



## 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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### **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)

### **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.