17/2022 9:32 AM  
**Subject:** RE: Good Morning

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Good morning Mike,

We currently have 6 Town of Hempstead residents that started a training program on January 31<sup>st</sup> called Opportunities Long Island. We also have 3 Town of Hempstead residents that are pending approval who are also eligible for the program. If these 3 are approved, we would have 9 residents in this program.

They are from the following towns:

- Wantagh
- Uniondale
- East Meadow
- Elmont
- Baldwin
- Hempstead
- Roosevelt
- Valley Stream
- West Hempstead

Opportunities Long Island is an intensive 240-hour training program (8 weeks) which includes OSHA 30, Blueprint Reading, and much more to help prepare residents for a career in the building and construction trades of the Nassau-Suffolk Building Trades.

The tuition for this program is \$6,000 a resident:

If you have any questions, please let me know.

Best,  
Kurt Rockensies  
Deputy Commissioner DOOR  
Town of Hempstead  
50 Clinton Street Suite 400  
Hempstead NY, 11550

**From:** Michael Lodato  
**Sent:** Wednesday, February 16, 2022 3:15 PM  
**To:** Eric Mallette  
**Cc:** Kurt Rockensies  
**Subject:** RE: Good Morning

Board Members  
Florestano Girardi  
Thomas Grech  
Dr. Eric C. Mallette  
Jack Majkut  
Robert Bedford  
Jerry Kornbluth, Ph.D  
Jill Mollitor

Frederick E. Parola  
Chief Executive Officer

Town of Hempstead



Local  
Development  
Corporation

350 FRONT STREET HEMPSTEAD, NY 11550-4037  
(516) 489-5000 EXT. 4200 • (516) 489-3179

Minutes

Town of Hempstead  
Local Development Corporation Meeting  
Nathan L.H. Bennett Pavilion  
One Washington Street  
Hempstead, New York 11550

Agenda

Thursday, March 24, 2022  
9:30 AM (or after the conclusion of the IDA Meeting)

Agenda: Consideration and Adoption of the 2021 LDC Annual Financial Report , Consideration and Adoption of the 2021 LDC Audited Financial Statements , Consideration and Adoption of the LDC Mission Statement, Consideration and Adoption of the LDC Measurement Report, Consideration and Adoption of Self Evaluation Policy and Procedures , Consideration and Adoption of Investment Policy and Guidelines, Consideration and Adoption of Property Disposition Policy, Consideration and Adoption of Operations and Accomplishments of 2021, Consideration and Adoption of Assessment of Effectiveness of Internal Controls, Consideration and Adoption of Purchasing Guidelines, Consideration and Adoption of Code of Ethics, Consideration and Adoption of Contracting/Compliance Officer, Consideration and approval of the Minutes of February 24, 2022, Financial Statements and Expenditure List: February 18, 2022 – March 17, 2022

Those in Attendance: Florestano Girardi, Chairman  
Thomas Grech, Vice Chairman  
Eric Mallette, Treasurer  
Robert Bedford, Member  
Jerry Kornbluth, Member  
Jill Mollitor, Member

Excused: Jack Majkut, Secretary

Also in Attendance: Frederick E. Parola, CEO  
Edie Longo, CFO  
Arlyn Eames, Deputy CFO  
Michael Lodato, Corporate Administrator  
Laura Tomeo, Deputy Corporate Administrator  
John E. Ryan, Esq., Corporation Counsel  
Terance Walsh, Esq., Bond Counsel  
Paul O'Brien, Esq., Bond Counsel

The Chairman confirmed a Quorum. The Meeting was called to order at 10:49 AM

Consideration and Adoption of the 2021 LDC Annual Financial Report: A motion was made by Thomas Grech to adopt the 2021 Annual Financial Report to be submitted to the Authority Budget Office. This motion was seconded by Robert Bedford. All were in favor. Motion carried.

Consideration and Adoption of the 2021 LDC Audited Financial Statements: A motion was made by Florestano Girardi to adopt the 2021 Audited Financial Statements as prepared by Sheehan and Co. This motion was seconded by Robert Bedford. All were in favor. Motion carried.

Consideration and Adoption of the LDC Mission Statement: A motion was made by Robert Bedford to adopt the 2021 Mission Statement. This motion was seconded by Florestano Girardi. All were in favor. Motion carried.

Consideration and Adoption of the LDC Measurement Report: A motion was made by Robert Bedford to adopt the 2021 Measurement Report. This motion was seconded by Florestano Girardi. All were in favor. Motion carried.

Consideration and Adoption of Self Evaluation Policy and Procedures: A motion was made by Robert Bedford to adopt the Corporation's Self Evaluation Policy and Procedures. This motion was seconded by Florestano Girardi. All were in favor. Motion carried.

Consideration and Adoption of Investment Policy and Guidelines: A motion was made by Robert Bedford to adopt the Investment Policy and Guidelines. This motion was seconded by Florestano Girardi. All were in favor. Motion carried.

Consideration and Adoption of Property Disposition Policy A motion was made by Robert Bedford to adopt the LDC's Property Disposition Policy. This motion was seconded by Florestano Girardi. All were in favor. Motion carried.

Consideration and Adoption of Operations and Accomplishments of 2021: A motion was made by Robert Bedford to adopt the 2021 Operations and Accomplishments. This motion was seconded by Florestano Girardi. All were in favor. Motion carried.

Consideration and Adoption of Assessment of Effectiveness of Internal Controls A motion was made by Robert Bedford to adopt the Assessment of Effectiveness of Internal Controls. This motion was seconded by Florestano Girardi. All were in favor. Motion carried.

Consideration and Adoption of Purchasing Guidelines A motion was made by Robert Bedford to adopt the LDC's Purchasing Guidelines. This motion was seconded by Florestano Girardi. All were in favor. Motion carried.

Consideration and Adoption of Code of Ethics: A motion was made by Robert Bedford to adopt the Corporation's Code of Ethics. This motion was seconded by Florestano Girardi. All were in favor. Motion carried.

Consideration and Adoption of Contracting/Compliance Officer: A motion was made by Florestano Girardi to appoint Edie Longo as the LDC Contracting/Compliance Officer. This motion was seconded by Robert Bedford. All were in favor. Motion carried.

Minutes of the February 24, 2022 Meeting: A motion was made by Eric Mallette to waive the reading of the minutes and adopt the minutes of the February 24, 2022 meeting as presented. This motion was seconded by Thomas Grech. All were in favor. Motion carried.

Financial Statements & Expenditure Report: The board was furnished with a copy of the Financial Statements and Expenditure List for February 18, 2022 – March 17, 2022.

With all business concluded Eric Mallette made a motion to close the meeting. This motion was seconded by Robert Bedford. All were in favor. Motion carried. The meeting was closed at 10:54 am.

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Thomas Grech  
Vice Chairman  
April 21, 2022