



Regular Meeting Minutes

Auburn Industrial Development Authority

Wednesday, August 17th 2022 @ 5:00pm

Remote and limited board attendance

2 State St., Auburn, NY

Board Present:

James Dacey (Chair & Member of Business)
Terry Cuddy Council (Secretary & Council Member)
Jimmy Giannettino (Council Member)
William Andre (Vice-Chair & Member of Labor)

Absent:

Katie MacIntyre (Member at Large)
Gwen Webber-McLeod (Member at Large)
Lisa Green (Member at Large)

Staff & Guests:

Michael Miller, Executive Director
Taylor Symes, Acting Treasurer
Devon Roblee, CEDA
Rob Poyer, Hancock Estabrook

Mr. Dacey called the meeting to order at 5:02pm, noting the presence of a quorum.

MEETING MINUTES:

Mr. Cuddy motioned to approve the July 27th Regular Meeting Minutes, seconded by Mr. Giannettino. All members present voted in favor; motion was carried.

BILLS AND COMMUNICATION:

Ms. Symes presented the following bill: TGW in the amount of \$4,750 and the Citizen Invoice in the amount of \$900. Ms. Symes stated that was for the Chamber Directory Guide. Mr. Dacey asked if TGW was monthly until the end of 2022. Ms. Symes stated that it goes until February. Mr. Dacey stated that it isn't reflected in the budget. Ms. Symes stated that it is reflected at \$57,000.

Mr. Cuddy motioned to pay the bills, seconded by Mr. Giannettino. All members present voted in favor; motion was carried.

REPORT OF THE TREASURER:

Ms. Symes reviewed the P&L and Balance sheet. Ms. Symes stated that there was no income and the expense for the month was a total of \$9,780.74. This included the CEDA Q2 Payment and the monthly TGW bill. The net income for the month was (\$9,780.74). At the bottom of the report, there is a breakdown of the account balances.

Ms. Symes stated for the balance report is the same. AIDA is expending more than bringing in income. Mr. Cuddy reiterated that it tends to operate in that sense every year. Ms. Symes stated that in the summer things are quiet and once the end of the year happens business increases.

Mr. Andre motioned to approve the Report of the Treasurer, seconded by Mr. Cuddy. All members present voted in favor; motion was carried.

UNFINISHED BUSINESS:

AIDA/CCIDA Auditor RFP Buffington and Hoatland Engagement Letter: Mr. Dacey stated that at the previous meeting it was discussed that CCIDA uses the same auditor. He explained that he spoke with Mr. Lockwood in regards to this and with the current state of the organization, neither believed it was the proper time to post an RFP. Mr. Dacey stated that he requested a letter from Buffington and Hoatland and they sent a letter back. Ms. Symes stated they anticipate a 5-10% increase. Mr. Dacey stated that in 2023 we would need to go out to RFP.

CEDA Staff Update: Mr. Miller asked what is the purpose of the update. Mr. Dacey stated historically a CEDA employee would give an update on what they were working on. This would give the board an idea of what is happening within the community. Mr. Cuddy requested an update on marketing and Ms. Roblee would report on what was happening. Mr. Dacey stated at one point all staff would join the meeting and they gave an update. That became too cumbersome. If no update was to be reported it would be skipped. Mr. Miller clarified that when updates happen it's to update the board on projects that would be relevant to AIDA. Mr. Dacey stated that CCIDA reports the same thing and when project happen teach board would like to be notified.

NEW BUSINESS:

Executive Director Onboarding:

Mr. Cuddy motioned to appoint Mr. Michael Miller as the Executive Director of AIDA, seconded by Mr. Giannettino. All members present voted in favor; motion was carried.

TGW Marketing Update: Ms. Roblee stated that she has bi-weekly meetings with TGW. They send updates on what will be posted and Mr. Cuddy and herself to discuss AIDA's Marketing Strategy. The focus right now was finalizing the podcasts. Ms. Roblee stated they are on Spotify for anyone who would like to listen. She stated it is titled The Auburn Possibilities. Ms. Roblee stated the people that were interviewed were DuMond, Melina Carnicelli, Courtney Casper, Ally Colvin and Jessie Kline. Ms. Roblee stated TGW does produce a monthly blog so if any board member has any suggestions to let her know. The other item that was discussed last time was the two print pieces. One was the rack cards and anyone can take them. She said the intention for this piece are for visitors in peak tourist season and to have them visit our website. Another print piece is outlined in the contract and Ms. Roblee would like ideas on what it could be. She is looking for feedback. She stated it could be a poster, direct mail, bus wrap, billboard, or printed ad. Right now the focus is primarily on awareness. Last year the brand was launched and now we are looking to get the awareness into the community. Ms. Roblee stated that TGW couldn't attend this meeting but they plan on attending September's meeting. Mr. Dacey asked if she could email the board and give them a list on what you are looking for and for them to be prepared for the

next month's meeting? As of right now the only thing Ms. Roblee would like feedback on is the print piece.

Mr. Giannettino asked how were the five people chosen for the podcast? Ms. Roblee stated that a list was given to TGW with their favorites highlighted. She said the hardest part was for people to respond to the podcast. Mr. Giannettino stated in regards to the list of the podcast interviewers, 4 out of the 5 do not live in auburn and 2 work in the same building being the Equal Rights Heritage center. He feels since we have businesses that are in our PILOT program and their employees live and work here. On top the businesses struggling with hiring employees, why can't they verbalize their successes and their challenges? He stated that he would like to see a better mixture of the people that give their point of view. He stated a lot of duplication is happening and that it should be branched out. Ms. Roblee asked should they start interviewing CEO's and business owners. Mr. Cuddy stated that yes it should be mixed in. Mr. Giannettino stated look at Currier Plastics as an example on how long it has operated here. Ms. Roblee stated that Mr. Cuthbert was on the list but hasn't responded. Mr. Giannettino also spoke on Terrapin and how they chose to bring their business to Auburn and potentially buying houses in Cayuga County. Mr. Dacey another person to talk to is the head person of the veteran's association. He stated veterans make great employees. He stated when he worked at the steel mill 97% of employees were veterans. Ms. Roblee stated that a main problem is the "cold calling" to people. Mr. Cuddy stated that to make it easier, give the names to the marketing committee.

UPCOMING EVENTS:

Mr. Dacey reviewed upcoming events.

BOARD MEMBER UPDATES:

Mr. Dacey stated the only update was that Ms. Symes handed out the Economic Development Handbook. Mr. Dacey would like the board members that haven't taken ABO training to please sign up. Mr. Poyer stated that AIDA is not in Article 18A General Municipal Law. AIDA has its own statute. Mr. Dacey stated it was to give the board members a background of economic development. Mr. Poyer stated to not take any information as legal advice.

Mr. Cuddy stated that he communicated with the school board as to when the appointee will take their seat. Mr. Giannettino stated the connection was made but it was not a voting time to handle to onboarding. Mr. Andre asked who was taking the seat. Mr. Giannettino stated it was Mr. Dan Lovell. Mr. Dacey asked if the new person be a younger person to get involved within the community. Mr. Giannettino stated that he did look through his employees at Medent but the two that would fit are on other boards at this time.

ADJOURNMENT:

Mr. Giannettino motioned to adjourn at 5:33pm, seconded by Mr. Cuddy. All members present voted in favor; motion was carried.

Respectfully Submitted,

Taylor Symes