

2 State Street Auburn, NY 13021

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FAX

AGENDA

Auburn Industrial Development Authority

Remote and limited board attendance at

2 State Street*

Wednesday December 15th, 2021 @ 5:00pm

*Due to COVID-19 safety protocols, there is limited in-person capacity for this meeting. The public can view the meeting livestreamed online at

AGENDA REGULAR MEETING

ORDER OF BUSINESS

- 1. Roll Call
- 2. Minutes for review and approval:
 - a) November 17th Regular and Audit Meeting Minutes
- 3. Bills and Communications
 - a) Cayuga County Chamber of Commerce 2022 Membership
- 4. Report of the Treasurer
 - a) November Budget Report & Balance Sheet
 - b) PILOT Disbursement Report
- 5. Unfinished Business
 - a) CEDA Staff Update
 - b) Small Business Support
 - c) Self-Evaluation Forms
- 6. New Business
 - a) Board Member Appointment
 - b) TGW 2022 Marketing Contract
 - c) Resolution- Ratifying prior adopted policies, standards and procedures
- 7. Board member updates, as time allows
- 8. Motion for Executive Session as needed
 - a) Vote for Executive Session
- 9. Upcoming Events
 - a) ABO Training- January 12th, 9:30-11am
- 10. Adjournment, next meeting January 19th@ 5pm; 2 State Street in the First Floor Conference Room or Remote

Cayuga County Chamber of Commerce 2 State Street Auburn, NY 13021 (315) 252-7291

Invoice

Date	Invoice #
12/1/2021	092674

Bill To
AIDA 2 State St. Auburn, NY 13021

Terms	

Item Code	Quantity	Price Each	Description		Amount
Membership Basic		275.00	2022 Basic Membership		275.00
				Total	\$275.00

8:52 AM 12/08/21 Accrual Basis

Auburn Industrial Development Authority Profit & Loss Budget Performance

November 2021

	Nov 21	Budget	Jan - Nov 21	YTD Budget	Annual Budget
Ordinary Income/Expense					
Income					
410 · Income - Admin Fees	0.00	0.00	195,303.00	38,094.00	50,792.00
Total Income	0.00	0.00	195,303.00	38,094.00	50,792.00
Gross Profit	0.00	0.00	195,303.00	38,094.00	50,792.00
Expense					
620 ⋅ Taxes on Land	0.00	0.00	1.59	2.00	2.00
630 ⋅ Dues	0.00	0.00	850.00	850.00	850.00
650 ⋅ Intrest Expense	0.00	0.00	0.00	0.00	690.00
670 ⋅ Office Supplies	0.00	0.00	0.00	37.50	50.00
680 · Professional Services	0.00	0.00	6,500.00	6,750.00	6,750.00
700 · Miscellaneous Expense	0.00	0.00	298.73	187.50	250.00
715 · Travel & Meetings	0.00	0.00	0.00	2,635.00	2,700.00
720 · Contract Services	0.00	0.00	15,000.00	15,000.00	20,000.00
745 · Marketing and Promotion	0.00	0.00	26,916.00	20,000.00	20,000.00
Total Expense	0.00	0.00	49,566.32	45,462.00	51,292.00
Net Ordinary Income	0.00	0.00	145,736.68	-7,368.00	-500.00
Other Income/Expense					
Other Income					
820 · Interest Income	61.28	41.66	520.62	458.34	500.00
Total Other Income	61.28	41.66	520.62	458.34	500.00
Net Other Income	61.28	41.66	520.62	458.34	500.00
Net Income	61.28	41.66	146,257.30	-6,909.66	0.00

November 30,2021

	Total	Restricted	Unrestricted
Checking	\$290,193.77	\$224,937.86	\$65,255.91
Savings	\$245,133.85	\$0.00	\$245,133.85
Total	\$535.327.62	\$224.937.86	\$310,389.76

Auburn Industrial Development Authority Balance Sheet

As of November 30, 2021

	Nov 30, 21	Nov 30, 20	\$ Change
ASSETS			
Current Assets			
Checking/Savings			
101 · Checking-Generations	65,254.32	164,532.83	-99,278.51
111 · Savings-Generations	245,133.85	144,575.88	100,557.97
130 · Petty Cash	165.00	165.00	0.00
Total Checking/Savings	310,553.17	309,273.71	1,279.46
Accounts Receivable			
166 · A/R PILOTS			
166.03 · Pilot Rec Nucor Steel	0.00	179,544.00	-179,544.00
166.04 · Pilot Rec Bluefield Manor	0.00	95,569.81	-95,569.81
166.05 · Pilot rec Central Building	0.00	52,000.00	-52,000.00
166.09 · Logan Street, LLC	23,248.84	19,594.10	3,654.74
166.10 · AR/Auburn Community Hotel, L.P.	33,011.54	0.00	33,011.54
166.11 · Pilot Rec Seminary Commons	14,953.94	14,777.22	176.72
166.12 · Pilot Rec PBMM Enterprises	62,330.15	0.00	62,330.15
166.13 · JBJ Real Property	131,155.00	131,155.37	-0.37
166.14 · WST33	31,997.15	25,879.62	6,117.53
166.15 · Pilot Rec Calamar/RM11	248,291.92	210,306.59	37,985.33
166.19 · Prison City PILOT	0.00	13,144.16	-13,144.16
Total 166 · A/R PILOTS	544,988.54	741,970.87	-196,982.33
Total Accounts Receivable	544,988.54	741,970.87	-196,982.33
Total Current Assets	855,541.71	1,051,244.58	-195,702.87
Fixed Assets			
168 · Land	305,064.96	305,064.96	0.00
170 · Furniture & Equipment	20,032.33	20,032.33	0.00
171 · Website	16,500.00	0.00	16,500.00
172 · A/D Furniture & Wquipment	-20,034.55	-20,034.55	0.00
Total Fixed Assets	321,562.74	305,062.74	16,500.00
Other Assets			
184 · Bond Receivable - BL	0.00	1,573,049.29	-1,573,049.29
195 · Closing Costs	4,646.81	4,646.81	0.00
Total Other Assets	4,646.81	1,577,696.10	-1,573,049.29
TOTAL ASSETS	1,181,751.26	2,934,003.42	-1,752,252.16
LIABILITIES & EQUITY			
Liabilities			
Current Liabilities			
Accounts Payable			
200 · Accounts Payable	0.87	0.00	0.87
Total Accounts Payable	0.87	0.00	0.87
Other Current Liabilities			
224 · Loan Payable - City C	23,100.00	23,100.00	0.00
228 · Accrued Interest Payable	9,150.00	8,460.00	690.00
234 · Bond Payable - Bluefield Manor	0.00	1,573,049.29	-1,573,049.29

Auburn Industrial Development Authority Balance Sheet

As of November 30, 2021

	Nov 30, 21	Nov 30, 20	\$ Change
240 · Due To Government	544,998.30	826,696.82	-281,698.52
Total Other Current Liabilities	577,248.30	2,431,306.11	-1,854,057.81
Total Current Liabilities	577,249.17	2,431,306.11	-1,854,056.94
Total Liabilities	577,249.17	2,431,306.11	-1,854,056.94
Equity			
390 · Retained Earnings	182,794.21	92,445.46	90,348.75
395 · Unrestricted Net Assests	275,450.58	275,450.58	0.00
Net Income	146,257.30	134,801.27	11,456.03
Total Equity	604,502.09	502,697.31	101,804.78
TOTAL LIABILITIES & EQUITY	1,181,751.26	2,934,003.42	-1,752,252.16

AIDA 2021 PILOTs

Project	PILOT Year/		Amount	Pymt	Pymt	Disbursment to		Amount
Project	PILOT Length			Received	Disbursed			
Auburn Community Hotel	Year 10 out of 25	\$	33,011.54			City of Auburn		\$10,627.67
						Auburn School	\$	15,526.68
						Cayuga County	\$	6,857.19
Calamar- RM11A Holdings	Year 8 out of 10	\$	248,291.92			City of Auburn	\$	79,934.62
						Auburn School	\$	116,781.87
						Cayuga County		\$51,575.43
Carolina Eastern Vail	Year 6 out of 10	\$	21,806.14	10/13/2021	10/20/2021	City of Auburn	\$	7,020.23
						Auburn School	\$	10,256.32
						Cayuga County	\$	4,529.59
Central Building LLC	Year 22 out of 30		\$54,000.00	10/21/2021	11/18/2021	City of Auburn	\$	17,384.66
						Auburn School	\$	25,398.41
						Cayuga County	\$	11,216.93
Community Computer	Year 19 out of 20	\$	32,265.86	10/4/2021	10/20/2021	City of Auburn	\$	10,387.61
						Auburn School	\$	15,175.96
						Cayuga County	\$	6,702.29
Gen West - Currier	Year 9 out of 25	\$	64,160.89	11/1/2021	11/18/2021	City of Auburn	\$	20,655.83
						Auburn School	\$	30,177.50
						Cayuga County	\$	13,327.56
JBJ Real Property	Year 9 out of 15	\$	131,155.00			City of Auburn	\$	42,223.79
						Auburn School	\$	61,687.57
						Cayuga County	\$	27,243.64
Logan Street Lofts	Year 17 out of 25	\$	23,248.84			City of Auburn	\$	7,484.69
						Auburn School	\$	10,934.88
						Cayuga County	\$	4,829.27
Mack Studios	Year 7 out of 15	\$	17,352.22	11/1/2021	11/18/2021	City of Auburn	\$	5,586.34
						Auburn School	\$	8,161.46
						Cayuga County	\$	3,604.42
Nucor Steel	Year 1 of 10	\$	181,382.00	10/4/2021	10/20/2021	City of Auburn	\$	58,394.00
						Auburn School	\$	85,311.00
						Cayuga County	\$	37,677.00
PBMM Enterprises LLC	Year 10 out of 10	\$	62,330.15			City of Auburn	\$	20,066.45
·						Auburn School	\$	29,316.42
						Cayuga County	\$	12,947.28
Prison City	Year 2 of 10	\$	20,274.08	11/1/2021	11/18/2021	City Of Auburn	\$	6,527.00
,						Auburn School	\$	9,535.73
						Cayuga County	\$	4,211.35
Seminary Commons LLC	Year 10 out of 15	\$	14,953.94			City of Auburn	\$	4,814.24
,			•			Auburn School	\$	7,033.45
						Cayuga County	\$	3,106.25
Tessy Plastics	Year 19 out of 20	\$	322,457.04	11/1/2021	11/18/2021		\$	103,811.20
•			,			Auburn School	\$	151,664.76
						Cayuga County	\$	66,981.08
WST33 LLC	Year 8 out of 15	\$	31,997.15			City of Auburn	ŕ	\$10,301.10
		_	- ,			Auburn School	l	\$15,049.57
						Cayuga County	l	\$6,646.48
Total	l	٠ خ	1.258.686.77			,	٠ ,	258.686.77

Total \$1,258,686.77 \$1,258,686.77

	Carolina Eastern			
Disbursement: 10/20/21	Vail	\$ 21,806.14	City Total:	\$ 75,801.84
	Community		County	
	Computer	\$ 32,265.86	Total:	\$ 48,908.88
			School	
	Nucor Steel	\$ 181,382.00	Total:	\$ 110,743.28
Total:		\$ 235,454.00		\$ 235,454.00
Disbursement 11/18/21	Central Building	\$54,000.00	City Total:	\$ 153,965.03
	Gen-West		School	
	(Currier)	\$ 64,160.89	Total:	\$ 224,937.86
			County	
	Mack Studios	\$ 17,352.22	Total:	\$ 99,341.34
	Prison City	\$ 20,274.08		
	Tessy Plastics	\$ 322,457.04		
Total:		\$478,244.23		\$ 478,244.23

Confidential Evaluation of Board Performance - 2021 Auburn Industrial Development Authority

Criteria	Agree	Somewhat Agree	Somewhat Disagree	Disagree
Board members have a shared understanding of the mission and purpose of the Authority.				
The policies, practices and decisions of the Board are always consistent with this mission.				
Board members comprehend their role and fiduciary responsibilities and hold themselves and each other to these principles.				
The Board has adopted policies, by-laws, and practices for the effective governance, management and operations of the Authority and reviews these annually.				
The Board sets clear and measurable performance goals that contribute to accomplishing its mission.				
The decisions made by Board members are arrived at through independent judgment and deliberation, free of political influence or self-interest.				
Individual Board members communicate effectively with executive staff so as to be well informed on the status of all important issues.				
Board members are knowledgeable about the Authority's programs, financial statements, reporting requirements, and other transactions.				
The Board reviews and approves all documents and reports prior to public release and is confident that the information being presented is accurate and complete.				
The Board knows the statutory obligations of the Authority and if it is in compliance with state law.				
Board and committee meetings facilitate open, deliberate and thorough discussion, and the active participation of members.				
Board members have sufficient opportunity to research, discuss, question and prepare before decisions are made and votes taken.				
Individual Board members feel empowered to delay votes, defer agenda items, or table actions if they feel additional information or discussion is required.				
The Board exercises appropriate oversight of the CEO and other executive staff, including setting performance expectations and reviewing performance annually.				
The Board has identified the areas of most risk to the Authority and works with management to implement risk mitigation strategies before problems occur.				
Board members demonstrate leadership and vision and work respectfully with each other.				
Board members understand and are comfortable with the application process for new projects.				

Date:

	Confidential Evaluation of Board Performance - 2021 Auburn Industrial Development Authority
Comments:	·

Performance Goals

Below are AIDA's performance goals as stated along with the Mission statement. Do you believe AIDA has met these goals in 2021? If not, why? (Mission Statement attached for review)

goale in 2021. In not, why: (whoolen statement attached for review)			
	Yes	No	Comments
Market the benefits available through AIDA to eligible projects that will generate jobs and revenue to the community.			
Assist at least two (2) projects per year with AIDA benefits and/or guidance on other benefits available in the community.			
Market parcels owned by AIDA.			



AIDA 2022 Marketing Program

Approach Outline - Scope of Work

Revised on: 12/7/21

Prepared for AIDA, Devon Roblee

Prepared by: TGW Studio: Founders, Lisa Kribs and Gavin Thomas

Strategic planning and marketing execution for AIDA's city/place brand awareness and recruitment. Program to include ongoing strategy for all tactics, including but not limited to:

	Quantity and Frequency of Deliverables
Content Development, Copywriting and Social Posting Manager Includes strategic development of brand tone/voice, and social con-	
Copy development for takerootinauburn.org's blog and collaborative management of ongoing content calendars	1 post/mo
Ongoing development of content for distribution on social channels	2x social posts/ week

Creative Strategy, Development and Production
Offerings will support ongoing design, strategic
campaigns and one-off needs. Examples include email
newsletter sign and dissemination, sales materials,
social design, and prospect-specific asks/needs, more.
Social designs to include:

- Static design images
- Gifs
- Social videos
- Social slideshow/carousel features

Digital Media Creation to include:

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Video production (series)	1 :30 sec/promo
Podcast production (continued series)	quarterly
Photography	1x shoot in Q1
Print Development and Production	2 print pieces
 Email Marketing Program New design and production of email template(s) Monthly email design/development and dissemination to prospects/interest lists Continue program growth and segmenting audiences - via targeted messaging and growing customer/prospect list 	monthly
Web Management Ongoing updates and requests for takerootinauburn.org including but not limited to: - copy updates - photography/content updates - landing page design - overall functionality or structural modifications	Ongoing
Reporting/Analytics - Reporting and analytics development and to include all key metrics for success (as defined by ongoing strategy).	Monthly
Paid Digital Advertising Strategy, Rollout and Program Management (Social Ads across appropriate channels, Display, SEM) Direct paid social and display ads to increase success of organic social media, content and inbound programs, intended to increase reach and awareness of high quality content. Program may include: - LinkedIn paid ads - Facebook, Instagram sponsored ads	Budget and Management



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 Additional platforms as determined by paid strategy

Full management of paid social program to enhance performance of organic program and reach wider, new audience

- Target audience identification and development
- Lead ad development (capture leads directly on social platforms)

Total Program Cost

\$57,000

Timing & Billing Summary

Billing/Invoicing by Phase/Segment

Program Items:

- Ongoing program items billed on the first day of each month, beginning (estimated) in January 2022 and ending in December 2022, to be due on the 30th of that month
- Monthly billing for ongoing items as outlined in accompanying scope.

Terms & Conditions

Invoice Terms

All program invoices will include billing terms of net 30 days unless otherwise specified.

Description of Work

The Agreement (the "Agreement") for the project described in the Scope of Work to which these terms and conditions are attached (the "Project") shall consist of the final Scope of Work and Timeline, these terms and conditions, and any change orders set forth in writing and executed by TGW Studio and the Client after the acceptance of the original Scope of Work. Changes to the Scope of Work may result in adjustments to the charges for the Project.

Revisions & Edits, and Changes to the Scope of Work

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We believe transparency, engagement, and good planning will ultimately result in eliminating misconceptions and wasted efforts. We understand that sometimes things need to change and we will do our best to accommodate within a reasonable limit.

Any features or work that arise outside the original scope of work will be assessed (e.g., complicated structural shift, require adding a new, unaccounted for component), and if deemed feasible by TGW Studio, estimated according to our hourly rate. This estimate, if approved, will be invoiced separately and an additional proposal will be drafted separately from the work outlined in the original proposal.

Pricing

The prices set forth in this Agreement are valid through December 15th, and represent TGW Studio's good-faith estimate of costs included in the price.

Project Completion

TGW Studio will see each phase of the contracted project through completion and final reporting.

Non-Disclosure of Confidential Information

Each Party will not, at any time, whether during or after the termination or expiration of this Agreement, for any reason whatsoever, disclose to any person or entity or use for any purpose other than fulfilling its obligations hereunder, the other Party's Confidential Information including:

any concepts, business + sales strategies, trademarks and marks, collateral (digital and print), outlines, etc. Agreement and shall not be used by the other Party for any other purpose than for the purpose of the Project.

Cancellation

In the event the Client cancels this Agreement prior to the completion of the Project, within five (5) business days of such cancellation, Client shall pay (a) TGW Studio for all work performed by TGW Studio up to the date of termination, (b) for all contracted for Outside Expenses and commitments that have been incurred and cannot be cancelled and (c) a cancellation fee equal to 15% of the remaining fees that would otherwise have been paid to TGW Studio if the Agreement were to have been fully performed.



Contract of Work

By signing this document, both parties agree to all of the conditions stated above. To acknowledge acceptance of the terms in this document, please sign below and return.

Auburn IDA / Cayuga County representative signature date

A sincere thanks for this opportunity to work together.

RESOLUTION

A regular meeting of Auburn Industrial Development Authority was convened at 2 State Street, Auburn, New York 13021 on December 15, 2021 at 5:00 p.m.

The following resolution was duly offered and seconded, to wit:

Resolution No.	
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RESOLUTION OF THE AUBURN INDUSTRIAL DEVELOPMENT AUTHORITY (THE "AUTHORITY") (i) RATIFYING CERTAIN PRIORADOPTED POLICIES, STANDARDS AND PROCEDURES IN CONNECTION WITH THE PUBLIC AUTHORITIES ACCOUNTABILITY ACT OF 2005; AND (ii) RATIFYING CERTAIN AUTHORITY POLICIES AND PROCEDURAL MATTERS IN FURTHERANCE OF THE PUBLIC AUTHORITY REFORM ACT OF 2009.

WHEREAS, by the provisions of the Auburn Industrial Development Authority Act, Chapter 915 of the 1969 Laws of New York constituting Title 15 of Article 8 of the Public Authorities Law, Chapter 43-A of the Consolidated Laws of New York, as amended (the "Act"), the Authority was created as a public benefit corporation of the State for the benefit of the City of Auburn (the "City"); and

WHEREAS, the Public Authorities Accountability Act of 2005 (the "PAAA"), which was signed into law on January 13, 2006 as Chapter 766 of the Laws of 2005, was enacted by the New York State Legislature to insure greater accountability and openness of public authorities throughout the State; and

WHEREAS, as a "local authority" as defined pursuant to Section 2 of the Public Authorities Law ("PAL") the Authority, previously adopted adopted requisite policies, standards and procedures in furtherance of PAAA, certain elements of which the Authority desires to reaffirm and ratify herewith; and

WHEREAS, by Chapter 506 of the Laws of 2009, the Public Authority Reform Act of 2009 ("PARA") imposed new requirements upon certain local authorities of the State, including the Authority; and

WHEREAS, the Authority desires to ratify, reaffirm and reinstate certain policies and committee charters of the Authority in furtherance of the PAAA and PARA.

NOW, THEREFORE, BE IT RESOLVED BY THE MEMBERS OF THE AUBURN INDUSTRIAL DEVELOPMENT AUTHORITY AS FOLLOWS:

<u>Section 1</u>. The Authority hereby approves and adopts the following policies and procedures previously reviewed and approved by the Authority, in substantially the forms attached hereto as <u>Exhibit A</u>, to be effective for the calendar year 2022 or until such time as successor policies and procedures shall have been approved by the Authority:

- (a) Authority Whistleblower Policy.
- <u>Section 2</u>. In furtherance of PARA, the Authority hereby approves and adopts the following policies, guidelines, and charters previously reviewed and approved by the Authority in substantially the forms attached hereto as <u>Exhibit B</u>, to be effective for the calendar year 2022 or until such time as successor policies, guidelines, and charters shall have been approved by the Authority:
 - (a) Audit Committee Charter; and
 - (b) Governance Committee Charter.
- <u>Section 3.</u> In accordance with the PAAA and PARA, the following Authority Board members are appointed and shall serve on the following committees for the calendar year 2022 or until such time as their successors shall have been nominated and appointed:
 - (a) Audit Committee:

Roger Beer Brandon Gravius Katie MacIntyre

- <u>Section 4</u>. All other policies and procedures of the Authority shall continue in effect until the Authority adopts successor policies and procedures
 - <u>Section 5</u>. These Resolutions shall take effect immediately.

The question of the adoption of the foregoing Resolutions was duly put to a vote, which resulted as follows:

Yea Nay Absent Abstain

James A. Dacey, Chairman
William Andre, Member
Gwen Webber-Mcleod, Member
Jeff Gasper, Member
Terry Cuddy, Member
Roger Beer, Member
Katie MacIntyre, Member
James Giannettino, Member
Brandon Gravius, Member

The Resolutions were thereupon duly adopted.

STATE OF NEW YORK) COUNTY OF CAYUGA) SS:
I, the undersigned Secretary of the Auburn Industrial Development Authority, DO HEREBY CERTIFY:
That I have compared the annexed extract of minutes of the meeting of the Auburn Industrial Development Authority (the "Authority"), including the resolution contained therein, held on December 15, 2021, with the original thereof on file in my office, and that the same is a true and correct copy of the proceedings of the Authority and of such resolution set forth therein and of the whole of said original insofar as the same related to the subject matters therein referred to.
I FURTHER CERTIFY, that all members of said Authority had due notice of said meeting, that the meeting was in all respects duly held and that, pursuant to Article 7 of the Public Officers Law (Open Meetings Law), said meeting was open to the general public, and that public notice of the time and place of said meeting was duly given in accordance with such Article 7.
I FURTHER CERTIFY, that there was a quorum of the members of the Authority present throughout said meeting.
I FURTHER CERTIFY, that as of the date hereof, the attached resolution is in full force and effect and has not been amended, repealed or modified.
IN WITNESS WHEREOF, I have hereunto set my hand and affixed the seal of said Authority this day of, 2021
Taylor Symes Assistant Secretary
[SEAL]

Exhibit A