

**Geneva Industrial Development Agency & Geneva Local Development Corporation
Joint Marketing Committee Meeting
BID Conference Room, 1 Franklin St, Geneva & Via Zoom
July 25th, 2022 at 12:00pm**

In Attendance:

Anne Nenneau (IDA)
Lowell Dewey (IDA)
Robert Solenne (LDC)
Peter Gillotte (LDC)
Teresa Angelo (former IDA)

Others present:

Tracy Verrier, MRB Group
Jason Fulton (IDA)

Meeting Call to Order:

The meeting was called to order at 12:02pm.

Zoning Statement:

Tracy provided an overview of steps to date, including the suggested changes to the zoning map and discussion at the July board meetings for both LDC and IDA. Amie Hendrix was present for both of those meetings to hear discussion. She drafted a statement regarding those recommended updates and sought feedback on next steps. Anne noted that city staff is managing the zoning update process at this point, to her knowledge. Dave stated that he got the indication that some updates had been made to the map based on input from various groups, but that he hadn't seen an updated version. The committee asked Tracy to follow up with Neal to confirm who is working on the zoning update at this time, and whether/when there will be an updated draft map released. Then the committee can review updates that have been made to date and decide next steps.

Business Outreach:

Tracy explained that there has been some discussion about the LDC and IDA boards helping with outreach to existing businesses. However, there should be a consistent list of questions and a strategy to doing this outreach. Lowell added that a process book and/or flow chart to help new and growing businesses navigate various City processes would also be helpful. The board also discussed various quality of life issues that impact economic development, like quality of schools and general cleanliness and maintenance of public spaces. They noted that public works seems to be understaffed, or not structured for greatest efficiency.

Dave noted that this was the most extensive quality of life conversation that he'd been a part of in relation to these groups. He added that this is clearly of interest for economic development, but encouraged the group to think about how these groups could influence these issues. Peter suggested that money and advocacy are the two ways that the LDC and IDA could engage on these issues. These groups could help fund small initiatives and encourage the City to contribute as well. Dave and Rob mentioned that it would be good to find a way to encourage and support "force multipliers" like block groups that could help with certain cleanliness items.

Jason recommended approaching the City from a place of positivity. Identify the good things and possible revenue generators, and then use that as a launching point to talk about how to leverage those to address these other issues. He explained that other hospitality areas sometimes have an additional tax or fee on restaurant and/or hotel bills to support marketing and public maintenance. Parking could be another area for revenue. Tracy agreed to send the example Jason had sent her previously to the IDA legal team to see if this is something that could work in NY. The committee agreed that this would be a good approach.

The boards will continue this conversation at their board meetings next week to try to identify some of those positive assets and revenue opportunities. That will help move a conversation about quality of life forward.

Adjournment

- Motion to adjourn at 1:01pm by Anne, second by Lowell. Motion passed unanimously.