

**Geneva Industrial Development Agency Board Meeting
GEDC, 122 North Genesee Street, Geneva, New York
And via Zoom livestreamed to GIDA's YouTube Page
May 6th, 2022 at 8:30am**

In Attendance:

Anne Nenneau
Irene Rodriguez
Lowell Dewey
Ben Vasquez
RJ Passalacqua
Jason Fulton

Others present:

Tracy Verrier, MRB Group
Myles Webster, Webster Properties
Michael DeBadts, Mengel Metzger Barr & Co.

Meeting Call to Order:

Chair Anne Nenneau called meeting to order at 8:34am.

Administrative Reports:

Meeting Minutes:

- Motion to approve the minutes from April 8, 2022 meeting by RJ Passalacqua, second by Irene Rodriguez. Jason Fulton noted that he misunderstood the roll call vote process for the Trinity project and asked that his vote be changed to Nay. Motion to approve the minutes as amended carried unanimously.

Financial Report:

- Tracy Verrier reviewed the financial statement provided in the packet, noting that a \$6,000 deposit had been made for the HVAC replacement at GEDC.
- Motion to approve the financial report by Lowell Dewey, seconded by Ben Vasquez. Motion carried unanimously.

Updates:

Geneva City School District:

- No report.

GEDC:

- Myles Webster reviewed recent tenant activity at GEDC, noting that RealEats has almost entirely moved out and that there have been a few inquiries for vacant space.
- Anne Nenneau asked if Pretzel Logic had secured a new space yet. Myles noted that he had not received confirmation of this yet.

City Council Report:

- Mayor Valentino provided a written report to Tracy Verrier, who read it for the board:

- The City Manager search has been narrowed to finalists and in person interviews have been conducted. The current status is that deliberations and negotiations are occurring with top candidates. Hopeful to have final appointment on June 1st agenda
- DRI construction continues, but there have been some minor delays with material availability. Castle St major work is complete, finishing touches remain. 5 & 20 road diet is under construction. There have been complaints fielded for various reasons, and some of that input has been constructive and taken into consideration.
- The City is looking to develop a committee to plan events to celebrate the City's 125th anniversary, with the events targeted for January 2023.
- The Comptroller position is receiving positive applicant responses from several qualified candidates.
- The City has responded to a report of inappropriate screen saver activity in the GPD facility. An Investigation started April 21st, the morning after they were notified, and it is ongoing.

IDA Projects:

- FLX Hospitality is still planning to move into the kitchen space, but that lease with the City is still being negotiated. Tracy Verrier reached out to see if they need any assistance from the IDA, and there may be a request at the next meeting. Jason Fulton asked in the lease negotiation will include an increase in rent. Anne Nenneau explained that the kitchen is leased from GEDC to the City, and then the City negotiates subleases for that space. As such, the rent to GEDC will not change.
- The Trinity project will likely not close until the fall when construction financing is ready, but Tracy Verrier and Harris Beach are trying to keep lines of communication open in the meantime.
- American Tower paperwork is still outstanding.
- There is an update on the Gateway parcel that will need to be discussed in executive session.
- Tracy Verrier and one of her MRB colleagues had a meeting with county economic development because the Henkel/Zotos PILOT expired as of the 2022 county/city taxes. The county colleagues reached out to see if they needed any further assistance, but there has not been indication of that yet. Ideally, any future incentives for the facility will be done through the Geneva IDA.
- Tracy Verrier explained that she had been working with the city recently to correct a billing issue for the Geneva Land PILOT, which was for the Tops gas kiosks. The issue has now been resolved and the PILOT is up to date. It will also expire soon.

New Business:

2020-21 Audit Review

Michael DeBadts noted that there are two substantive updates to the draft audit content, but neither impact the financial figures themselves. The opening letter with audit opinion was not updated correctly for the draft. He noted that this year's audit will have a similar

opinion to last year due to some missing financial documentation from the GEDC during the management transition. He also noted that the closing schedules have been reformatted, and that they will update the management responses from legal counsel and the bank when they are received.

Anne Nenneau asked if documentation is in better shape for the 2021-2022 audit based on what he has seen thus far. Michael agreed that things seem to have improved and that the next audit should be cleaner.

- Motion to approve the 2020-21 audit with the discussed updates by Irene Rodriguez, seconded by RJ Passalacqua. Motion carried unanimously.

PARIS Reporting Review

Anne Nenneau noted that there had been some compliance issues with the website, but those are being addressed. Tracy Verrier explained that there are some additional policies that will need to be approved, and that she would bring those to a future meeting.

Tracy provided an overview of the PARIS documents included in the meeting packet and noted to following changes that need to be made to the PARIS Annual Report given information received since downloading the version in the packet:

- The financial figures from the audit will be added.
- The PILOT Payment Due per Agreement for Geneva Land will be updated to reflect the corrected amount.
- The report from DCMB included sales tax exemptions of \$57,450 and 8 construction jobs.

Tracy also noted that the Operations & Accomplishments report and Measurement report were reformatted from previous years.

- Motion to approve the 2020-21 PARIS documents with the discussed updates by Ben Vasquez, seconded by Irene Rodriguez. Motion carried unanimously.

Report from Marketing Committee

Anne Nenneau explained that a joint marketing committee with members from the IDA and LDC was held the previous week. While numerous items were discussed, the main takeaway was the need for a dedicated economic development staff person at the City. As such, the group drafted a position statement to be sent to City Council encouraging the to fund and hire such a position in the 2022-23 budget. Tracy Verrier explained that the LDC had approved the statement at a board meeting on Wednesday, and the statement had been sent to the BID for their consideration as well.

- Motion to approve position statement by Lowell Dewey, seconded by RJ Passalacqua. Ben Vasquez abstained as he had not reviewed the statement, all else voted in favor. Motion carried.

Executive Session

- To discuss the proposed sale or lease of real property.

- Motion to enter Executive Session at 9:18am by RJ Passalacqua, second by Irene Rodriguez. Motion to exit Executive Session at 9:35am by RJ Passalacqua, second by Irene Rodriguez.

Other Business: IDA Goals

Lowell Dewey presented goals that he drafted at Sage Gerling's request before she left.

1. Identify the attributes of a successful, diverse and growing small city like Geneva. Consider why we live here, why we chose to move here and why a business owner would want to relocate or build here.
2. Take care of and pay attention to existing businesses. Make a contact list of retail, commercial and industrial companies within city limits. Assign 10+- of those contacts to each IDA board member per quarter. The intent is to make contact, either by phone or in person to ask, "How's business? Do you know about the programs we offer? Have you been able to add staff in the last year?" See below.
3. Publish a welcome guide with all the programs available through the chamber of commerce, the IDA, the LDC, the BID. IDA board members can distribute the guide and reference it during calls and face to face conversations.
4. Map the developable parcels utilizing tax maps, aerials, topography. List its zone and what can be built there per the master plan. Potential student member effort with guidance.
5. Meet with known commercial real estate agencies to update them and to encourage clients to consider the City first.
6. If an owner of multi-family, restaurant or retail space completes a substantial improvement, recognize them with an award and publish it in the FL Times and in social media.
7. Work with block clubs to help city staff maintain parks and streetscape. First impressions at entrances to the city will not only improve quality of life, it will help attract new business owners (not to mention HWS parents and future students) to move here.

Unfinished Business:

None.

Adjournment

- Motion to adjourn at 9:44am by RJ Passalacqua, second by Irene Rodriguez. Motion carried unanimously.