



**Regular Meeting Minutes**  
**Auburn Industrial Development Authority**  
**Wednesday, February 21, 2024 @ 5:00pm**

**Remote and board attendance**

**2 State St., Auburn, NY**

**Board Present:**

Gwen Webber-McLeod (Chair)  
Terry Cuddy (Secretary & Council Member)  
Jimmy Giannettino (Council Member)  
Tessa Crawford (Member at Large)  
William Andre (Vice-Chair & Member of Labor)  
Katie MacIntyre  
Dan Lovell (Representative of Auburn School District)  
Karen Walter  
Stephanie Leone

**Excused:**

**Staff & Guests:**

Jennifer Haines, Auburn Planning Department  
Katie Moran, Bookkeeper/Office Manager

Roll call was taken. A quorum was present.

	Present	Absent/Excused
Gwen Webber-McLeod (Chair)	X	
Terry Cuddy (Secretary & Council Member)	X	
Jimmy Giannettino (Council Member)		X
Tessa Crawford (Member at Large)	X	
William Andre (Vice-Chair & Member of Labor)	X	
Katie MacIntyre	X	
Dan Lovell (Representative of Auburn School District)	X	
Karen Walter	X	
Stephanie Leone	X	

Ms. Webber-McLeod welcomed the group and the new members to the group. She hopes to spend time at the next two meetings to go over the mission and purpose of AIDA. She asked all the members to introduce themselves.

Karen Walter is retired from civil service in various positions, including work in the mayor's office, the Attorney General's office, and the State Insurance Fund. She serves on various committees and community Boards and takes care of her grandchildren.

Tessa Crawford is the Auburn School District Business Executive. She moved into that position in July and is happy to have an opportunity to learn more about AIDA.

Terry Cuddy is a City councilor and a teacher at BOCES. This is his tenth year on AIDA and is glad to revisit the purpose of AIDA.

Jennifer Haines of the Auburn Planning and Economic Development Office is here as a guest to provide information about AIDA. Ms. Haines served as Executive Director of AIDA when it was part of the City government.

Stephanie Leone works with NYSEG and owns a small business with her husband. She will be on the AIDA Board as a representative of Business. She has two small children and lives in Auburn.

Dan Lovell works for Cayuga County.

Bill Andre is Business Agent and Financial Secretary for Bakers Local 116 and is also President of the Cayuga Labor Council. He was on Auburn School Board for 21 years and has been on the BOCES Board for 14 years. He enjoys public service.

Katie MacIntyre works for National Grid but lives in Auburn. She is active with the Girl Scouts and the Ice Hawks.

Gwen Webber-McLeod is the new Chair of AIDA. She was appointed in January. She is President and CEO of Gwen, Inc., a leadership development organization. She networks across the region with Economic Development leaders and is on the Centerstate CEO Board.

Ms. Webber-McLeod has redesigned the regular agenda. She is open to questions and suggestions.

#### **MEETING MINUTES:**

The minutes were reviewed and there were requests for amendments. Karen Walter needs to be included with those present, and Katie MacIntyre requested that the spelling of her last name be corrected on page 3.

A motion was made by Mr. Lovell to approve the minutes with the amendments. The motion was seconded by Mr. Cuddy. The minutes were approved as amended.

#### **BILLS AND COMMUNICATION:**

Ms. Moran reported that there are a few bills. One is \$150 to pay for the use of space at Melody's, and there are also PILOT payments due. A motion was made by Mr. Cuddy and seconded by Mr. Lovell to approve the bills and the motion passed.

Communications include a letter indicating that over \$500,000 has been allocated to AIDA for bonds. Prison City is asking AIDA to be a sponsor of the Fire and Ice Festival. Sponsorship would include mention in promotional materials, 10 free tickets to the festival, and the AIDA logo in ice.

Mr. Cuddy pointed out that Prison City has a PILOT and is in contention for one of the top ten beer festivals in the country with this festival. It is geared towards women and brewing. We have participated in it in the past. The amount they are requesting is \$2,300. Mr. Lovell has the updated logo that could be used. Mr. Andre asked if there was any evidence of the value received for last year's investment. He is not in favor of sponsoring it. Mr. Lovell made a motion to do the sponsorship. Ms. MacIntyre seconded the motion. Ms. Leone asked for more information about the festival. Ms. Walter asked if this is in line with the mission of AIDA. Mr. Cuddy sees it as part of AIDA's mission because it spotlights women in business and supports a local company with a PILOT. It could be a marketing tool. Ms. MacIntyre asked if there are other similar opportunities for sponsorship coming up. Nobody knows of anything coming up.

Ms. Webber-McLeod pointed out that there are many things up in the air right now for CEDA and AIDA and the group should probably think about what kinds of things it could or should sponsor.

In response to a question from Ms. Webber-McLeod, Ms. Crawford reported that there was \$57,000 budgeted for Marketing last year, most of which was not used. She is not sure of the value of the sponsorship of the festival and who it benefits and how. She does not see how this kind of sponsorship ties into the AIDA mission. Ms. Crawford wonders where AIDA revenue comes from. It appears that it

comes from other businesses and it might not be appropriate to use that to sponsor an activity for one business.

There was some discussion of possible changes to the logo and tag line. There are several local organizations that are partnering in this event.

Ms. Haines pointed out that among the performance points that are published for AIDA, is one that relates to promotion of women owned businesses.

Mr. Cuddy believes that it could be an opportunity to work with a new, young event. It appears that the funding is primarily to help the festival keep going rather than helping other organizations.

Mr. Andre stated that he does not believe that this event is in line with the AIDA mission and that many of the people who attend may be from outside of Auburn and will never need assistance from AIDA.

Ms. Webber-McLeod called for a vote on the motion on the floor: The Auburn Industrial Development Authority will invest \$2,300 in the Brave Brews Festival. There was no further discussion, and a roll call vote was taken.

	Yes	No	Abstention	Absent
Gwen Webber-McLeod (Chair)	X			
Terry Cuddy (Secretary & Council Member)	X			
Jimmy Giannettino (Council Member)				X
Tessa Crawford (Member at Large)			X	
William Andre (Vice-Chair & Member of Labor)		X		
Katie MacIntyre	X			
Dan Lovell (Representative of Auburn School District)	X			
Karen Walter		X		
Stephanie Leone			X	

There were four Yes votes, two No votes, and 2 Abstentions. The motion did not pass for 2024. Ms. Webber-McLeod pointed out that it is important to have open discussion about things that come before the Board such as what occurred with this motion.

#### **REPORT OF THE TREASURER:**

Ms. Crawford asked to table the financial report. She has some more questions about the financials. Ms. Webber-McLeod suggested a meeting among Ms. Crawford, Ms. Moran and herself to discuss and understand the financial activities of AIDA. Ms. Crawford made a motion to table the financial discussion and the motion was seconded by Ms. Leone. Ms. Walter asked for more information about the Finger Lakes Railroad. The money comes from the Railroad and is a passthrough to municipalities that the railroad runs through. It is similar to a PILOT. There was no further discussion and the motion passed unanimously.

#### **AGENDA:**

Ms. Webber-McLeod stated that she is developing a standing agenda for Board meetings. She is open to feedback from the group. There is an item for CEDA report. Staff members will come to share information about activities of CEDA that are directly related to AIDA. There is nothing to report at this meeting.

Ms. Haines will provide information today on AIDA in general and then in a second visit will talk about the 18 clients of AIDA and strengthening relationships with them.

The Board will work on reorganizing itself. Ms. Webber-McLeod has had conversations with city leadership to get their thoughts about AIDA and its potential. As AIDA becomes more active, there will be more clients looking for its assistance.

Ms. Haines distributed a sheet of information about AIDA. The information in it came from the AIDA website. The mission statement is important, and it is important to make sure that activities fall in line with the mission statement. She hopes that AIDA can expand its reach to include more things related to industry. AIDA was established in 1969 as a tax-exempt public authority. There are only two authorities in New York State, the other is in Troy. Other industrial development organizations are agencies. There are 18 projects on the website from various business sectors. The Board will discuss these more at the next meeting.

Ms. Webber-McLeod pointed out that the mission statement is broad. The group needs to understand it and then drill down to details about the impact and what AIDA can do.

There are updates needed to the website and Ms. Haines will send some notes on that to Ms. Webber-McLeod. There are several PILOTS that have ended and need to be removed.

It would be helpful to have a list of all PILOTS since 1969. Ms. Haines also recommended refreshing performance measurements. There was a lot of work done on them. We need to take the changes in business that have occurred over the years into account while moving forward.

Mr. Cuddy reported that the contract with a previous group that was managing the website ended and AIDA is now in control of the website and marketing.

A bullet refers to identifying new industries that could be focused on. Visiting businesses and strengthening relationships is important.

It would be good for AIDA to have a small projects policy to help small businesses benefit from some of AIDA's offerings.

Ms. Webber-McLeod asked the Board to think about the mission statement and its priorities. These things will be discussed in the future in terms of ways to act on them.

Ms. Walter pointed out that it is important to attract industries before AIDA can act on the mission.

The Board needs to determine what it wants things to look like. How the mission statement can be refined.

Should anything be added or deleted from the mission statement? How can the Board better utilize the mission to conduct the business of AIDA.

Ms. Haines will be more specific about what can be done for Part 2. For the next meeting members should read the enabling document and the Uniform Tax Exemption policy.

Ms. Webber-McLeod asked the Board to complete a Board evaluation. She would also like to send a letter to clients and invite them to attend a meeting and to let the Board know what they need.

Ms. MacIntyre made a motion to adjourn the meeting and Ms. Walter seconded the motion. The meeting was adjourned at 6:30.

.