



Auburn Industrial  
Development Authority

**Regular Meeting Minutes**  
**AUBURN INDUSTRIAL DEVELOPMENT AUTHORITY**  
**Wednesday, July 21<sup>st</sup>@ 5:00pm**  
**Remote due to COVID-19**  
**2 State Street, Auburn, NY**

**Board Present:**

James Dacey (Chair & Member of Business)  
Katie MacIntyre (Member at Large)  
Jimmy Giannettino (Council Member)  
Jeff Gasper (School Board Member)  
Gwen Webber-McLeod (Member at Large)

**Absent:**

Terry Cuddy (Council Member)  
William Andre (Vice-Chair & Member of Labor)  
Brandon Gravius (Member of Industry)

**Staff & Guests:**

Roger Beer (Member at Large)  
Tracy Verrier, Executive Director  
Taylor Symes, Acting Treasurer  
Robert Poyer, Hancock Estabrook, LLP

Mr. Dacey called the meeting to order at 5:01pm, noting the presence of a quorum.

**MEETING MINUTES:**

Mr. Gasper motioned to approve the Regular Meeting Minutes, seconded by Ms. Webber-McLeod. All members voted in favor; motion was carried.

**BILLS AND COMMUNICATION:**

Ms. Symes presented the bills as follows: TGW in the amount of \$6,000 for months 4&5 out of 6 of monthly support and CEDA 2021 Q2 in the amount of \$5,096.84. Mr. Giannettino motioned to approve the bill, seconded by Ms. Webber-McLeod. All members voted in favor; motion was carried.

**REPORT OF THE TREASURER:**

Ms. Symes reviewed the Profit and Loss Budget Report and Balance Sheet for the months of May and June. She noted that no income was reported for the past two months and the only expense for the month was the CEDA 2021 Q2 Bill along with TGW. The total expense for the month of June was \$11,095.84. On the balance sheet Ms. Symes noted that the account balance for the checking account was lower due to the transfer from Checking to Savings. Ms. Symes reviewed the account balances that were listed at the bottom of the report. Mr. Gasper motioned to motioned to approve the Report of the Treasurer, seconded by Ms. MacIntyre. All members voted in favor; motion was carried.

**UNFINISHED BUSINESS:**

TGW Update: Ms. Verrier stated that we are in our sixth and last month of the contract and currently tweaking some of the items on the website. TGW is working on designing some ads to be used in the future, and will be handing over administration of the website and social media accounts soon. Ms. Verrier stated that she will be sure to have a metrics update before everything is finalized and for the next meeting. Mr. Gasper asked if other businesses can advertise the website. Ms. Verrier stated that AIDA's information has been updated on sites that were already sharing our information, but that little additional

James A. Dacey  
Chairman

2 State Street  
Auburn, NY 13021

PHONE  
(315)252-3500

FAX  
(315) 255-3077

outreach has been done at this point to get other businesses and organizations to add the site to theirs.

CEDA Staff Update: Ms. Verrier stated that the microenterprise program has reopened for applications. This round is also funded by City of Auburn CDBG. The application deadline will be August 9<sup>th</sup>. Ms. Verrier stated that the Microenterprise program is tailored to low to moderate income individuals and they would have to reside inside of the Auburn City Limits. The participants will be eligible for a \$5000 grant upon successful completion. Ms. Symes stated that the 12 session series will begin September 9<sup>th</sup>. Ms. Verrier stated that additional sessions were added due to additional topics that were brought to Ms. Goloub's attention in round 1.

Ms. Verrier stated that she has been working with Ms. Danielle Szabo to put together a workforce model to help businesses and partners within the community.

Ms. Verrier stated that DRI round 2 applications were closed, but 2 awarded projects have dropped out. Ms. Verrier stated that the CEDA team would be reaching out to applicants that didn't receive funding and applicants that didn't receive full funding to see if they would like to request additional funding.

Ms. Verrier provided an update on Round 11 of the Consolidated Funding Application process and the new open application process for Empire State Development Grant Funds.

Ms. MacIntyre asked what was the income requirement for the Microenterprise program? Ms. Verrier reviewed the application with the board, which includes the income limits. Ms. Verrier explained that eligibility depends on household size and income. Ms. Webber-McLeod pointed out from round one that Ms. Goloub's time that was spent on this was more than she anticipated and would like to know how her time would be allocated this round? Ms. Verrier stated that Ms. Goloub has reached out for more help within the staff and other people to help with certain aspects of the program and mentoring.

#### **NEW BUSINESS:**

Print Advertising Budget Request: Ms. Verrier stated that the City had been offered an advertising opportunity in Yankees Magazine seeing as Tim Llocastro's move to the Yankees had been creating a lot of buzz. The City had asked if AIDA would share in the cost of the ad. However, since then Mr. Llocastro had been injured, so the ad buy was put on hold. However, Ms. Verrier stated that she would like to have an amount approved for advertising opportunities that are time sensitive. Ms. Verrier reviewed the budget and actual spend on the TGW contract, noting that Phase 2 was \$4500 under the top end of the budget. Ms. MacIntyre asked if AIDA was paying for advertising currently? Ms. Verrier stated no, that all the advertising that has happened has been organic other than CEDA using the brand in the new Auburn visitor guide that the ERHC put out. Ms. Webber-McLeod asked what Ms. Verrier saw in the Yankees opportunity that would have been a good fit for the AIDA brand? Ms. Verrier stated that there has been a lot of talk about Mr. Llocastro's roots in Auburn, so an ad in the magazine would reach those same fans in another way to enhance name recognition. Fans attending games are also within the target audience for talent attraction. Mr. Dacey motioned to authorize Ms. Verrier to spend up to \$4500 of AIDA's Funds for print and digital advertising and report back to the committee at the following meeting, seconded by Mr. Giannettino. Ms. Webber-McLeod stated that \$4500 was not a lot of money for advertising and that Ms. Verrier should think strategically on how to allocate the funds. She stated that this is a great idea but to do research on industry focused advertising. Ms. Webber-McLeod stated that when the time arises come back to the board and ask for additional funding. Ms. Verrier noted that the CEDA team would be bringing forward a more coherent strategy with budget request, but to have this funding available would allow them to participate in timely opportunities in the meantime. All present voted in favor, the motion passed.

**BOARD MEMBER UPDATES:**

Mr. Dacey stated that he spoke with Mr. Maciulewicz and he indicated that construction on the Mack Studios expansion was underway. Mr. Maciulewicz told Mr. Dacey that he may be returning with another project in the near future. Mr. Dacey recommended that Ms. Verrier follow up on the Northern Mast Climbers project that had previously expressed interest in the Tech Park. Mr. Dacey asked how the fish production operation was doing so far and if they were shipping? Ms. Verrier provided an update on Local CoHo, indicating that they are performing well. Mr. Dacey asked if there was an update on the Bombardier building pertaining to it being sold or rented? Ms. Verrier stated that she had not heard anything to that effect.

Ms. Webber-McLeod asked if Tessy Plastics took over the old McQuay building and if they were still occupying it? Ms. Verrier stated that they did make some layoff but were still utilizing the facility.

Ms. Webber-McLeod asked if we were coordinating with the construction workforce development programing that is being developed in anticipation of the I81 redevelopment and whether Cayuga County residents could participate? Ms. Verrier stated that we are in conversation with them on collaborating on another project, but she would ask them about the I-81 project. Ms. Webber-McLeod stated that she would like to keep this on the radar to help our residents obtain jobs and bring their experience back to Cayuga County.

Mr. Dacey asked if everyone had completed their ABO training. Ms. Verrier stated that everyone had completed it. Mr. Dacey asked if CEDA had any Harris Beach economic development handbooks for the new board members as it would be beneficial for them to review. Ms. Verrier stated that she would contact Mr. Miller to send a few for board members to have.

**UPCOMING EVENTS:**

Ms. Verrier reviewed the upcoming events that were listed on the agenda.

**ADJOURNMENT:**

Mr. Giannettino motioned to adjourn at 5:46pm, seconded by Ms. MacIntyre. All members voted in favor; motion was carried.

Respectfully Submitted,

Taylor Symes