



REGULAR MEETING MINUTES
July 6, 2022
After 12pm Public Hearing

Board Members in Attendance

Dave Linger
Chevanne DeVaney
Peter Gillotte
Dana Hollenbeck
Marc Rodriguez
Rob Sollenne
Craig Talmage

Others in Attendance

Tracy Verrier, Executive Director, MRB Group
Amie Hendrix, Geneva City Manager
Steve Valentino, Mayor of Geneva

Agenda Items

Call to Order: Dave Linger called the meeting to order at 12:03pm.

Minutes Approval:

Motion to approve the June meeting minutes by Dana Hollenbeck, second by Rob Sollenne. Dave Linger and Craig Talmage abstained. All others voted in favor. Motion carried.

Financial Report:

Tracy Verrier provided a report on the financials for June 2022. There were two expenses, \$425 for grant writing services and \$68.93 for publication of the public hearing legal notice.

- Motion to approve the financial report by Peter Gillotte, second by Dana Hollenbeck. Motion carried unanimously.

Public Meeting Videoconference Policy:

Dave Linger reviewed the policy. There were no comments for the public hearing.

- Motion to approve resolution 07/2022-1 authorizing the expanded use of video conferencing for meetings of the board by Peter Gillotte, second by Dana Hollenbeck. A roll call vote resulted in the following:

	Yea	Nay	Absent	Abstain
David Linger	[x]	[]	[]	[]
Robert Koczent	[]	[]	[x]	[]
Robert Sollenne	[x]	[]	[]	[]
Dana Hollenbeck	[x]	[]	[]	[]
Marc Rodriguez	[x]	[]	[]	[]
Peter Gillotte	[x]	[]	[]	[]
Chevanne DeVaney	[x]	[]	[]	[]
Paula Bucklin	[]	[]	[x]	[]
Craig Talmage	[x]	[]	[]	[]

Report from the Marketing Committee:

Tracy Verrier noted that the position statement regarding economic development staffing was sent to the Mayor and City Council. Amie Hendrix provided the following updates/thoughts:

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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)

- They recently did final interviews for a comptroller, which is the next primary focus. Then they are planning to hire a Planning/ED director, which is in the current budget and the next step toward economic development staffing. Amie is starting to get her bearings, she is starting to meet with council members and community members. There are also two vacant positions in the Office of Neighborhood Initiatives. They are still working out what roles those positions will play, and one will likely provide economic development support in addition to grant administration. Amie noted that the City staff agreed to move forward with the MAP grant, but decided not to do the NYMS Technical Assistance grant yet. She didn't feel there was enough time to intentionally and thoughtfully select a target area for this application round.

Tracy provided the grant writing update given the conversation. She noted that the MAP pre-application is nearly ready for submission, she is just waiting on a few pieces of information from the City. Once that is in, we will need to wait to see if we are invited to submit a full application. She noted that the LDC and City can revisit the NYMS Technical Assistance conversation later this year in preparation of next year's CFA. Dave Linger and Amie Hendrix both agreed. Dave suggested starting that process with a community-wide outreach to collect information about interested property owners, and then narrowing down a target area based on where there is a good concentration of interest.

Environmental Services Update:

Tracy Verrier explained that the drilling and sampling is complete at the Gateway parcel. Once the lab reports are returned to Plumley, they will move forward with writing the remediation plan to submit to DEC.

Report from the Marketing Committee (continued):

Tracy Verrier explained that the primary topic of discussion at the marketing committee was a review of the proposed zoning updates. The intention of the committee was to consider how the zoning could be used to create development opportunities for the City, seeing as there is very little developable space remaining. She reviewed a series of changes that the marketing committee recommended, including:

- Adding a section of Medium Density Residential in the area of Gates Ave and N Exchange St. This would provide the opportunity to develop apartments in that area in proximity to the industrial area employers.
- Adding sections of Mixed Use Hospitality along the lakefront, but still maintaining plenty of green space.
- Re-establishing a walkway to connect the sixth ward to the lake.
- Making the former OEO site and parking lot across the street Central Business-5 Story to allow for commercial development up to 5 stories rather than 2 or 3 stories as would be allowed in the regular Central Business zoning.
- Additional mixed use hospitality south of the cemetery, across from the Lochland and American Legion parcels.

Dave Linger noted that there is a group that is also interested in extending the historic district south to the city border. He noted this would not be helpful for development, but the group should decide if they would support such a change or not.

Mayor Valentino explained that whatever gets approved is not the final as there may be additional adjustments down the road. He cautioned that some of these suggestions may take longer to implement or discuss as they are controversial. He noted specifically that the CB5 and lakefront proposals may be harder given concerns about sightlines to the lake and lakefront development. There is a lot of sensitivity around these issues. Rob Sollenne noted that this group is the LDC, and these proposals reflect our mission to support development. He added that we should make sure that the concerns around the lakefront are the concerns of the community and not the concerns of a few. The City need more development and taxable parcels to grow the tax base, otherwise it will become unaffordable to live in the City. However, the growth has to be intentional. The Mayor explained that he is not necessarily "forever green" when it comes to the lakefront, but he wants to see data and sustainability of the downtown before considering lakefront development. Craig Talmage agreed that we need to have the right mix of retail and hospitality to ensure that they can support each other. He would be interested in seeing data or mapping about the existing mix of retail and hospitality. Rob Sollenne added that the area around Gulvin Park would be a good target for development, perhaps it would be a good opportunity for the NYMS Technical Assistance Target Area. Peter Gillotte likes the idea of bringing the bridge back to connect the sixth ward to the lake, as well as the other development ideas in the area. Mayor Valentino explained that rebuilding the bridge was considered during DRI, but wasn't funded because of the cost vs. the stats about use. It was prohibitively expensive.

Dave asked about the city's timeline for approving the new zoning. Amie and the Mayor explained it would likely be Q4 before it goes to City Council.

Motion to adjourn by Dave Linger. The meeting adjourned by acclamation at 12:58pm.