

Geneva Industrial Development Agency Board Meeting
City Hall, 47 Castle Street, Geneva, New York
And via Zoom livestreamed to GIDA's YouTube Page
June 3rd, 2022 at 8:30am

In Attendance:

Anne Nenneau
Irene Rodriguez
Lowell Dewey
Rick Bley
RJ Passalacqua
Jason Fulton

Others present:

Tracy Verrier, MRB Group
Myles Webster, Webster Properties
Mayor Steve Valentino, City of Geneva
Matt Horn, MRB Group

Meeting Call to Order:

Chair Anne Nenneau called meeting to order at 8:30am.

Administrative Reports:

Meeting Minutes:

- Motion to approve the minutes from May 2022 by RJ Passalacqua, second by Rick Bley. Motion carried unanimously.

Financial Report:

- Tracy Verrier reviewed the financial statement. She also reported that the audit and PARIS reporting is nearly complete.
- Tracy noted that the IDA's CD matures on July 8. Anne recommended that Tracy work with the Finance Committee to make any adjustments.
- Motion to approve the financial report by Rick Bley, seconded by Lowell Dewey. Motion carried unanimously.

Updates:

Geneva City School District:

- No report.

GEDC:

- Myles Webster confirmed that the City is working on the removal of some waste barrels and e-waste. RealEats replaced some doors in the space, and did a good job leaving the space in good condition. He anticipates that the lease with FLX Hospitality will be finalized in the next few weeks.
- Anne noted the marketing activities that were explained in the report.
- Myles explained that there are some new possible tenants in the pipeline, but they may take a while to come to fruition.
- Jason Fulton asked what the labor expense on the P&L is, because there wasn't an expense on that line this week. Myles thinks it is Webster staff that service the site, but will confirm.

City Council Report:

- Mayor Valentino reported on City business:

- A new City Manager, Amie Hendrix, was appointed by council. Amie officially starts June 21, but has already started meeting with staff.
- The marina project is moving forward, but there is a funding gap of \$200,000. Construction is slated for 2023 or 2024, so there is some time to figure out how to fill that gap through modifications or grants.
- DRI work is continuing.
- The comptroller interviews are starting today, and it will likely be a City Manager appointment. They will keep Amie in the loop.
- The green committee and engineering are looking at better controlling weeds in public areas. They are getting additional input from staff and Cornell to try to find better solutions.
- The next big effort will be an update to the solid waste ordinance. Input is being gathered from staff and haulers.
- Anne Nenneau noted that the LDC and IDA will be sending a letter to the Mayor regarding the establishment of an economic development position at the City. She also mentioned that they might have some input on the revised zoning. The Mayor stated that the zoning update will likely hit the council agenda in Q3 or Q4. The new zoning update might be rolled out with amendments/modifications later. He also noted that the council has already started discussing an economic development position, and they think there is a way to include this in the budget.
- Irene Rodriguez recommended discussing the **Wastewater Infrastructure** agenda item while the Mayor is present. She noted the IDA board's concern about the limited capacity at the wastewater treatment plan, and what that means for the kinds of development the IDA is intended to incentivize. The Mayor explained that this is a top priority for the City, but it will take time to make the needed upgrades. Rick Bley asked if there is capacity for the American Legion redevelopment project, and the Mayor confirmed that there is capacity for that project.
- The Mayor asked for an update on the Gateway parcel. Anne Nenneau recommended addressing the **Environmental Services** agenda item at this time. Tracy Verrier explained that additional services are needed to delineate the known contamination on the Gateway parcel and develop a remediation plan for DEC review (phase 1). After that, the remediation work would need to be done in order to get the parcel to a developable state. Two quotes were received for the phase 1 work from Plumley and CHA. The two quotes were substantially similar in scope, but there was about an \$8,000 difference in cost. Tracy noted that the LDC had approved moving forward with the phase 1 work with Plumley, which was the low bid at \$31,200. Tracy and Matt Horn added that when it comes time to do the actual remediation work, there may be ways to reduce the cost through collaborations with the developer, the City, and/or ongoing foundry remediation efforts, but we can't know that for sure until we have a remediation plan approved. Jason Fulton asked what the return on investment will be for the parcel, whether it makes financial sense to expend these funds given the current purchase offer, and whether the development plans could be adjusted to avoid the contaminated areas instead. Other board members reviewed the history of the project, explained that the parcel can't be developed at all without doing this

work, and expressed that they believe that the IDA's view of return on investment includes the broader benefits and tax revenue to the community as opposed to just consideration of revenue to the IDA. Jason Fulton recommended doing an analysis to better understand the amount expended to date on the project and the potential benefit of the parcel's development, including community benefits. The board agreed that an analysis of this kind would be helpful, so Tracy and Matt will work on it.

- Motion to contract with Plumley for phase 1 (delineation and remediation plan) with the cost split 50/50 with the LDC by Irene Rodriguez, second by Rick Bley. Motion carried unanimously.

IDA Projects:

Tracy Verrier reported:

- The American Tower deal has closed. All that is left is to disburse funds when they are received from Harris Beach.
- Trinity is aiming for a fall closing.
- A finance committee meeting is scheduled for later in the month to review a 2022-23 budget, which will come before the board in July for approval.

Anne noted that any major project for Geneva on the Lake will be delayed for a year. Lowell Dewey suggested that major development projects be required to contribute to the cost of the wastewater infrastructure upgrades. Matt Horn explained that PIF (PILOT increment financing) could be a mechanism to do that.

Marketing Committee:

Tracy Verrier noted that the main topic of conversation among the committee is implementation of Geneva Made. The City is interested in moving forward with implementation, but does not have the capacity in house to do that. Maureen from 29 Design provided a proposal for a 12 month implementation contract totaling \$60,000. The Committee is recommending that this cost be shared among the City, LDC, IDA, and County. The request to the IDA is for \$12,000. Tracy explained that the LDC discussed this and decided to hold off on approving their support due to concerns about the ability to manage and accommodate business development leads that may be generated by this marketing. They would like to have a better understanding of the trajectory for the economic development position and upgrades to the wastewater treatment plant first. They've requested that Joe Venuti attend a future meeting. The IDA board generally agreed. They felt it might be best to invite Joe to a meeting of representatives of both groups rather than having him attend both board meetings. Tracy will invite him to the next marketing committee meeting, and then invite the full boards to that meeting as well.

RJ Passalacqua asked if the IDA could get an intern to help with certain projects, like developing a list of developable properties. There was interest in exploring what that would look like, Anne noted that we would need the new City Manager on board and driving this process. Rick Bley suggested inviting the City Manager to the July meeting and providing her with a brief memo about the various priorities, goals, and activities that are of interest to the IDA.

Jason Fulton noted that there are some areas (e.g. Martha’s Vineyard and Provincetown) that have a funding mechanism similar to an occupancy tax where restaurants collect incremental fees on bills to fund promotion. This might be something to look at in Geneva.

New Business:

Policy Adoption:

RESOLUTION OF THE GENEVA INDUSTRIAL DEVELOPMENT AGENCY (THE “AGENCY”) RATIFYING CERTAIN POLICIES, STANDARDS AND PROCEDURES IN CONNECTION WITH THE PUBLIC AUTHORITIES ACCOUNTABILITY ACT OF 2005, THE PUBLIC AUTHORITY REFORM ACT OF 2009, AND CHAPTER 563 OF THE LAWS OF 2015.

- Motion to approve resolution 06/2022-1 adopting various policies and procedures by Rick Bley, seconded by Irene Rodriguez. The motion was put to a roll call vote, which resulted as follows:

	Yea	Nay	Absent	Abstain
Irene Rodriguez	[x]	[]	[]	[]
Anne Nenneau	[x]	[]	[]	[]
R.J. Passalacqua	[x]	[]	[]	[]
Rick Bley	[x]	[]	[]	[]
Lowell Dewey	[x]	[]	[]	[]
Benjamin Vasquez	[]	[]	[x]	[]
Jason Fulton	[x]	[]	[]	[]

The Resolution was thereupon duly adopted.

Unfinished Business:

Open Meetings Law Change:

Tracy Verrier explained that the current allowance for remote participation in meetings ends June 14. To continue allowing videoconferencing, the board will need to approve a policy outlining the circumstances under which board members can participate remotely. The draft policy was in the packet, but the board needs to schedule a public hearing. Tracy recommended scheduling the public hearing for July 8 at 8:30, directly preceding the regular meeting. The board was agreeable.

IDA Goals:

The board discussed some of the goals that are addressed by the ongoing conversations, but again recognized that there needs to be a conversation with the City Manager about how to move these efforts forward.

Adjournment

- Motion to adjourn at 9:54am by Anne Nenneau, second by Lowell Dewey. Motion carried unanimously.