

**Geneva Industrial Development Agency & Geneva Local Development Corporation
Joint Marketing Committee Meeting
Via Zoom
June 30th, 2022 at 1:00pm**

In Attendance:

Anne Nenneau (IDA)
Robert Sollenne (LDC)
Paula Bucklin (LDC)
Peter Gillotte (LDC)
Teresa Angelo (former IDA)

Others present:

Tracy Verrier, MRB Group

Meeting Call to Order:

The meeting was called to order at 4:07pm.

Position Statement:

Tracy stated that the BID board had approved the statement and that she'd be picking up the Chair's signature after this meeting. She will then forward the statement to the Mayor, cc'ing the chairs. She will ask the Mayor if he'd like to share the letter with the full council, or if Tracy should forward it to the group.

Proposed Zoning Discussion:

Anne explained that there aren't a lot of places left in the City that are conducive to development, so we need to think about future opportunity within the new zoning. The group discussed areas where adjustments to the proposed zoning designation could open up opportunity for business development. These are marked on the attached map, and are generally as follows:

- 1) The area between the Ramada and roughly Lake Street could be zoned for mixed-use hospitality, but maintain setbacks from the lake to preserve public access. This would support downtown as well.
- 2) The lakefront area from roughly Evans Street to the state park/City line could be zoned mixed-use hospitality in order to cap the green space along the lake with hospitality at either end.
- 3) The parcel across the street from the Lochland parcel and just south of the cemetery could also be zoned for mixed-use hospitality.
- 4) Parking lot between Exchange and Seneca Streets, as well as the parcels across the street on Exchange, could all be included in the CB5 zoning area that they adjoin to. This would make significant development/investment in that area more viable.
- 5) Parcels along Gates Ave from the railroad bridge to N Exchange St, as well as parcels in the block surrounded by Gates, Central, Buffalo, and N Exchange, could all be zoned Medium Density Residential to allow for future development of apartments.

Other comments included:

- 1) We need to consider how to incorporate more recreational opportunities, especially in connection to the lake, to support the hospitality/food/beverage scene in downtown.

- 2) It would be good to re-establish the connection from the sixth ward to the lake via some kind of walkway from Evans Street.

Geneva Made Proposal:

Tracy noted that Joe Venuti wanted to wait to fully brief the new City Manager on the wastewater capacity issues before attending and reporting at this meeting, and that this wouldn't move forward until there is some clarity from the city regarding that and the economic development position. She added that the City Manager intends to participate in both the upcoming full board meetings (LDC and IDA).

Teresa noted that the Geneva Made proposal did not include any media buys, which could be a substantial additional cost. The group should get an idea from Maureen what those costs might look like. She also recommended getting clarity around the packaging design item within the scope as she wasn't sure what that would entail. Rob noted that he still has concerns about the geographic targeting of proposal, questioning if it should be targeting other major metros across the country (as proposed) or take a more regional approach to start. Teresa noted that is something that could be discussed and worked out with Maureen during the project launch, and Tracy noted that the geographic target would be dictated by the goal of the campaign. Teresa and Rob also noted that the food and beverage focus might be too narrow for the purposes of the IDA and LDC.

Anne noted that the list of developable properties would help to guide a marketing effort, because what we can attract is going to be guided by the space we have to offer. Having a dedicated economic development staff person would allow us to identify parcels and work with that person to market specifically to appropriate users of that parcel.

Business Outreach:

At the last IDA board meeting, there was a discussion about the LDC and IDA board members helping to do outreach to existing businesses in the City to see how they are doing. The board suggested that this committee could help to organize a process for that, including the businesses to reach out to and a list of questions to ask. Rob agreed that it would be helpful to have a script of some kind to ensure consistency of information across conversations. Tracy will leave this on the agenda for the next meeting.

Adjournment

- The meeting adjourned at 5:11pm.