



Auburn Industrial
Development Authority

REGULAR MEETING MINUTES
AUBURN INDUSTRIAL DEVELOPMENT AUTHORITY
Wednesday, December 16th, 2020 @ 5:00pm
Remote due to COVID-19
2 State Street, Auburn, NY

- Board Present:** James Dacey (Chair & Member of Business)
 Jeff Gasper (School Board Member)
 Roger Beer (Member at Large)
 Jimmy Giannettino (Council Member)
 Gwen Webber-McLeod (Member at Large)
 Brandon Gravius (Member of Industry)
 Terry Cuddy (Council Member)
- Absent:** Ron LaVarnway (Member at Large)
 William Andre (Vice-Chair & Member of Labor)
- Staff & Guests:** Tracy Verrier, Executive Director
 Taylor Symes, Acting Treasurer
 Devon Roblee, CEDA
 Megan Goloub, CEDA
 Stephanie DeVito, (Auburn Downtown BID)
 Lisa Kribs, (TGW)
 Gavin Thomas, (TGW)

Mr. Dacey, Chairman called the meeting to order at 5:05pm, noting the presence of a quorum.

MEETING MINUTES

Mr. Beer motioned to accept the Regular Meeting minutes, seconded by Ms. Webber-McLeod. All members voted in favor; motioned carried

BILLS AND COMMUNICATION

Ms. Symes presented the bills as follows: PILOT Disbursements in the amounts of \$99,018.64 to AECSD, \$45,364.31 to Cayuga County Treasurer, and \$68,128.76 to the City of Auburn; TGW in the amount of \$36,500 for phase 2 work on the place based brand; and the Cayuga County Chamber of Commerce in the amount of \$275.00 for 2021 membership.

Mr. Gasper motioned to accept the bills, seconded by Mr. Giannettino. All members voted in favor; motion carried.

REPORT FROM THE TREASURER

Mr. Beer reviewed the Profit and Loss Statement and stated activity for the month of November was very minimal. From January to November the revenue was about \$180k. Mr. Beer pointed out the contract service fees are currently at \$15,000 and there should be another \$5,000 on this line by year end. Marketing services show in the amount of \$19,750 at the end of November, but the board approved another bill in the amount of \$36,500. For the end of the year, this line will reflect a total of \$56,250 paid to TGW, which includes phase 1 and 2. Mr. Beer noted that the board

James A. Dacey
Chairman

2 State Street
Auburn, NY 13021

PHONE
(315) 252-3500

FAX
(315) 255-3077

had budgeted to break even in 2020, but the Tessa and Nucor projects put us in a strong position and there should be a profit.

Mr. Cuddy moved to accept the Report from the Treasurer, seconded by Mr. Gravius. All member voted in favor; motion carried.

Ms. Symes stated that 7 PILOT payments had not been received yet. The ones that were disbursed were Gen-West Currier, JBJ Real Properties and WST33 LLC. Mr. Dacey asked that a reminder letter be sent to businesses that had not yet paid. Ms. Symes advised that she would send a reminder.

Mr. Beer asked if the balance sheet will reflect all PILOTs being paid by year end? Ms. Verrier stated that every year there are a few payments that come in right around the end of the year, but she anticipates that all will be paid by the January 1 due date.

UNFINISHED BUSINESS

Auburn Place Based Branding: Ms. Kribs and Mr. Thomas of TGW provided a presentation of the research that was conducted in phase 1 of the place based branding project. The report is extensive and detailed, and will be provided to the board to review in full. However, the presentation will highlight insights used to help the board understand the approach they are recommending for the marketing plan. Ms. Kribs and Mr. Thomas went through the slide show for the Auburn Place Branding, which is attached to these minutes for reference.

Mr. Giannettino expressed that he was impressed with the work done this far and that the research and insights reflect his own experience returning to Auburn after service in the military. When asked why he returned, he always says that he saw the possibilities that lie within Auburn. Mr. Giannettino noted that the font being used for the logo and the use of the word "root" in the tagline both show character. Ms. Webber-McLeod asked Ms. Verrier for her general impression of the branding as presented. Ms. Verrier stated that she appreciated the personas that were developed in particular as they were able to capture the audiences we are really interested in with this brand. Ms. Roblee agreed that the personas that were captured were strategic. She explained that people living in Auburn look for the outdoor activities year round and that's a huge thing that keeps the community grounded, especially during this pandemic. Ms. Webber-McLeod stated that two of the personas resonated with her on the economic development level. She stated that she appreciates the combination of the color pallet and font, which bring a modern feel to the brand while still appreciating the past.

Ms. Webber-McLeod asked if anyone had any concerns or dislikes about the presentation. She stated that it is important to explore what is not working before getting too in depth in the brand. Ms. Verrier stated once everyone receives the presentation, the board should review it and provide any feedback to CEDA staff. Mr. Thomas said there will also be more opportunity for the board to participate, and that they will be asked for testimonials to be used within the brand.

Board Self-Evaluations: Mr. Dacey asked if we are completed with the evaluations. Ms. Symes stated that she only received three of the evaluations. The evaluations are anonymous. Ms. Verrier said members that would like to keep their evaluations totally anonymous can drop them off at the office or mail them without a return address. Otherwise they can be emailed to Ms. Symes.

CEDA Staff Update: Ms. Verrier stated that Ms. Megan Goloub is CEDA's new Business Development Specialist. Ms. Goloub introduced herself to the board. Ms. Verrier explained that the DRI Small Project Grant Fund was launched and applications are now being accepted. This grant is available to businesses that are inside the DRI boundary. This grant can be used for building renovations and leasehold improvements, COVID resiliency, signage, soft costs, and permanent machinery and equipment. The first round of application, which is tailored to COVID resiliency, was due on December 16th. The full application deadline is January 18th, which can also include COVID resiliency but also other aspects of the program. The total amount of the fund is \$600,000. CEDA also just launched a Shop Local Campaign that highlights retail and restaurant businesses. Ms. Verrier stated that the campaign includes paper, digital, and radio advertisement. If a business wants to be highlighted, they just need to fill out a form. Also, CEDA hosted a Restaurant Round Table with Tourism and Auburn BID. Mr. Gasper asked if any additional grants or programs are becoming available in the upcoming year? Ms. Verrier stated she suspects another stimulus package will be passed, including another round of PPP.

Ms. Webber-McLeod voiced her disapproval of a County Legislator publically using a derogatory term in referring to a female county employee. As a minority woman business owner, she expressed that this is very disrespectful and he should not be able to continue to be someone with authority in our community and that she is not able to tolerate the increasing violence toward women leaders in public rhetoric and the community. Mr. Beer stated that he agrees with her 100%. He stated that it is time for us speak up in this community. Ms. Webber-McLeod stated that this is an Economic Development issue as women business owners, of which there are many, are feeling discouraged, violated, and harassed, and in some instances physically unsafe. These kinds of actions could also be a deterrent to businesses looking to relocate to the area. Mr. Dacey agreed and noted that many businesses looking to relocate to an area will subscribe to the local newspaper, and if they see this kind of behavior from leadership may reconsider their interest in the area. Mr. Dacey stated that he would write a letter on behalf of AIDA to the Chair of the County Legislature and will ask for it to be read into the public record. All board members agreed.

NEW BUSINESS

RESOLUTION: Ratifying Prior-Adopted Policies, Standards, and Procedures: Mr. Beer moved to accept this resolution, seconded by Mr. Cuddy. All members voted in favor; motion carried. Mr. Dacey said that all polices have been approved by the board over the year and needed to go on the record. Ms. Verrier stated the only thing that may need to be changed is that the membership of the committees. If Mr. Ron LaVarnway decides to step down from the board and someone else joins, that will be the only change. Mr. Dacey noted that we should handle that in January.

BOARD MEMBER UPDATES None.

Motion to adjourn by Mr. Cuddy, seconded by Mr. Giannettino. All members voted in favor.
Meeting adjourned at 6:21pm.

Upcoming meeting scheduled for February 17th @ 5pm

Respectfully Submitted,
Taylor Symes