



REGULAR MEETING MINUTES

February 2, 2022

12pm

Board Members in Attendance

Paula Bucklin
Dana Hollenbeck
Rob Sollenne
Dave Linger
Chevanne Devaney

Others in Attendance

Tracy Verrier, Executive Director, MRB Group
Matt Horn, MRB Group
Mayor Stephen Valentino

Agenda Items

Minutes Approval:

Minutes will be reviewed at the March meeting.

Financial Report:

Motion to approve the LDC financial report given by Tracy Verrier

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

Introductions:

- o Tracy Verrier and Matt Horn of MRB Group introduced themselves to the board as the new administrative support to the board.
- o Board members and Mayor Valentino introduced themselves to the MRB Group team.

Communications Project Funding:

- o Dave Linger recapped previous discussions the board had regarding a communications project with the BID. The BID intended to hire a communications professional onto their staff, but there is no funding to pay for promotional activities like advertising. Once this hire is made, the LDC board agreed to review a marketing plan and then consider providing some funding to assist with these activities.
- o Tracy Verrier added that she has had spoken with Michael Mills from BID. He stated that they are close to making a hire and hope to have someone on board by the end of February. There could be a plan to review at or shortly after the March board meeting.

Nominating Committee:

- o Tracy Verrier noted that Erica Collins at the City had not received any applications regarding the open seat on the board. It would be best to have the existing board members consider who in their networks would be a good fit.
- o The seat that is open is the private sector employer with over 100 employees. The board discussed which employers would qualify for this spot, including Guardian Glass, Zotos, banks, Ramada, and Wegmans. If the board wanted to consider the hospital for this spot, despite it typically being in the non-profit seat, that could open the opportunity to shift Paula to this seat and open up the non-profit seat instead.
- o The board will follow up to consider who at these employers might be a good fit.

Discussion of Activities:

GENEVA LOCAL DEVELOPMENT CORPORATION

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BOARD OF DIRECTORS

ROBERT SOLLENNE ('23) ~ CHEVANNE DEVANEY ('24) ~ DANA HOLLENBECK ('23)

PAULA BUCKLIN ('24) ~ ROBERT KOCZENT ('23) ~ DAVID LINGER ('23) ~ MARC RODRIGUEZ ('23) ~ PETER GILLOTTE ('23)

- Dave Linger recapped what the board has done in the past, and what types of activities they've expressed interest or disinterest in.
- Some possible projects to consider include: the OEO site, developing a strategic framework with metrics to guide the next activities, bridge the City/Town relationship more, additional promotional and advertising work, grant application development, including state support of microenterprise programs, helping to promote programs like the OCEDC hospitality grant fund to Geneva businesses.
- The MRB Group Team, Erica Collins at the City, and Michael Mills at the BID will begin to meet regularly to review business leads coming to the City, but those conversations could also lead to additional collaborative efforts.
- Matt Horn mentioned a video that the IDA/LDC had produced a few years ago, Tracy will reach out to Anne and Erica to see where that lives and whether it could be reactivated now.
- This discussion will be continued at future meetings.

Executive Session:

Motion to enter Executive Session for the purpose of the proposed acquisition, sale, or lease of real property by Rob Sollenne, second by Dana Hollenbeck. All present voted in favor, motion passed. The board entered executive session at 12:38pm.

Motion to exit Executive by Dana Hollenbeck, second by Rob Sollenne. All present voted in favor, motion passed. The board exited executive session at 12:43pm.

Mr. Linger made a motion to adjourn, which passed by acclamation.