



REGULAR MEETING

February 1, 2017

12:00 Noon

**One Franklin Square—Economic Development Conference Room
Exchange Street
Geneva, New York 14456**

Agenda

- | | | |
|-------------|--|---------------------------------|
| I. | Review of Minutes (12-7-2016) | Dave Linger, Chair |
| II. | Discussion Regarding Site Assembly- Gateway Parcels | Matt Horn, Staff Liaison |
| III. | Discussion Regarding 2017 Work Plan | Matt Horn, Staff Liaison |
| IV. | Other New Business | Dave Linger, Chair |
| V. | Adjourn | |

GENEVA LOCAL DEVELOPMENT CORPORATION

**CITY HALL- 47 CASTLE STREET · GENEVA, NEW YORK 14456
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BOARD OF DIRECTORS

JEFFREY BLANKENSHIP ('16) · ROBERT SOLLENNE ('16) · DICK CONOYER ('17) · RHONDA EVERDYKE ('18) · STEVE DAVOLI ('17) · PAULA BUCKLIN ('18) · ROBERT KOCZENT ('16) · DAVID LINGER ('17) · KEVIN WHITAKER ('18)

Geneva Local Development Corporation

Regular Meeting

December 7, 2016

Noon

One Franklin Square—Economic Development Conference Room

Board Members in Attendance

Dave Linger, Chair
Jeffrey Blankenship
Paula Bucklin
Richard Conoyer
Steve Davoli
Rhonda Everdyke
Robert Koczent
Robert Sollenne
Kevin Whitaker

Others in Attendance

Paul D'Amico, City Council Liaison
Sage Gerling, Director of Neighborhood Initiatives

Approval of Minutes (11-2-2016)

On motion from Mr. Koczent, seconded by Ms. Bucklin, the Board unanimously approved the minutes for November 2, 2016.

Financial Report

Mr. Horn advised that the current bank balance in Corporation accounts is \$132,691. He noted that all anticipated significant expenses for 2016 have been accounted for.

Approval of Option Renewal—15 East North Street

Mr. Horn provided the Board with an overview of the 15 East North Street option. The parcel is being optioned to ensure sufficient acreage for development of the gateway parcel, owned jointly by the LDC and IDA. Mr. Horn advises that the total cost of the option is \$5,000 to be split equally between the two Boards. This will guarantee the purchase price for a two year period, with the option payment to be credited to the price if the sale closes within the option period.

On motion from Mr. Sollenne, seconded by Mr. Davoli, the Board unanimously approved extension of the option and payment of the LDC portion of the fee.

Committee Reports

Ms. Gerling noted that Wicked Water, the winner of this year's Race for Space, is up and running, and encouraged Board members to check it out.

Ms. Gerling also advised that there will likely be changes to the committee structure recommended by staff in 2017 to more closely align with the recently adopted comprehensive plan.

Mr. Horn provided an overview of the Downtown Revitalization Initiative, which is shaping up. He advised that the consultants facilitated a two-day session at the end of October to gain community feedback. A storefront, located at 425 Exchange Street, has been designated as DRI headquarters, and will be open weekly throughout the process. The consultants will return at the end of December to begin the process of prioritizing projects gained from community feedback.

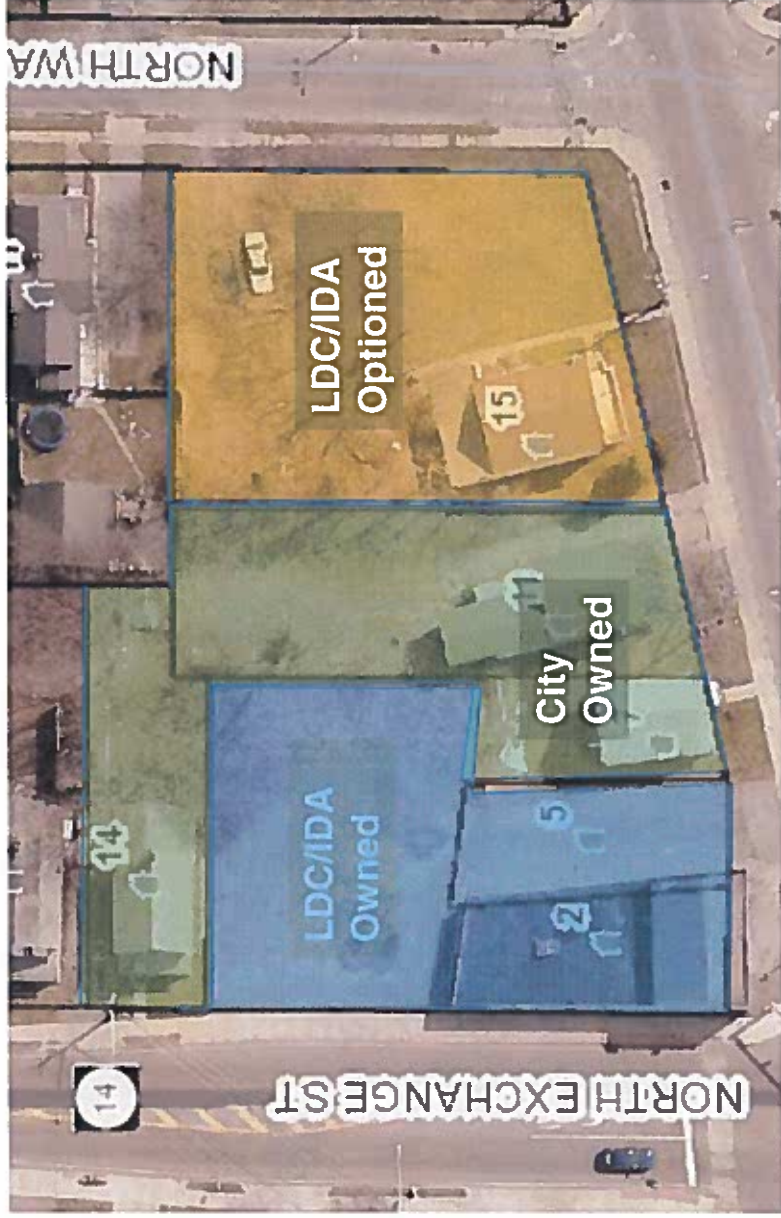
Other Business

Mr. Horn extended thanks on behalf of the Board to Jeffrey Blankenship, who is serving for his last meeting. The Board agreed that his service was tremendously helpful to the Board's planning efforts.

With no further business to be conducted, the meeting was adjourned.

Respectfully Submitted:

Dave Linger, Chair



Gateway Parcels



Forward: Advancing Elements of the Comprehensive Plan

TBL Agency Implementation—
Geneva Local Development Corporation
February 1, 2017

Advancing on our Vision

- Our constituents spent the last two years developing the City's Comprehensive Plan
- This is intended to serve as a roadmap for City operations, investment, and effort over the next fifteen years and beyond
- Staff is seeking to develop a prioritization framework to ensure maximum impact for investment of resources and effort
- Our program of work should be clearly measurable with respect to progress against plan elements

- Uniquely Urban -

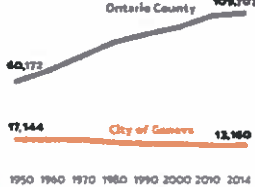


Baseline Background

Where we started...

Geneva's assets and quality of life are endangered, though, by long-term trends and socio-economic forces that hinder the city's capacity to invest in itself and to compete in the 21st Century.

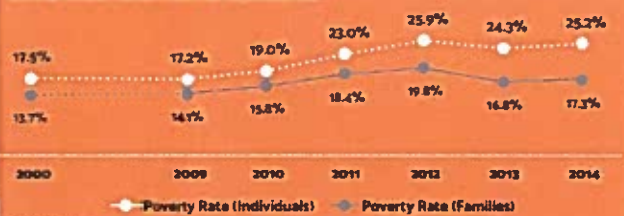
POPULATION CHANGE 1990-2014



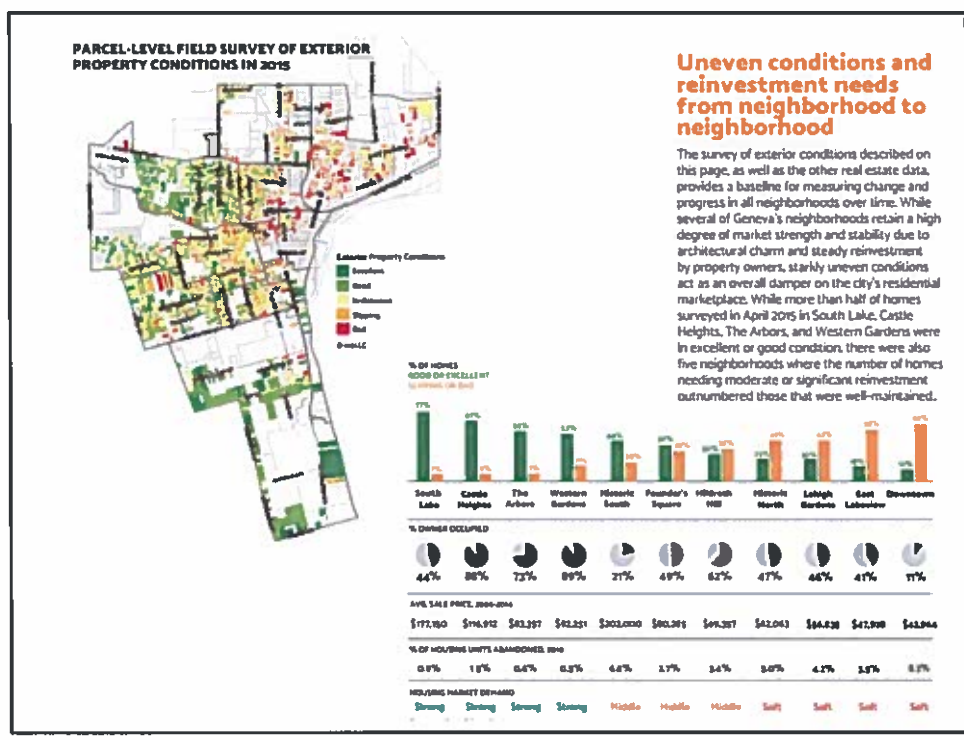
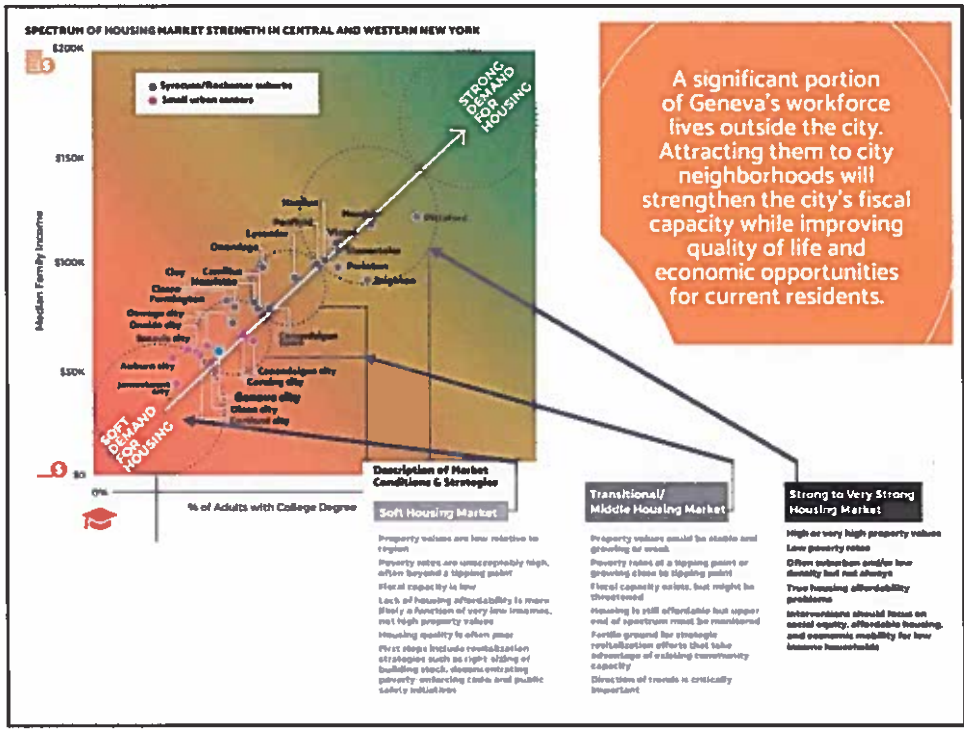
NY's SMALL SHRINKING CITIES


CITY	POP. LOSS, 1990-2010
Amsterdam	-42%
Binghamton	-41%
Elmira	-41%
Olean	-37%
Corning	-37%
Lackawanna	-34%
Gloversville	-34%
Watervliet	-33%
Ogdensburg	-31%
Dunkirk	-30%
Jamestown	-28%
Glen Falls	-25%
Auburn	-25%
Poughkeepsie	-24%
Cohoes	-24%
Geneva	-23%
Watertown	-21%
Orwigo	-20%
Rome	-19%
Kingston	-17%
Lockport	-16%
Fulton	-15%
Batavia	-17%
Newburgh	-10%

POVERTY RATE TRENDS IN GENEVA, 2000-2014



Source: US Census Bureau






Roadmap Forward

Our azimuth...

Values and Vision

- Before creating a roadmap forward, our constituents supported development of a set of core values
- Those values helped to determine our vision—in other words, where we are headed is largely driven by who we are
- The Comprehensive Plan provides a unique support element, which helps us in application of our values



Geneva's Values

We value and will work to protect and strengthen our natural setting and resources, our "uniquely urban" character and sense of community, our multi-cultural heritage, our arts, architectural, and recreational assets, and our economic prosperity.

Geneva's Vision

CONNECTING OUR VALUES TO OUR VISION

We are stewards of our special natural setting.

Our "uniquely urban" character and sense of community are at the core of who we are.

Our multicultural heritage is a point of pride.

Our arts, architectural and recreational assets are important to us.

It is important to us that our economy is strong.

Beautiful, Prosperous, Equitable, Connected, and Sustainable.

This is the Geneva we want to leave to our children.

ENVIRONMENTAL

We are stewards of our special natural setting.

Our visually beautiful and ecologically sustainable environment should be celebrated and protected within the city and surrounding area.

Our "uniquely urban" character and sense of community are at the core of who we are.

We are defined by our city's physical context and the people who live here. We benefit from the energy that comes from a diverse population and from visitors, residents and businesses pursuing a variety of interests. We know one another, we worship together, and we attend school and play ball, eat, and run together and see each other at the grocery store. We take citizenship seriously and we take action together.

Our arts, architectural and recreational assets are important to us.

Our small city on a pristine lakeshore with established institutions, a beautiful downtown, and historic homes in equally historic and livable neighborhoods sets us apart in the region.

Social

Our "uniquely urban" character and sense of community are at the core of who we are.

We are defined by our city's physical context and the people who live here. We benefit from the energy that comes from a diverse population and from visitors, residents and businesses pursuing a variety of interests. We know one another, we worship together and we attend school and play ball, eat, and run together and see each other at the grocery store. We take citizenship seriously and we take action together.

Our multi-cultural heritage is a point of pride.

We are a community rich in diverse identities, traditions, customs, and histories that warrant celebration.

FINANCIAL

It is important to us that our economy is strong.

If we are economically prosperous, we can maintain and improve our city.

Our arts, architectural and recreational assets are important to us.

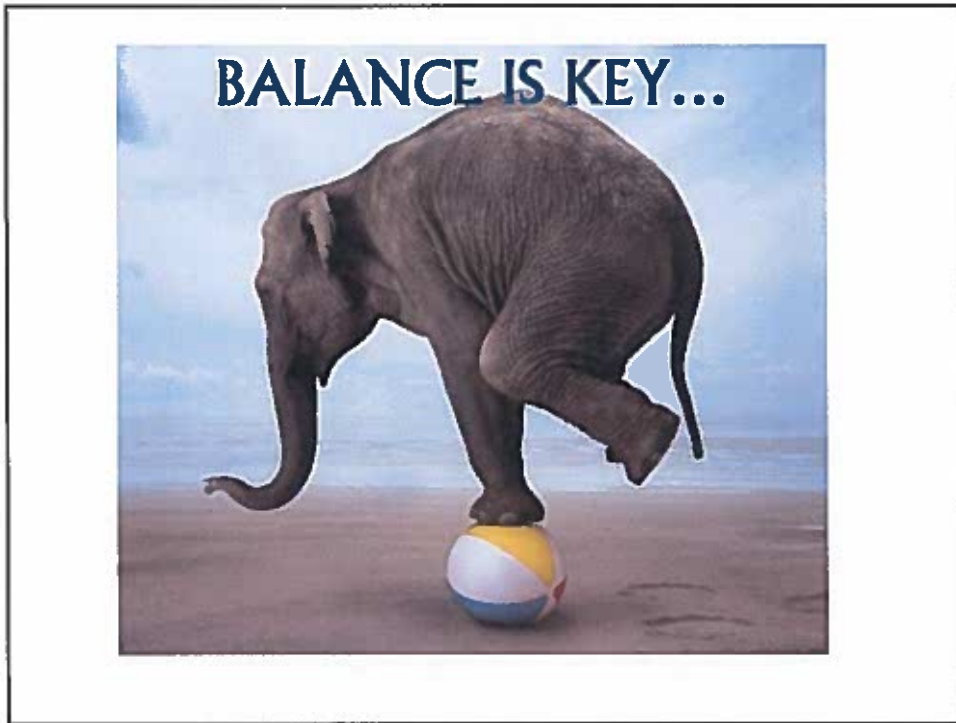
Our small city on a pristine lakeshore with established institutions, a beautiful downtown, and historic homes in equally historic and livable neighborhoods sets us apart in the region.



What's Most Important?

Prioritization

	WHAT THIS MEANS WE WILL MAKE POLICIES AND TAKE ACTIONS THAT	IT MEANS WE WILL NOT
<p>Geneva must prioritize.</p> <p>We understand that the work of positioning Geneva to succeed is expensive and time-consuming and that prioritization is a necessity and that we will have to make choices that align with our values and vision.</p>	<p>Over-allocate resources toward rebuilding the middle market from both current and potential residents and towards preservation of our core assets: downtown, our colleges, our hospital, our lakefront, our rich architectural heritage.</p> <p>Encourage the growth of the economic status of Geneva's residents including exploring best practices for reducing poverty and aligning education, training, and other services to develop a ready workforce for Geneva's thriving industries.</p>	<p>Deploy scarce resources on a "first-come, first-served" basis instead of a strength-based approach whether in building up or keeping up with the challenges of managing Geneva.</p> <p>Direct resources to projects that undermine our vision and values.</p>
<p>Geneva must be financially strong.</p> <p>The City of Geneva will be fiscally responsible and public financial decisions will align with our vision and values.</p>	<p>Stabilize our public finances.</p> <p>Maintain control of the City's finances by paying for infrastructure and amenities with city resources or with outside funding that aligns with the plan.</p> <p>Ensure we have a healthy fund balance to be able to tackle unanticipated problems as they arise.</p> <p>Expand opportunities to increase the livelihood of workers employed within the Geneva area to support the local economy and the city's fiscal health and</p> <p>Assess the impact of increased cooperation with the Town of Geneva or other municipalities in achieving our respective plans.</p>	<p>Seek support from outside entities that come with programs, rules, and restrictions that undermine our values and vision, and</p> <p>Support conditions that limit the economic and social mobility of Geneva's lower income households.</p>
<p>Geneva must be environmentally sustainable.</p> <p>We in Geneva will preserve and protect our natural resources by rigorous deployment of the precautionary principle.</p>	<p>Reduce our environmental footprint, and</p> <p>Shift the entirety of the burden to developers to prove any new proposal will do no harm.</p>	<p>Approve projects for retroactive plan only or</p> <p>Approve projects with known detrimental impacts on the environment.</p>
<p>Geneva must leverage the creativity and strengths of all of Geneva citizens in implementing the plan.</p> <p>We will create and maintain a process that engages the community and provides a voice to all members.</p>	<p>Engage residents in robust participatory planning efforts in plan implementation that provides equal access and involvement.</p> <p>Build on neighborhood association structure to work on specific issues, set the agenda, and participate in the solutions, and</p> <p>Value the talents and contributions of all residents.</p>	<p>Perpetuate exclusionary practices.</p>



ENVIRONMENTAL

**Wastewater
Treatment**

Solid Waste Policy

**Building and
Development**

Social

**Neighborhood
and Recreational
Programming**

Public Safety

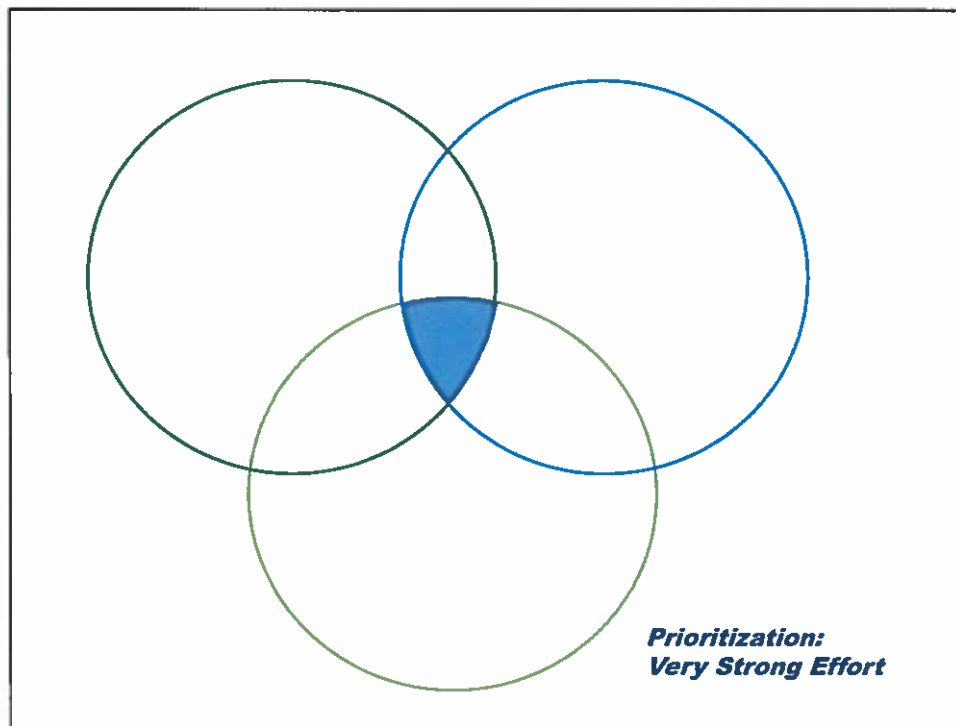
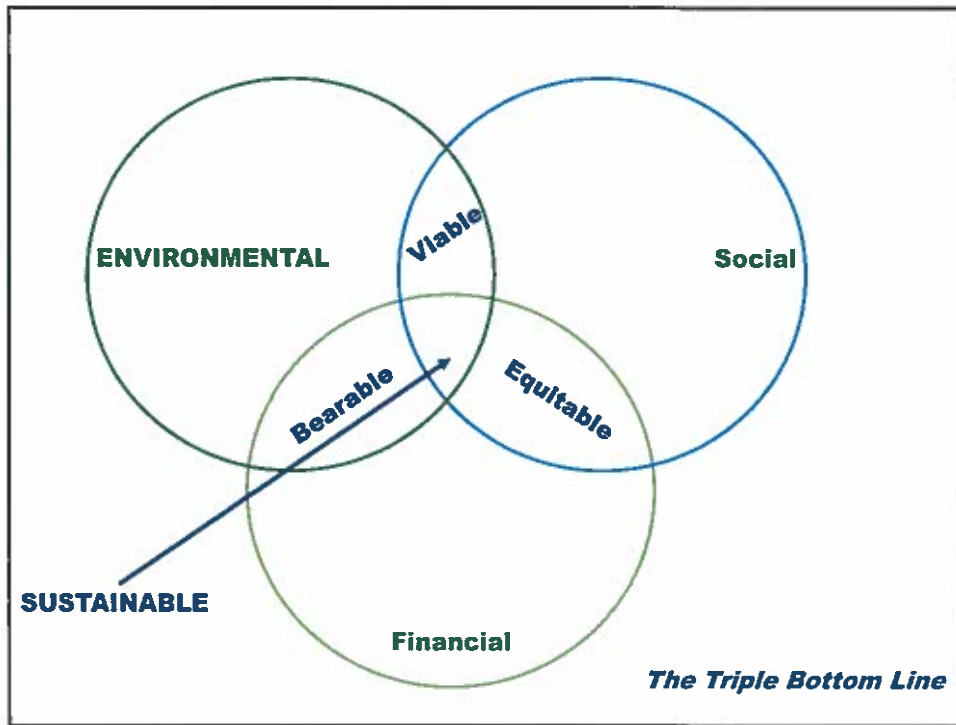
**Planning
Engagement**

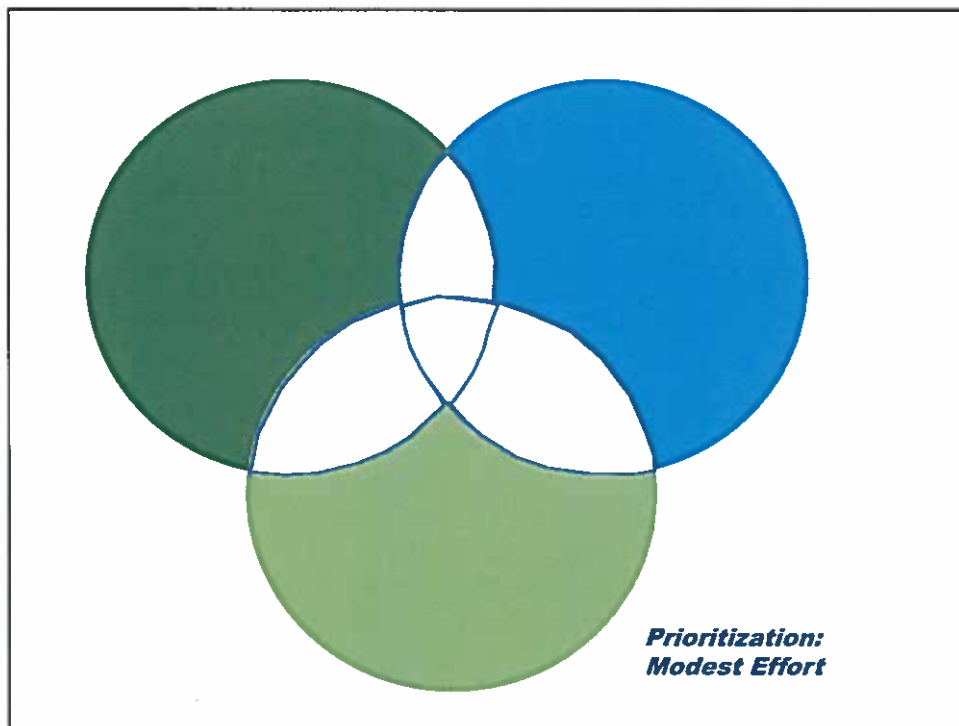
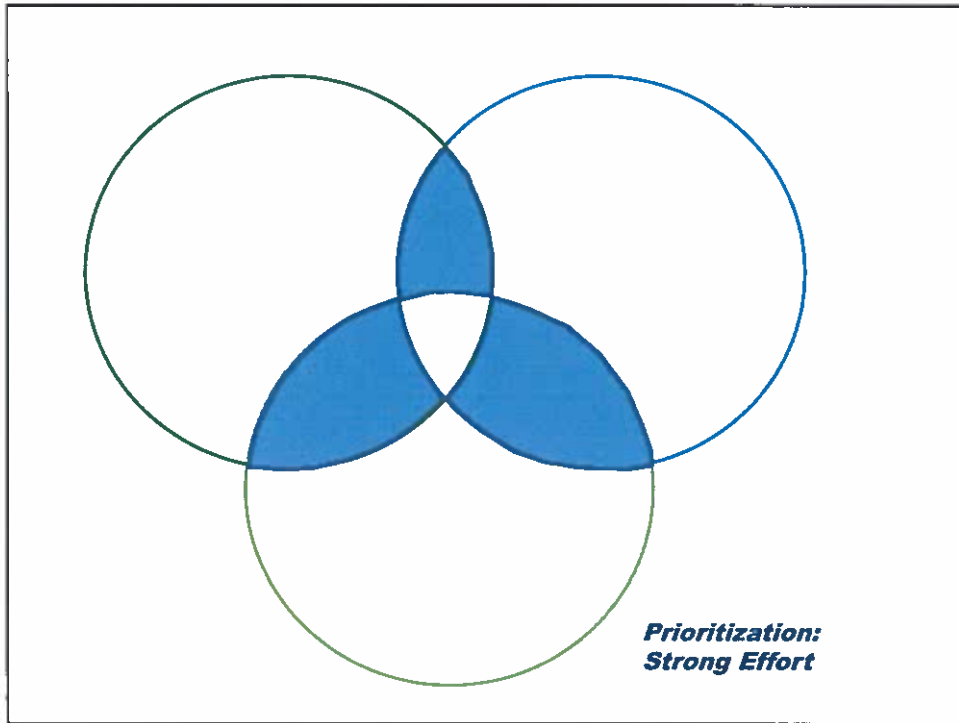
FINANCIAL

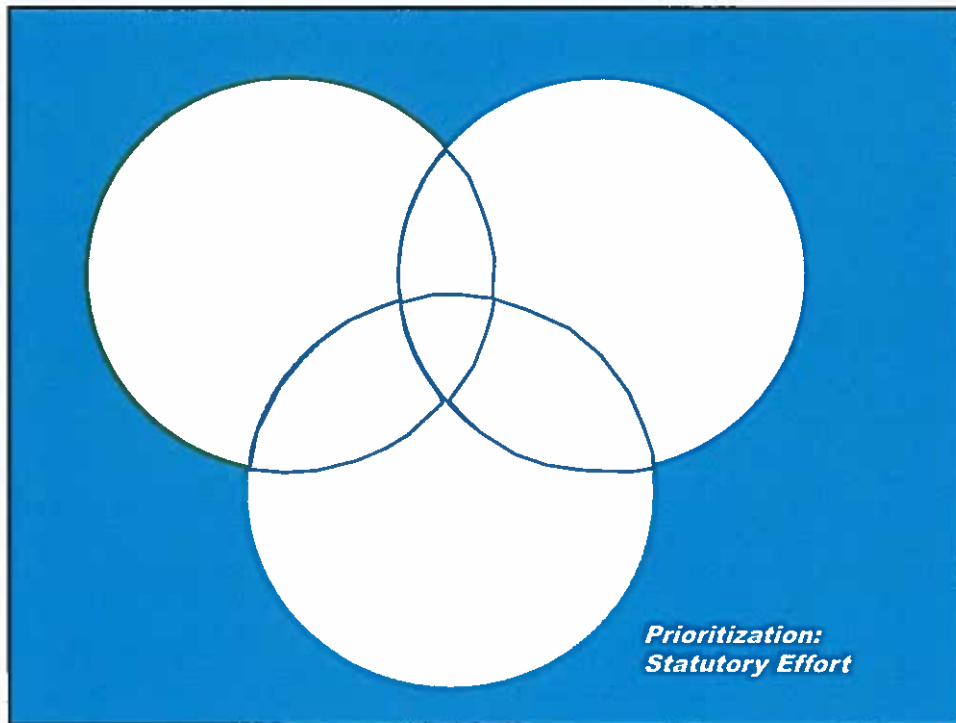
**Budget
Management**

**Economic
Development**

**Housing
Investment**

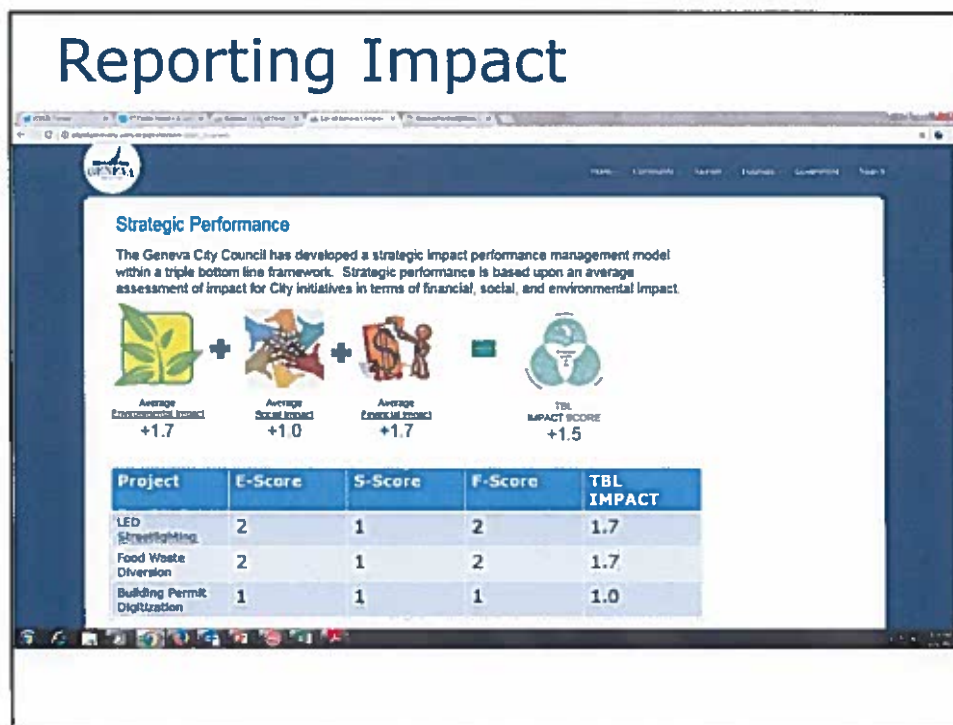
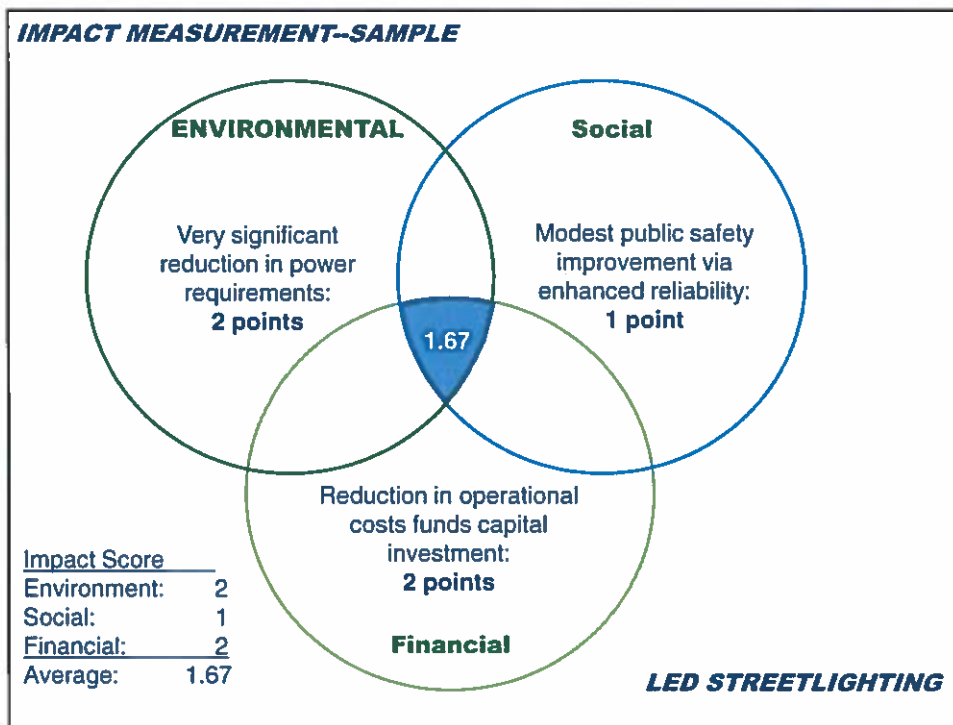






Measuring Impact

- Staff is seeking a simple method for measuring and reporting impact.
- We are experimenting with a simple point value system to project evaluation?
 - No impact: 0 points
 - Modest Impact: 1 point
 - Considerable Impact: 2 points
- Projects averaging at least a modest impact in total sustainability are advanced
- Projects are prioritized according to sustainability impact



Applications

- Budget Development
- Council Reporting
- Public Reporting
- Employee Performance Evaluations
 - Appointed Staff
 - Department Heads (performance based incentives)
 - Organized Labor (trend measurement)
- Project/Program/Policy Go/No-Go Decision Modeling
- Effort Allocation

- Uniquely Urban -

Council Actions

- In January, City Council charged staff with implementation of the triple bottom line format of project and program evaluation
- They are seeking to prioritize our efforts with those that most closely align with our financial, environmental, and social goals
- Projects and programs specifically cited in the Comprehensive Plan are top priorities

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Policy Questions

- Which Comprehensive Plan priorities most closely align with our Board's mission and statutory authority?
- How should our committee structure and Board operations be modified to support the TBL directive?

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Questions

TBL Agency Implementation—
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