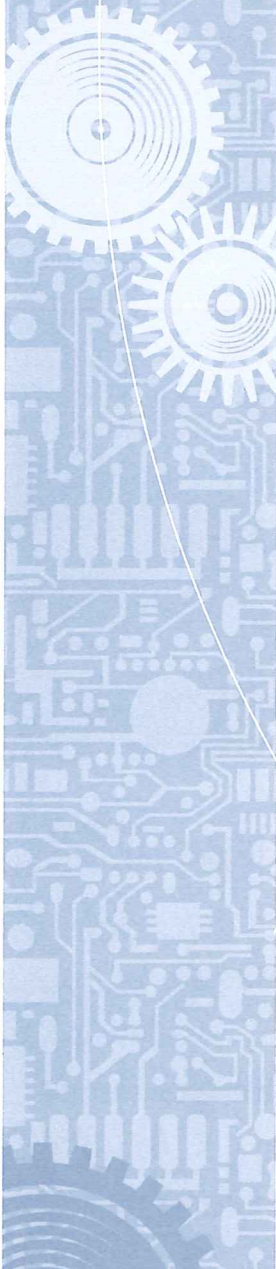




Auburn Industrial
Development Authority



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MEETING MINUTES
AUBURN INDUSTRIAL DEVELOPMENT AUTHORITY
Wednesday, July 24, 2013 @ 5:00 PM
Third Floor Training Room
Memorial City Hall

Board Present: James Dacey (Chair & Member of Business); Sue Chandler, (Member of Labor); Frank DeRosa (At-Large Member); Amanda Sigona (School Board Member) ; William Graney (Council Member); Matthew Smith (Council Member)

Absent: Laurie Piccolo (At- Large Member); Michael Kane (Member of Industry)

Staff: Jennifer Haines, AIDA Executive Director; Alicia McKeen, Secretary

Guests: Andrew Fish, Chamber of Commerce and CEDA Executive Director; Tracey Verrier, Economic Development Specialist, CEDA; Kelly Gridley, CEDA Board Chair.

Jim Dacey calls the meeting to order at 5:00.

Motion requested for approval of the minutes for July 10, 2013. So moved by Amanda Sigona, seconded by Sue Chandler.

Frank DeRosa – Asked who Jim Dacey meant related to marketing (pg 4).

Jim Dacey – CEDA

Jenny Haines – corrections will be made to the minutes.

Motion carried unanimously. There is no quorum for the March 6, 2013 minutes.

CEDA Discussion

Jim Dacey – References CEDA proposal for services and asks for any discussion.

Frank DeRosa – Questions the scope of services. What type of marketing and attraction is the City doing?

Jim Dacey – Last year the person doing that was let go by Council and it hasn't been done since. Terry Masterson did some but it was not his main focus.

Frank DeRosa – We would be leaving this 100% to CEDA?

Jim Dacey – Yes

Matt Smith – There was not a full concerted effort to do marketing even with full staff. Effort has been on retaining businesses. There has never been a real aggressive marketing strategy with the City.

Jim Dacey – I travelled and worked with Trish when she was with the City. She was building a book of contacts and was doing a phenomenal job of marketing the City and getting our name out there. The effort was definitely there.

Andrew Fish – Understands marketing for attraction

- Money can be spent on ads, trade shows, etc. with nothing to show for the effort.
- Build relationships with existing businesses then start looking for others. Will do traditional marketing blitz in cooperation with CenterState CEO, but that won't do alone. CEDA will work with other agencies. The goal is to designate one person to do that work.
- CEDA – create sustainable jobs through retention, expansion and attraction. Networking is important to get leads to other businesses.

Frank DeRosa – WE should not rely solely on the Creative Core group (CenterState CEO).

Andrew Fish – CEDA is contacting existing businesses in order to reach out to other businesses.

Jim Dacey – Part of the attraction strategy is to look at existing business.

Frank DeRosa – He doesn't think this was happening. He is concerned there is no marketing plan, just land use plan (Comprehensive Plan). Agri-business is a great asset. He asked an independent site consultant and he stated Cayuga County does not come up at all concerning whatever we are doing with a well rounded marketing recruitment plan.

- No full reliance on Creative Core.

- Website is not adequate
- Relationships need fostering
- Open City/County to bring people in

Andrew Fish

- Web presence is still not what we want. Still working on it and a new site should be up within the next month.
- Developer days are being discussed
- Specific site marketing
- Development of marketing materials

Jim Dacey – Noted that there are a couple items under “administrative services” in the CEDA proposal that Rob Poyer, AIDA counsel, asked about.

Jenny Haines – Page 3, add at the end of Sec 2.4 “AIDA shall be entitled to retain all fees collected from project operators.” Attorney also thinks that Sections 2.1 and 2.5 contradict one another. There is some difficulty squaring the language in Section 2.1 that says CEDA is appointed agent and language in 2.5 that says CEDA is an independent contractor. The services contemplated seem to require a principal/agent relationship.

Andrew Fish – We need to make sure this is called an administrative services agreement, and that AIDA cannot control CEDA hires, or the ABO will have a problem with it.

Jim Dacey – discuss with Jenny on Section 2.4 – there is important language there for future. We need to differentiate between AIDA project fees and administrative fees.

Andrew Fish – His goal is to find a way to be self-sustaining, and wants to discuss sharing fees in the future.

Jim Dacey – The needs for AIDA are going to change. This is a relevant discussion down the road.

Matt Smith – He is looking forward to a unified model; would AIDA continue to exist?

Andrew Fish – Having both continue (AIDA and CCIDA) to function is not the most efficient model. Other options are to have one IDA go dormant (AIDA) with projects still being active. Another is to merge both entities but this would include high legal fees to do.

Matt Smith – Dormant means basically dead.

Andrew Fish – Dormant would mean that CCIDA would do all deals; AIDA would still function but not take any applications or make any deals.

Matt Smith – How can CCIDA and AIDA not compete in a unified model?

Andrew Fish – If the two IDAs are kept independently and not sharing staff, there will still be competition. It is easier to not have two full boards, but with the same staff, they are not working against each other as the picture presented is a unified front.

Jim Dacey – Until the State legislature catches up the County can't do retail in the City.

Andrew Fish – I believe that has happened. County can only do retention and tourism destination otherwise. I think this is on the State agenda for all IDAs, including AIDA.

Matt Smith – What is needed from the City to make this happen?

Andrew Fish - Any ED project needs to go through CEDA. It is better if there is an official statement that it is happening. CEDA would like to have a long-term contract for one step within the County including Auburn.

Matt Smith – How does the City benefit? Development is going outside the City.

Kelly Gridley – We need to think regionally, the City is included within the County.

Andrew Fish – I see development within the City, there is a lot of effort for adaptive re-use within cities. Also, taking over for AIDA frees your planning director to actually do the planning job that needs to be done.

Jim Dacey – Funding from AIDA would cover salaries, etc. Those hours from AIDA would be re-devoted to Planning and other needs. The City is not losing any money.

Andrew Fish – We would be more engaged in provided economic development.

Jim Dacey – Brownfield work is being done, will be pressing CEDA to market.

Andrew Fish – There needs to be an extension on the sunset of tax breaks for Brownfields.

Matt Smith – References sales tax formula and the need to negotiate a different formula.

Andrew Fish – This is a major barrier of the one stop economic development plan. We need ‘all boats rising on the same tide’ which is not happening at this time. Sales tax should benefit all equally. Formula is to freeze everyone so no one gets less but all should get more.

Matt Smith – It makes sense to move forward on this.

Andrew Fish – The Board needs to be comfortable with this.

Matt Smith – What is the right process? Sales tax formula first, or contract with AIDA first? What would be the incentive for the County Legislature to compromise on sales tax if AIDA is already in the one-stop model?

Andrew Fish – CEDA will be asking for double the funding next year, which comes from the County budget. The incentive will be to negotiate a formula that holds everyone the same. Take a percentage cut from top to fund Economic Development.

CEDA’s goal related to CCIDA is to transition and be fully staffed to CCIDA by the end of August, with full transition by October. CEDA would be available to start a transition process with AIDA in September.

Amanda Sigona – How would you reconcile the missions of AIDA and CCIDA?

Andrew Fish - Our customer is the business. No sites will be excluded. Businesses will be matched to the best site. CEDA goal is to bring business to the entire County including the City. Main infrastructure and development is in the City.

Jim Dacey – need CEDA attorneys to look at referenced language. Any further questions direct to Jenny and she will get answers.

Other business

Frank DeRosa – Reads prepared statement (Attachment 1). A developer has asked to meet with me as they haven't seemed to be able to get requested information from the County. Thinks this would be an excellent way to test CEDA as to the one stop shop. Thinks the City would be interested in a resort spot at the lake.

Matt Smith – Questions possible contract about no profits being made.

Andrew Fish – will look into it and get any requirements call for. This area is lacking in lake view hospitality according to tourism board.

Chair asks for a motion to adjourn. So moved by Amanda Sigona, seconded by Sue Chandler. Motion carried unanimously.

Meeting adjourned at 6:08.

Recorded by Alicia McKeen