

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

In Attendance:

Anne Nenneau*
Rick Bley
Lowell Dewey
Jason Fulton
RJ Passalacqua
Benjamin Vasquez*
**remote attendance*

Others present:

Tracy Verrier, MRB Group
Amie Hendrix, Geneva City Manager
Myles Webster, Webster Properties

Meeting Call to Order:

Vice Chair Rick Bley called meeting to order at 8:32am.

Administrative Reports:

Meeting Minutes:

- Motion to approve the minutes from July 2022 by RJ Passalacqua, second by Jason Fulton. Motion carried unanimously.

Financial Report:

- Tracy Verrier reviewed the July financial statements. She noted that the revenue from the American Tower transaction to the GIDA is now showing on the P&L because it did not hit until July 1. She noted that the balance sheet is still in need of some adjustments.
- Motion to approve the financial report presented by Jason Fulton, seconded by Lowell Dewey. Motion carried unanimously.

Updates:

Geneva City School District: No report.

GEDC:

- Myles provided an update that some subleases converted into direct leases, which is a good thing for providing consistency at the building. He noted that FLX is moving in and there were some maintenance issues the Websters had to address in that proves. He and Tracy provided an update that Pretzel Logic has some promising leads, but conversations about their tenure in the GEDC facility are ongoing. Jason requested a general ledger and AR report, which Tracy will get from the Websters.

City Council Report: No report.

IDA Projects:

Tracy Verrier reported:

- Trinity is still on track for a fall closing.

- Nardozzi project is moving forward, should see a closing on that in the next month or two, followed by an IDA application.
- FLX Hospitality is moving into the GEDC, so there may be a request coming from them regarding additional equipment that could enhance their presence there.

Marketing Committee:

Tracy explained that this meeting focused heavily on quality of life issues and how they intersect with economic development, and what kinds of initiatives and issues the IDA and LDC could participate in to enhance quality of life for the purpose of improving business development and tourism. The LDC continued this conversation and agreed that they'd like to fund an additional temporary position to help with weeding in key areas of the City to enhance beautification and thus perceptions.

New Business:

Quality of Life:

Rick and Tracy moved this item up on the agenda to continue the conversation. Jason asked if there was an end goal, such as a peer community that we'd like to aspire to or initiatives in peer communities that we'd like to replicate? Tracy noted that some conversation at the LDC included the thought that the current infrastructure needs to be maintained before more growth can occur. But she agreed that having a common goal would be helpful to move these discussions forward. Jason stated that he'd prefer to invest in something sustainable and that would generate demand and revenue, giving the example of events and attractions that would encourage visitors to stay longer. He noted that if there were more events and more people around all of the time, it would encourage businesses to maintain in front of the storefronts. He also considered whether there is a way to invest in programming or marketing that would encourage local participation in maintenance, something like an "adopt a highway" program for parks, or a program that would give good press to businesses that participate in beautification efforts. Rick and Lowell noted that it would be helpful to connect a lot of the events and attractions that are already existing in some way and then build on them, so it would be easy for people to see why they'd want to stay longer. Amie Hendrix explained that the City staff is planning to take a look at the lakefront come fall to see what investments/infrastructure are needed there to better support events moving forward, and which of those investments make sense for the city to make. Tracy asked if this should be a conversation in partnership with the TPA, which she believes is the County Chamber. Jason agreed that it would be good to get all of these partners (LDC, IDA, BID, Chambers, City) in a room to develop a shared vision/goal. Tracy noted that would help to identify where each organization could play a part of sponsor to contribute toward a larger impact.

The board agreed that the next step is to consider how to bring these partners together for a strategic planning session of some sort. Tracy will bring a proposal next month. Lowell asked if the IDA could vote to participate with the IDA on funding a position to weed critical areas. Tracy noted that we don't have those costs yet, so aren't ready to move forward with a vote, but we should have a proposal next month.

GEDC:

Tracy explained that the Executive Committee had an exchange regarding the future of the GEDC building, and whether it is best to maintain it as an incubator or sell it to return to the tax rolls. Ultimately, they think it is important to be ready to move forward with a plan one way or another at the beginning of next year (January 2023). They are recommending the creation of a temporary committee to explore the current conditions and options moving forward, then to make a recommendation to the full board at the January meeting. RJ noted that the board had discussed getting an appraisal last year, but decided to wait. He thought that might be a good thing to accomplish as part of this effort. Tracy noted that the committee could discuss that and see if it would be necessary. Tracy noted that administering this committee is beyond the scope of MRB's contract, but that she would bring back a proposal in September. In the meantime, she suggested that interested board members let her know so the board can be ready to appoint a committee in September. That would give 4 months/meetings for the committee to develop a recommendation. Jason and RJ expressed interest in being on that committee. Rick noted that it will be important to have a site map and square footages at that first meeting, and that the committee will need to keep in mind the spaces within the building that are used by the City.

Unfinished Business:

Environmental Services Update:

Tracy explained that a draft remediation plan is complete. Wendy Marsh of Hancock Estabrook offered to review it and have a conversation with Plumley to confirm that the proposed plan is the most balanced for the IDA/LDC purposes. Tracy hopes that if all is good, it is her hope that the plan will be submitted to the DEC by the next meeting.

Adjournment: Motion to adjourn at 9:32am by RJ Passalacqua, second by Jason Fulton. Motion carried unanimously.