



**RICHARD A. BALL**  
Commissioner

## **New York State Natural Fiber Textile Development Workgroup**

April 8, 2024

1pm-4pm

10B Airline Drive, Albany NY 12235, Apple Orchard Conference Room

### **Agenda**

***Natural Fiber Textile Development Workgroup Mission:*** To study, evaluate, and develop ways to increase the natural fiber textile industry's contribution to the NYS economy and increase private investment in the industry within, and outside of, New York State.

#### **1:00 PM - Welcome and Introductions**

Commissioner Richard Ball, NYS Department of Agriculture and Markets

Director, Industry Development, Allison Stark, Empire State Development

#### **1:15 PM - Information on I Love NY Licensing**

Lisa Soto, Director, Tourism, Marketing, Licensing, & Public Relations, Empire State Development

Sarah Benson, Senior VP of Licensing/Partner, Brand & Blend

#### **1:45 PM - Overview of Cornell Small Ruminant Programming**

Jess Waltemyer, NYS Small Ruminant Extension Specialist, Cornell University

#### **1:55 PM - Discussion of Workgroup Priorities and Plans**

Kathryn Davis, Workgroup Coordinator, NYS Department of Agriculture and Markets

#### **2:40 PM - Break**

#### **2:50 PM - Update on Fashion Innovation Center**

Executive Director, NYSTAR, Ben Verschueren, Empire State Development

#### **3:20 PM – Break**

#### **3:30 PM – Continue Discussion of Workgroup Priorities and Plans**

Kathryn Davis, Workgroup Coordinator, NYS Department of Agriculture and Markets

#### **3:50 PM - Next Steps**

Kathryn Davis, Workgroup Coordinator, NYS Department of Agriculture and Markets

#### **3:55 PM - Closing Remarks**

Commissioner Richard Ball, NYS Department of Agriculture and Markets

\*Please take note that this workgroup is subject to Open Meetings Law as outlined in Article 7 of the New York Public Officers Law.