



Auburn Industrial
Development Authority

**Regular Meeting Minutes
Auburn Industrial Development Authority
Audit Committee**

Wednesday October 19th, 2022 @ 4:45pm

2 State Street, Auburn, NY

Committee Members Present: James Dacey Chairman
Lisa Green

Staff & Guests: Michael Miller, Executive Director
Christine Martynski, CEDA Representative

Mr. Dacey called the meeting to order at 4:45pm noting the members present.

Review Committee Charter and Whistle Blower Policy

Ms. Green inquired about the gain of sale on land. Mr. Dacey inquired to Mr. Miller on AIDA's residential properties and the installation of sidewalks. Mr. Miller noted that there was not a vote and that more information was needed for the board to make a decision and it would be discussed in the regular meeting. Ms. Green noted that contract services and marketing services were highlighted in yellow. Mr. Miller noted that the TGW contract is running on a separate fiscal year and it would be up to the board to make a decision going forward. Mr. Miller further noted that contract services are for CEDA and that the current contract runs from 2021 to 2023. Mr. Miller noted that CEDA's contract has not changed in roughly 10 years and that he would like to discuss with the board about adjusting it. Mr. Dacey inquired if the county has asked AIDA to increase funding to CEDA which Mr. Miller replied no. Ms. Green asked about changing the contract now or in the future. Mr. Miller said that he is looking for an adjustment now if the board is open to now and further explain that costs have gone up over time. Ms. Green asked if the county's funding portion has changed to CEDA, Mr. Miller replied that he is keeping that as a separate item outside of AIDA and that all these conversations are all happening now. Ms. Green and Mr. Dacey each stated that the full board needs to have discussion on this.

Mr. Dacey provided the background that the in years past there wasn't a large marketing component available and that CEDA has more to offer now. It was noted that in good faith, AIDA should have been increasing CEDA's contract amount each couple of years and should have a schedule going forward. Ms. Green agreed.

Mr. Miller noted that Micron's investment and other emerging opportunities have uniquely positioned Auburn to succeed and that CEDA is looking to take charge on this through increased support and resources where available. Ms. Green agreed this is a great opportunity. Ms. Green asked what Mr. Miller is looking for in contract adjustment; Mr. Miller stated that a 'right-size' for the contract would be 45,000 but is open to negotiating with the board on this item. Mr. Dacey shared his that it would be difficult for Auburn to land Micron satellite companies but that there is high potential for education and that investing in those efforts would be beneficial for the city and county. Mr. Dacey further

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stated that marketing efforts were not fully invested in the past and would like to see this work out to build on success, but it has yet to be done properly.

Mr. Miller had noted the supply chain analysis was completed last year and is looking to ensure CEDA effectively utilizes the information. Mr. Dacey has felt current AIDA marketing efforts have fallen short of their intended efforts and that budgeted dollars would be better spent on soliciting companies directly by using the supply chain information. Ms. Green asked Mr. Miller his feelings on current marketing efforts; Mr. Miller stated that current marketing efforts have done a good job on the community level but have not reached intended markets for large companies to work with CEDA. Mr. Miller explained that CEDA is reorganizing their efforts, specifically marketing, to increase CEDA's visibility and those for AIDA as part of that. Mr. Miller went on to note he is looking to improve CEDA's all-around efforts for business attraction and marketing for that.

Ms. Green asked what Mr. Miller's recommendation is for marketing dollars and efforts for 2023? Mr. Dacey recommended that the current marketing budget figure should be kept the same through the end of TGW's contract and the budget may be amended based on the Board's input. Ms. Green agreed and that the budget should constantly be reassessed.

ADJOURNMENT:

Mr. Dacey asked for meeting to adjourn. Ms. Green made the motion and carried.

Respectfully Submitted,

Michael Miller