



## REGULAR MEETING MINUTES

April 6, 2022

12pm

### Board Members in Attendance

Paula Bucklin  
Peter Gillotte  
Dana Hollenbeck  
Dave Linger  
Marc Rodriguez  
Rob Solenne

### Others in Attendance

Tracy Verrier, Executive Director, MRB Group  
Mayor Stephen Valentino

### Agenda Items

**Call to Order:** Dave Linger called the meeting to order at 12:05pm.

### **Minutes Approval:**

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

### **Financial Report:**

Tracy Verrier provided a report on the financials for January 1 through March 30.

- The report does not reflect March interest as the bank statement has not been received yet. That will likely be about \$15.
- There were two bills last month:
  - \$1241.25 for half of the cost of environmental review on the Gateway parcel
  - \$2491.60 for MRB administrative services
- Motion to approve the financial report by Rob Solenne, second by Peter Gillotte. Motion carried unanimously.

### **Communications Project Funding:**

The Communications Director that is being shared between BID and the City started last week. Michael Mills provided a proposal memo for marketing activities funding. There was not a specific dollar amount requested, but \$10,000 was the possible amount discussed previously. The proposal outlines various publications and outlets that they would use for marketing depending on the amount of funding that is available. Mayor Valentino asked if the group will meet the new Communications Director and asked if the additional funding would supplement the salary of the individual or if the funding would be going toward advertising costs? The board agreed that they would like to meet the Communications Director, and Dave Linger clarified that the funds would go to the actual marketing activities rather than salary. He noted that the LDC will likely not be able to fund this every year, so asked about whether the board would want to fund \$10,000 this year or split it up over two years. Rob Solenne explained that he is in favor of marketing to attract visitors, but the proposal doesn't really outline a plan that shows how the money would be used. Peter Gillotte agreed that it would help to meet the new person and get a more specific plan for how the funds would be used. Tracy Verrier explained that the outlet/media usage will likely depend on the level of funding available. Rob Solenne asked if the City would be willing to match whatever the LDC provides, and Dave Linger suggested reallocating money that budgeted for the Communications position because it was vacant for three months. Mayor Valentino explained he'd also need a more specific plan, but they could look at it. Rob Solenne requested that any new proposal include a sustainability plan for how to continue marketing in future years.

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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)

### **Nominating Committee:**

Dana Hollenbeck said that she saw Craig Talmage and he seemed positive about joining the board. Tracy Verrier will follow up and try to bring an official motion next month. Tracy explained that the Revolving Loan Fund committee has a vacancy, and the LDC board is the appointing body for that committee. She noted that there likely isn't a rush, so just something to start thinking about. The vacant seat was held by an accountant. The current make-up of the committee is the City Manager, City Comptroller, 3 bankers, and 1 entrepreneur. Tracy suggested that the vacant seat could be filled by an accountant or an additional private business person. Dave Linger asked if there are specific seats on that committee? Tracy did not believe so, but will confirm. Dave Linger suggested having someone from the RLF committee come to present at a future board meeting so that the LDC board can get a better sense of what the group is doing before making any decisions.

### **Discussion of Activities:**

- Grants: Tracy Verrier recommended that the LDC consider applying for New York Main Street and Microenterprise grants. However, the timeline is such that the applications are due for these programs in July and won't be awarded until December. So both of these programs would fund activities in 2023. Tracy explained that MRB's grant writing services tend to average \$5,000 per application. She also explained that the grants would cover some of the administrative costs if a consultant was hired for administration, but the grants would likely not cover all of the administration costs. The administration would also depend on how things look with the City by the time the grants come through, and if they have capacity to do any of the administration. Right now, the assumption is that a consultant would be needed for the entirety of administration. The board would like MRB to bring grant writing proposals for NYMS and Microenterprise to the next meeting, along with assurances that BID and the City are on board as partners for the roles they need to play. While the LDC is open to investing in the grant writing, they would like the City to cover any gap on administration costs. Mayor Valentino will speak with City staff to ensure that LDC efforts don't overlap with any City efforts and to get their input. He will invite Jennifer Slywka, interim City Manager, to the next LDC meeting.
- The board entered executive session by acclamation to discuss the proposed lease or sale of real property at 12:50pm.
- The board exited executive session by acclamation at 1:02pm.

Dave Linger made a motion to adjourn, which passed by acclamation. The meeting adjourned at 1:02pm.