



Regular Meeting Minutes

Auburn Industrial Development Authority

Wednesday December 15th @ 5pm

Remote and limited board attendance

2 State St., Auburn, NY

Board Present:

James Dacey (Chair & Member of Business)

William Andre (Vice-Chair & Member of Labor)

Katie MacIntyre (Member at Large)

Gwen Webber-McLeod (Member at Large)

Jimmy Giannettino (Council Member)

Terry Cuddy (Council Member)

Jeff Gasper (School Board Member)

Roger Beer (Member at Large)

Absent:

Brandon Gravius (Member of Industry)

Staff & Guests:

Danielle Szabo, Interim Executive Director

Taylor Symes, Acting Treasurer

Robert Poyer, Hancock Estabrook

Mr. Dacey called the meeting to order at 5:01pm, noting the presence of a quorum.

MEETING MINUTES:

Mr. Beer motioned to approve the November 17th Regular and Audit Meeting Minutes, seconded by Mr. Cuddy. All members present voted in favor; motion was carried.

BILLS AND COMMUNICATION:

Ms. Symes present the following bills: The Cayuga County Chamber of Commerce 2022 Membership in the amount of \$275.00.

Ms. MacIntyre motioned to pay our bills, seconded by Ms. Webber-McLeod. All members present voted in favor; motion was carried.

REPORT OF THE TREASURER:

Mr. Beer reviewed the financials for November. The P&L for November had no activity with the exception of interest income. The income for the year so far was a little over 195k. the total expenses so far for the year was 50k. We budgeted a loss for the year. The actual performance compared to the actual was a successful year. The contract services were 15k for the year with another 5k for the year. The services contract will be an additional amount that will exceed 5000. The only item that was over budget was the Marketing and Promotion. The budget stated 20k and this year was \$26k. Mr. Dacey asked if the maintenance fee would be an ongoing thing? Mr. Beer stated that we would review it later on with the contract later. Mr. Dacey stated he couldn't find the information if the contract with the county would change in 2022? Ms. Szabo stated that we are in the middle of a contract that nothing would change at this time. Ms. Webber McLeod asked Mr. Beer for clarification on the \$5000 admin fee that was discussed. Mr. Beer stated that on the far column that budget shows \$20,000. We have only paid \$15,000 so far. Mr. Beer stated that the \$20,000 is not the only amount that we will pay. Mr. Beer explained that it is a calculation between the income and expenses paid for the entire year and CEDA will receive 20% of it. Mr. Beer stated that he isn't sure the exact amount of what it is going to be just yet. Mr. Cuddy clarified that the money would go to CEDA. Ms. Symes clarified that the amount would not be calculated until January.

Mr. Beer reviewed the balance sheet. The cash was over \$300,000. Mr. Beer stated that for the PILOT's there was an amount that would need the paid to the government. Mr., Dacey we are acting as a pass through agency. Mr. Beer stated that we are a conduit agency. Mr. Dacey stated that he received clarification on the new Public Safety Building. He stated that the amount would change and we would see it happen in 2023. Ms. Szabo stated that the change would happen in 2022 and not 2023. Mr. Dacey asked if the we had a number for what it would be? Ms. Symes stated that right now it was around \$700,00 but cannot provide an accurate number until tax rates are released for 2022. Mr. Beer pointed out that looking at the PILOT Disbursement Report, the ones that are blank are the ones that are due. Ms. Symes stated that their notice of their 1% fee went out in November and we haven't received any payments yet. Mr. Dacey stated that they have enforced the fee in the past and AIDA will continue to enforce it in the future.

Mr. Beer points out that the highest outstanding balances are for JBJ Real Properties and Calamar. He asked if we received any indication that they would not be paying their PILOT in 2021. Ms. Symes stated that responses were made in regards to their payments and they have stated that they would work with their office managers to get the payments out. Mr. Beer stated that no one has come forward asking for a special payment plan.

Mr. Giannettino motioned to approve the Treasurer's Report, seconded by Ms. MacIntyre. All member present voted in favor; motion was carried.

Mr. Dacey asks if anyone had any questions in regards of the PILOT Disbursement Report. He stated that Ms. Symes turns the payments around in a great fashion and hasn't had any problems doing so.

UNFINISHED BUSINESS:

CEDA Staff Update: Ms. Szabo stated that the CFA awards were posted and that in Cayuga County, 17 businesses applied. 6 businesses were awarded funding in the total amount of \$1,409,372. Cayuga County Soil and Water received \$29,000, City of Auburn Skate Park would receive \$250,000, Veterans Memorial Park received \$300,000, Equal Rights Heritage Center received \$300,000, Seward House received \$500,000, Village of Port Byron Received \$30,000. CFA is still accepting applications and the next deadline is December 31st, 2021.

Rudolph's Sugar Shack Ribbon Cutting is on Friday December 17th at 3pm. This is the fourth completed DRI Project.

Mr. Dacey stated that the CSS HR Committee met and discussed the position announcement. They made the decision that the title would change from Executive Director to CEO. Also, they reviewed all the positions and the functions the CEO had and the position was too much on their description. They attempted to reduce the description from 3 pages since that would be too many pages to review. The description would go to the search committee on December 16th to be reviewed. Mr. Cuddy asked if the position has officially been posted and was there any posting at all since Ms. Verrier left? Mr. Dacey stated that no. Ms. Szabo clarified that his position is a CSS position and the CSS board would take the lead on posting this position. Ms. Szabo stated that CSS (Cayuga Strategic Solutions) is the umbrella organization for CEDA and Chamber of Commerce. Ms. Webber-McLeod asked if the search was posted regionally, state or locally? Mr. Dacey stated the post would be approved at Thursday's meeting and would be posted state wide. Mr. Dacey recommended it to be posted nationally. The position will be posted on the AIDA website. Mr. Dacey stated he is unaware of how long they will keep the position posted but from experience, it would be based on how many resumes are received.

Ms. Webber-McLeod stated that she understands the structure of how the position is being searched for but would like to know if she is out of place to be asking the questions she is asking? She understands that the CEO will work on the AIDA board but she is unclear on how she can form her questions. Mr. Dacey stated that she wasn't out of line but he doesn't have all the answers at this time.

Self-Evaluation Forms: Mr. Dacey asked if everyone had returned their completed forms yet? Ms. Symes stated that she was missing 2 people's forms. Mr. Dacey reiterated the two people that are still missing should return the forms before Christmas. Mr. Dacey stated it is mandatory and that we review them as a group and not individually.

NEW BUSINESS:

Board Member Appointment: Mr. Dacey acknowledged Mr. Beer; a board member that has put in a numerous amount of years on the AIDA board has put in his resignation. Mr. Beer is willing to stay on until a replacement is appointed. Mr. Dacey has been working with Mayor Quill and Council to find a replacement. If anyone has interest and lives in the City of Auburn, preferably with a financial background, please send them to Mr. Dacey. Mr. Beer stated that he just wants to spend more time with his family. Mr. Beer stated that he has enjoyed the experience and has actively taken the lead on looking for someone with a financial background.

TGW 2022 Marketing Contract: Ms. Szabo explained TGW submitted a breakdown of the deliverables on what Ms. Roblee presented in November. TGW would be looking to start the contract in January 2022 and it would be a 12-month contract ending in December 2022.

Mr. Beer motioned to have a discussion in regards to the contract, seconded by Ms. Webber-McLeod.

Mr. Dacey asked if everyone was able to review the proposal. Mr. Cuddy asked if the extra charges from the year was from needing more assistance? Ms. Symes stated that the bills are retroactive and it was for the December payment. Mr. Dacey stated that after reviewing, it is a lot of money and AIDA has expectation on what it will do for the brand.

Mr. Dacey motioned to approve the contract for one year and then review it in November to see if they are doing everything outlined in the contract.

Ms. MacIntyre asked for the total cost of \$57,000, the board would like TGW to give an itemized breakdown of the agency's time and media deliverables. Ms. Szabo stated that CEDA asked for TGW to give a itemized breakdown but received a response they did not break it down per line item. The breakdown TGW gave is in the packet. Ms. Szabo stated she can ask again but they broke it down in the contract. Mr. Dacey asked Ms. MacIntyre to email Ms. Szabo exactly what she is looking for and Ms. Szabo would present this to the board during the January meeting. Ms. MacIntyre pointed out they are doing lead development on social media and would like to know what the KPI's will be. Ms. Szabo stated that would be a question for Ms. Roblee since she would be taking lead on this project.

Mr. Beer pointed out in the first contract AIDA spent \$80-90k and wanted to know if these expenses were forthcoming or if something changed and this needed to be taken care of? Mr. Cuddy explained that the website is a valuable tool but having a social media strategy in today's society is just as important as having a \$90k website. He pointed out how frequently are we posting on social media and having an itemized breakdown is crucial to see where the money is truly going in regards to them being active on social media. Ms. Macintyre stated she just wants to make sure AIDA is getting their money's worth. Ms. Webber-McLeod wanted to know who would be posted on social media? Ms. Szabo stated that is a collaboration approach between CEDA staff and TGW. Ms. Webber-McLeod stated that the key piece is to find an understanding on the outcome of social media for the board. She stated the more specific they can be and the clearer the delivery, it would be their best interest to do so. Mr. Dacey stated that once they have answered can this be sent to the full board and a decision to be made before going public. Mr. Beer wanted to know how long will this be continuing? Ms. MacIntyre stated that we would need to continue to have ongoing costs but not as much. Mr. Beer asked if this would need to be done by a consulting agency every year? Ms. Webber-McLeod stated that this would be something the new CEO would make. Ms. Webber-McLeod stated that this would need to happen in the future.

Mr. Beer asked if Terrapin was a result of the website. Ms. Szabo responded no, they found CEDA through LoopNet. Mr. Cuddy asked if she presented the website to Terrapin? Ms. Szabo stated she includes the information in her attraction proposal. Mr. Cuddy stated that it could be possible that they could have visited the AIDA website.

Mr. Beer stated that some additional expenses would be attached to this over the years and AIDA's budget would need to increase. Mr. Beer stated that he thinks that it would be beneficial to review the website's analytics and review the ROI. Ms. Szabo stated that she has a question on her attraction proposal to ask how they found us here? Mr. Gasper stated that in March, Ms. Roblee or TGW should give an update to the board so everyone has a better understanding. Mr. Dacey stated that we will continue this discussion at the next meeting. Ms. Szabo explained that the original contract from TGW stated that the contract would be from February 2022- January 2023 due to not being in the packet on time. TGW delivered the contract prior so that's why the timeline was changed to January 2022-December 2022. Ms. Szabo stated she would work with Ms. Roblee to get a breakdown and that this will be on the agenda for January along with the timeline changing back to February 2022- January 2023.

RESOLUTION-Ratifying prior-adopted policies, standards and procedures:

Mr. Beer motioned to approve the resolution, seconded by Mr. Giannettino.

Ms. Symes stated that when reviewing the resolution, Ms. Katie MacIntyre has been appointed to the Audit Committee since she has taken over Mr. Ronald Lavarney's seat. Mr. Cuddy stated that when a replacement takes place for Mr. Beer they will take over his duties also.

All members present voted in favor; motion was carried.

UPCOMING EVENTS:

Mr. Dacey reviewed the upcoming events. Mr. Dacey pointed out the NYS Economic Development Conference. would take place Mid-January in Albany if anyone was interested. Ms. Symes stated that she would send out an email in regards to the conference.

ADJOURNMENT:

Mr. Beer motioned to adjourn at 6:05pm, seconded by Ms. MacIntyre. All members present voted in favor; motion was carried.

Respectfully Submitted,

Taylor Symes