



ALBANY COUNTY LEGISLATURE  
HAROLD L. JOYCE OFFICE BUILDING  
112 STATE STREET, ROOM 710  
ALBANY, NEW YORK 12207  
(518) 447-7168 - FAX (518) 447-5695  
WWW.ALBANYCOUNTY.COM

SEAN E. WARD  
CHAIRMAN

PAUL T. DEVANE  
CLERK

## AGENDA

### PERSONNEL COMMITTEE

OCTOBER 13, 2016

1. CONFIRMING THE APPOINTMENT OF THE DIRECTOR OF THE DEPARTMENT OF ECONOMIC DEVELOPMENT, CONSERVATION AND PLANNING

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DANIEL P. MCCOY  
COUNTY EXECUTIVE

COUNTY OF ALBANY  
OFFICE OF THE EXECUTIVE  
112 STATE STREET, ROOM 900  
ALBANY, NEW YORK 12207-2021  
(518) 447-7040 - FAX (518) 447-5589  
WWW.ALBANYCOUNTY.COM

PHILIP F. CALDERONE, ESQ.  
DEPUTY COUNTY EXECUTIVE

September 14, 2016

Hon. Bruce A. Hidley  
Office of the Albany County Clerk  
Albany County Courthouse  
Albany, NY 12207

Hon. Paul T. Devane, Clerk  
Albany County Legislature  
112 State Street, Room 710  
Albany, NY 12207

Dear Messrs. Hidley and Devane:

I write to advise that I am appointing Matthew Cannon as Albany County Director of Economic Development, Conservation and Planning, subject to confirmation by the County Legislature. My authority to make this appointment lies in the County Charter under Sections 302(c) and 1101. Given the importance of the Department of Economic Development, Conservation and Planning within Albany County, I anticipate the County Legislature will take up this appointment in an expedient fashion.

I have enclosed a resume for review by the legislature.

Please advise if there are any questions.

Sincerely,

*Daniel P. McCoy*  
Daniel P. McCoy

cc: Sean Ward, Chairman  
Frank Commisso, Majority Leader  
Frank Mauriello, Minority Leader  
F. Patrick Jeffers, Majority Counsel  
Arnis Zilgme, Minority Counsel

**FOR COUNSEL USE  
ONLY**

Date Received: \_\_\_\_\_  
Received by: \_\_\_\_\_  
Method: Hand: \_\_\_\_\_  
          Courier: \_\_\_\_\_  
          Mail: \_\_\_\_\_

**REQUEST FOR LEGISLATIVE ACTION**

*RLA #2007: Appointment of Albany County Director of Economic Development, Conservation and Planning*

**DATE:** Tuesday, September 13, 2016  
**DEPARTMENT:** County Executive  
Contact Person: Michael McLaughlin, Director of Policy and Research  
Telephone: 518-447-3043  
Dept. Representative Attending  
Committee Meeting: Michael McLaughlin, Director of Policy and Research

**PURPOSE OF REQUEST:**

Adopting of Local Law \_\_\_\_\_  
Amendment of Prior Legislation \_\_\_\_\_  
Approval/Adoption of Plan/Procedure X  
Bond Approval \_\_\_\_\_  
Budget Amendment (see below) \_\_\_\_\_  
Contract Authorization (see below) \_\_\_\_\_  
Environmental Impact \_\_\_\_\_  
Home Rule Request \_\_\_\_\_  
Property Conveyance \_\_\_\_\_  
Other: (State briefly if not listed above) \_\_\_\_\_

**CONCERNING BUDGET AMENDMENTS**

**STATE THE FOLLOWING:**

Increase Account/Line No. \_\_\_\_\_  
Source of Funds: \_\_\_\_\_  
Title Change: \_\_\_\_\_

**CONCERNING CONTRACT AUTHORIZATION**

**STATE THE FOLLOWING:**

**TYPE OF CONTRACT:**

Change Order/Contract Amendment \_\_\_\_\_  
Purchase (Equipment/Supplies) \_\_\_\_\_  
Lease (Equipment/Supplies) \_\_\_\_\_  
Requirements Professional Services \_\_\_\_\_  
Education/Training \_\_\_\_\_  
Grant: \_\_\_\_\_  
    New \_\_\_\_\_  
    Renewal \_\_\_\_\_  
    Submission Deadline Date \_\_\_\_\_  
Settlement of a Claim \_\_\_\_\_  
Release of Liability \_\_\_\_\_  
Other: (State briefly) \_\_\_\_\_

**CONCERNING CONTRACT AUTHORIZATION (Cont'd)**  
**STATE THE FOLLOWING:**

Contract Terms/Conditions:

Amount/Raise Schedule/Fee \_\_\_\_\_

Scope of Services \_\_\_\_\_

Contract Funding:

Bond Res. No.: \_\_\_\_\_

Date of Adoption: \_\_\_\_\_

**CONCERNING ALL REQUESTS:**

Mandated Program/Service: No \_\_\_\_\_

If Mandated Cite: Authority \_\_\_\_\_

Anticipated in Current Adopted Budget Yes \_\_\_\_\_

County Budget Accounts:

Revenue \_\_\_\_\_

Appropriation \_\_\_\_\_

Account Code	Line	Amount
AA8020	11022	

Fiscal Impact - Funding: (Dollars or Percentages)

	Albany County Appropriation
Federal	0%
State	0%
County	100%
Local	0%

Term/Length of Funding: \_\_\_\_\_

Impact on Pending Litigation No \_\_\_\_\_

If yes, please explain: \_\_\_\_\_

Previous Requests for Identical or Similar Action

Resolution/Law Number \_\_\_\_\_

Date of Adoption \_\_\_\_\_

Justification: (State briefly why legislative action is requested)

The County Executive's Office is seeking approval from the Legislature to appoint Matthew Cannon to the position of Albany County Director of Economic Development, Conservation and Planning. The candidate's experience uniquely qualifies him for this position. The attached resume is included for your review.

Back-up Material Submitted: (i.e., application/approval notices from funding source, bid tabulation sheet, civil service approval notice, program announcement, contracts and/or any materials which explain or support the request for legislative action.)

Submitted by:

Michael McLaughlin

Title:

Director of Policy and Research

# MATTHEW CANNON

## PROFESSIONAL EXPERIENCE

### **Time Warner Cable Media (Latham, NY) | *Upstate New York Political and News Manager* | Oct. 2015 – Present**

- Serve as political and news expert for media sales team across Upstate New York, including major markets: Albany, Binghamton, Buffalo, Rochester, Syracuse, Utica, and Watertown.
- Educate local sales teams on Upstate New York's political landscape and how to best align the Time Warner Cable Media product suite with campaigns at the federal, state, and local levels.
- Coordinate editorial programming with news directors to best fit with existing and prospective clients.
- Act as communication liaison between news departments and media sales teams across Upstate New York during a high-profile public merger.

### **Gramercy Communications (Troy, NY) | *Director of Public Affairs* | Nov. 2014 – Sept. 2015**

- Work centered on statewide public affairs in New York State, issue advocacy public relations, marketing and advertising, campaigns, and corporate public relations to centers of influence.
- Exhibited thought leadership on professional and industry topics to advance firm's ability to serve its clients.
- Participated in strategic grassroots effort of more than 50 Upstate New York CEOs to successfully call for economic development funding in 2014-2015 New York State Budget.
- Managed account for medical marijuana applicant that successfully won one of the five licenses awarded in New York State.

### **New York State Senate (Albany, NY) | *Director of Correspondence* | Jan. 2014 – Oct. 2014**

- Served on the senior communications staff for Co-President of the New York State Senate and the Independent Democratic Conference, working in a bipartisan, coalition form of government.
- Oversaw all constituent communications, including district mail plan and budget, social media, and new media platforms for district representing communities in the Bronx and Westchester.
- Organized press events in the State Capitol, including press materials, senator talking points, advocate participation, and media outreach.

### **Gramercy Communications (Troy, NY) | *Director of Integrated Media* | Oct. 2011 – Dec. 2013**

- Managed diverse client list including Fortune 500 and start-up companies; statewide associations and regional not-for-profits; public colleges and private schools; public authorities and municipal entities. Combined, clients represented more than \$5 billion in active economic development projects.
- Oversaw multiple client projects related to economic development, ensuring strategic plans were carried out from initial introduction through completion of project, including follow-up opportunities.
- Acted as main contact for multiple clients, providing public relations, marketing, and public affairs services.

### **New York State Assembly (Albany, NY) | *Assistant Regional Coordinator* | Mar. 2011 – Oct. 2011**

- Outlined and edited press releases, constituent correspondence materials, media talking points, and website content for designated Assembly members.
- Created communications plans for Assembly members to use for constituent outreach efforts, media strategies, and legislative goals.

### **Democratic Assembly Campaign Committee (New York State) | *Campaign Aide* | Sept. 2010 – Oct. 2011**

- Provided strategic, public relations, and administrative support for Assembly elections in: Staten Island/Bay Ridge (fall 2010); Queens (summer 2011); and Utica (summer 2011).
- Evaluated and managed voter data and walking lists to maximize constituent outreach.
- Coordinated event schedule with candidate's district office to ensure daily community exposure.

### **New York State Assembly (Albany, NY) | *Researcher* | Apr. 2010 – Mar. 2011**

- Executed investigative and research-intensive duties for the Research Services Unit within the Department of Communication and Information Services.
- Prepared bill summaries and organized relevant information to brief select Assembly officials for committee meetings and floor debates.

# MATTHEW CANNON

## EDUCATION & SKILLS

**Northeastern University (Boston, MA) | BA in Communications Studies, Minor in Business | May 2007**

**Awards:** City & State 40 Under 40 (2015); Knickerbocker Ledger 30 Under 30 (2013).

**Community Involvement:** Co- President, Shaker All Sports Booster Club (Current); Income and Development Chair for Best Buddies Friendship Walk (2015); North Colonie Pop Warner, Volunteer Coach.

**Technical:** PC and Mac proficient; MS Office; Legislative Retrieval System (LRS); NGP VAN; Social Media; Final Cut Pro; Video Production.

\*References available upon request



DANIEL P. MCCOY  
COUNTY EXECUTIVE

COUNTY OF ALBANY  
DEPARTMENT OF CIVIL SERVICE  
112 STATE STREET - SUITE 1100  
ALBANY, NEW YORK 12207  
(518) 447-7770 - FAX (518) 447-5586  
[www.albanycounty.com](http://www.albanycounty.com)

JOHN MARSOLAIS  
DIRECTOR  
DAVID WALKER  
DEPUTY PERSONNEL OFFICER

October 7, 2016

Christine C. Quinn, Esq.  
Chief Counsel  
Office of the Albany County Executive  
112 State Street, Suite 900  
Albany, NY 12207

Dear Ms. Quinn:

After reviewing Matthew Cannon's resume, I have determined that he does meet the qualifications for the Director of Economic Development, Conservation and Planning position.

If I can be of further assistance, please do not hesitate to contact me.

Sincerely,

John Marsolais  
Director of Civil Service