



**City of Geneva Local Development Corporation
Meeting Agenda**

Title: Local Development Corporation Meeting
Location: Geneva BID Conference Room (*to be confirmed*)
 Zoom will also be available for remote participation (info below)
Date: April 6, 2022
Time: 12pm

Agenda Item	Potential Outcome	Person Responsible
Call to Order		Dave Linger, Chair
Administration		
Minutes January & March 2022	Motion to approve minutes	Dave Linger, Chair
Financial Report January - March 2022	Motion to approve financial report	Tracy Verrier
Agenda Items		
Communications Project Funding	Proposal from Geneva BID	Tracy Verrier
Nominating Committee	Nomination of Craig Talmage	Tracy Verrier
Discussion of Activities	Discussion of possible next activities	Tracy Verrier & Matt Horn
Adjournment	Motion to adjourn	Dave Linger, Chair

Next LDC meeting: May 4th, 2022, 12pm

Quorum (Confirmation required)

Dave Linger
 Robert Sollenne
 Chevanne Devaney
 Paula Bucklin
 Robert Koczent
 Dana Hollenbeck
 Marc Rodriguez
 Peter Gillotte

Staff

Tracy Verrier
 Matt Horn

Join Zoom Meeting
<https://us02web.zoom.us/j/82424953044?pwd=VHNES2NvZ3lRTFdVZDlaaVZrME9MUT09>
 Dial in: (929) 205-6099
 Meeting ID: 824 2495 3044
 Passcode: 487818



Annual MEETING MINUTES
January 5th 2022
12pm
Via zoom

Board Members in Attendance

Paula Bucklin
Dana Hollenbeck
Rob Sollenne
Dave Linger
Rob Koczent

Others in Attendance

Adam Blowers, Asst. Manager
Sage Gerling, City Manager

Agenda Items

Financial Report:

Motion to approve the LDC financial report given by Adam Blowers

- Motion moved by Rob Sollenne, 2nd by Rob Koczent, board unanimously approved motion.

Nominating Committee:

Motion to approve 2021-2022 draft proposal assignments and officers (attached) moved by Rob Koczent, 2nd by Dana Hollenbeck board unanimously approved motion.

Policy Approval Updates

- Motion to approve LDC policies for 2021-2022, moved by Rob Sollenne, 2nd by Dana Hollenbeck. Board unanimously approved motion.
- Update to conflict-of-interest statement and submit to Erica for updating.

Self-Evaluations:

- All board members to fill out self and board evaluations for reporting. Will submit to Erica for tallying and sending to ABO office.

Fiduciary Duties:

- All board members will sign updated sheet, submit to Erica as well.

Mr. Linger made a motion to adjourn.

GENEVA LOCAL DEVELOPMENT CORPORATION

CITY HALL- 47 CASTLE STREET- GENEVA, NEW YORK 14456

(315) 781-6104 – ecollins@geneva.ny.us - www.cityofgenevanyny.com

BOARD OF DIRECTORS

ROBERT SOLLENNE ('23) ~ CHEVANNE DEVANEY ('23) ~ DANA HOLLENBECK ('23)

PAULA BUCKLIN ('23) ~ ROBERT KOCZENT ('23) ~ DAVID LINGER ('23) ~ MARC RODRIGUEZ ('23) ~ PETER GILLOTTE ('23)



MEETING MINUTES
January 5th 2022
12pm
Via zoom

Board Members in Attendance

Paula Bucklin
Dana Hollenbeck
Rob Sollenne
Dave Linger
Rob Koczent
Pete Gillotte

Others in Attendance

Adam Blowers, Asst. Manager
Sage Gerling, City Manager

Agenda Items

Minute's Approval:

Motion to approve LDC meeting minutes from November 2021.

- Motion moved by Dana Hollenbeck 2nd by Rob Sollenne, board unanimously approved motion.

Communications Project Funding:

- We will be sharing a communications manager with the Geneva BID to help on communications and marketing. Will be potential funding ask as we move further. More details to come as needed.

Executive Session:

- The proposed acquisition, sale or lease of real property or the proposed acquisition of securities, or sale or exchange of securities held by such public body, but only when publicly would substantially affect the value thereof.
- The medical, financial, credit or employment history of a particular person or corporation, or matters leading to other appointment, employment, promotion, demotion, discipline, suspension, dismissal or removal of a particular person or corporation.
- Motion to enter executive session, moved by Paula Bucklin, 2nd by Rob Koczent. Motion carried.
- Motion to exit executive session, moved by Rob Sollenne, 2nd by Rob Koczent. Motion carried

Transition Services:

- Motion to amend LDC budget for the city administrations services of \$10,000 to be allocated to MRB Group with an increase of \$12800. To authorize the LDC Chair to execute an agreement as presented from MRB Group, with modification of starting in January, and running until the annual meeting of January 2023, moved by Rob Koczent, 2nd by Pete Gillotte. By roll call, board unanimously approved motion.

Mr. Linger made a motion to adjourn.

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REGULAR MEETING MINUTES

March 2, 2022

12pm

Board Members in Attendance

Paula Bucklin
Chevanne Devaney
Peter Gillotte
Dana Hollenbeck
Robert Koczent
Dave Linger
Marc Rodriguez
Rob Solenne

Others in Attendance

Tracy Verrier, Executive Director, MRB Group
Matt Horn, MRB Group
Mayor Stephen Valentino
Michael Mills, Geneva BID

Agenda Items

Call to Order: Dave Linger called the meeting to order at 12:02pm.

Minutes Approval:

Motion to approve the February meeting minutes by Peter Gillotte, second by Dana Hollenbeck, board unanimously approved the motion.

Financial Report:

Tracy Verrier explained that the process of transitioning the financial data is still underway. She would like to transition to an online Quickbooks subscription, which has a cost of about \$300 per year. The board was agreeable to this transition. Financials will be available for review at the next meeting.

Communications Project Funding:

- Michael Mills provided an update on the Communications Director position that the BID is hiring in partnership with the City. He hopes to have someone start in the position by the end of March.
- Dave Linger asked Michael to provide a summary of what he envisions a marketing plan to include. Michael noted that the new director will have the ultimate say, but he envisions advertising investments in three areas: 1) promotion of events and happenings around Geneva, 2) tourism marketing aimed at attracting visitors to Geneva, and 3) regional tourism campaigns in collaboration with tourism partners.
- Pete Gillotte asked if there is an estimated budget yet. Michael explained that it will depend on the plan, but they will likely be looking for a budget of \$10,000 to \$15,000 this year to get the effort started. The BID is investing a small portion of that already.
- Rob Koczent explained that he prefers to see the LDC money invested in tangible projects, particularly ones that generate revenue back to the LDC. It's difficult to show a return on investment with marketing. Michael agreed that this is a challenge, but added that this communications piece has been missing in Geneva for a while and is needed.
- Paula Bucklin and Chevanne Devaney expressed concern about delaying the board's decision. Michael explained that they would likely miss deadlines for a few quarterly publications. The board ultimately felt most comfortable waiting until April to make a decision when they can hear from the new communications director.

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Discussion of Activities:

- Tracy Verrier reviewed three types of projects the LDC could consider: 1) pursuing grant funds to implement projects within the City (such as NY Main Street, Streetscaping/Tree grants, funding to design and implement public spaces, small business funding/support programs, etc.); 2) offering grant programs (such as relaunching Race for Space, a microenterprise program, or grants for existing businesses); and 3) capital projects (such as investing in a key property to make it more enticing to a developer).
- Michael Mills shared a few ideas of projects, such as a collaboration with HWS on a film studio, rethinking Bi-Centennial Park, or redevelopment of a few visible properties. Rob Koczent and Rob Sollenne both liked the idea of redeveloping an existing building for long term productive use or as community space. Rob Sollenne also thought it was important to fill vacant storefronts, and would be agreeable to another Race for Space type program. Chevanne Devaney thought it was also important to look at business support programming as many small businesses are still struggling. There were mixed feelings about redeveloping Bi-Centennial Park.
- Mayor Valentino appreciates these ideas and will help to keep the City involved until the new City Manager is hired and can step in to be a part of these conversations and projects.
- Dave Linger asked Tracy to bring some more concrete concepts to the next meeting, including possible administration costs associated with them, so that the board could decide on what direction to go.

Nominating Committee:

- The board agreed that Craig Talmage from HWS's Entrepreneurial Studies program would be a great fit for the board. Chevanne agreed to connect with him.

Dave Linger made a motion to adjourn, which passed by acclamation. The meeting adjourned at 12:55pm.

Geneva Local Development Corporation

Profit and Loss

January 1 - March 30, 2022

	TOTAL
Income	
Investments	0.00
Interest-Savings, Short-term CD	27.96
Total Investments	27.96
Total Income	\$27.96
Expenses	
Contract Services	0.00
Outside Contract Services	3,732.85
Total Contract Services	3,732.85
Total Expenses	\$3,732.85
NET OPERATING INCOME	\$ -3,704.89
NET INCOME	\$ -3,704.89

Geneva Local Development Corporation
Balance Sheet
As of March 30, 2022

	Total
ASSETS	
Current Assets	
Bank Accounts	
Certificate of Deposit	81,135.00
LDC Checking Account	165,471.05
Total Bank Accounts	\$ 246,606.05
Total Current Assets	\$ 246,606.05
Other Assets	
Land and Buildings - Investment	44,567.00
Total Other Assets	\$ 44,567.00
TOTAL ASSETS	\$ 291,173.05
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable (A/P)	38,732.85
Total Accounts Payable	\$ 38,732.85
Total Current Liabilities	\$ 38,732.85
Total Liabilities	\$ 38,732.85
Equity	
Unrestricted Net Assets	263,610.79
Net Income	-3,704.89
Total Equity	\$ 259,905.90
TOTAL LIABILITIES AND EQUITY	\$ 298,638.75

Wednesday, Mar 30, 2022 07:15:12 AM GMT-7 - Accrual Basis