



Auburn Industrial  
Development Authority

**WORK SESSION MINUTES**  
**AUBURN INDUSTRIAL DEVELOPMENT AUTHORITY**  
**Wednesday, January 14, 2015**  
**First Floor Conference Room**  
**2 State St., Auburn, NY 13021**

**Board Present:** James A. Dacey (Chair & Member of Business)  
Terry Cuddy (Council Member)  
Tricia Ottley (Member at Large)  
Frank DeRosa (Member at Large)  
Monika Salvage (School Board)  
Robert Byron (Member of Industry)  
Kelley Gridley (Member at Large)

**Excused:** Michael Quill (Council Member)  
William Andre (Member at Large)

**Staff:** Andrew Fish, Executive Director  
Tracy Verrier, Assistant Treasurer

**Counsel:** Richard Cook, Hancock and Estabrook

**Others:** Debbi McCormick, Auburn City Council

Mr. Dacey began the work session at 4:53 p.m.

**Introduction**

Andrew Fish introduced the purpose and agenda for the work session. Will likely not complete full agenda in this work session, so will need to schedule a second. An ice breaker exercise was completed to allow the Board Members and staff introduce themselves to each other.

**Board Binders**

Tracy Verrier went through a draft table of contents for a board member binder. Suggestions for additions and changes were as follows:

- Section 4 Board Requirements: Add annual conflict of interest form sent out by City and board self-evaluation form.
- Section 5 Policies: add enabling legislation and mission statement
- Section 7 Staffing Contract: Add list of staff and bios
- Section 9 Other Resources: Add EDC description and website, and add Harris Beach economic development handbook
- Add section for financials, including Budget, recent financial report, list of properties, and list of existing PILOT

**What does AIDA want to accomplish?**

- FD- Communicate with the public about what “industrial” means. Public doesn’t understand what AIDA does or doesn’t do.
- MS- Quality of life. No business comes to a community without a good quality of life. Ultimate goal is to retain residents and businesses. Retain first, attract second.
- TC- Auburn is unique. Recognize the attributes that make it unique, including the businesses that are here. Project what is working and encourage/support those things. Build on the existing activity.

James A. Dacey  
Chairman

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- JD- Note that Auburn was a manufacturing community when AIDA's charter was written. Times have changed, even AIDA's name doesn't reflect that change.
  - MS- Need to be aware of what we *can* do/change considering the regulating legislation.
- FD- Quality of life is tied to education. Use our education to help entrepreneurs in the startup phase. Provide technical assistance.
- TC- Communicating to the public can tie into communicating with industry. Some general marketing could help explain AIDA to everyone.
- TO- Market to the public. Promote AIDA's new policies to show the public what we stand for, such as the local labor policy and monitoring policy. Keep in mind that we want to support job creation and living wages, and also promote that. Also, promote the history of the Board. Be aware of the planning initiatives that are happening in the community and consider how we can support them. Don't lose connection with City planning.
- MS- The general public might not care who we are, just what we are doing. They want to know someone is doing something. CEDA can do marketing on behalf of AIDA. Be more proactive with project communication. AIDA used to be reactive and never had a vision of specific businesses or spaces to work on growing or filling. We can try to target more and be proactive about what kinds of businesses we are looking for.
- JD- AIDA was heading in that direction, but ran into some obstacles. Will hopefully get back into marketing with help from CEDA.
- BB- Isn't CEDA supposed to do the marketing? Let them do it, but be sure to provide guidance in the marketing effort.
- JD- AIDA should feed information to CEDA for marketing.
- TC- Give CEDA the license to do the marketing and be proactive.
- JD- It's AIDA's responsibility to identify opportunities and businesses to look for.
- TO- Growing the tax base is another goal, through payrolls and getting properties back on the tax rolls.

#### **Who are AIDA's customers?**

- Existing businesses, potential businesses, existing businesses that AIDA is already working with
- Tech Park businesses
- Businesses AIDA has already worked with
  - Want to address sustainability of businesses, as well as communication/outreach to businesses.

#### **Who are AIDA's stakeholders?**

- Community at large
- Workforce, residents, tax payers
- Labor unions
- City Council
- School district, Colleges (CCC), BOCES
- The region

#### **How can AIDA serve its customers?**

- Through CEDA staff, follow up with existing businesses and get feedback on how AIDA can help.
- Work with county to find best locations for new businesses.
- Identify community strengths (existing businesses, workforce skill sets)
- Serve customers with skilled workforce.
- Work to identify feeder industries.
- *Incentives and abatements*
- *Land holdings*
- *Potential for financing programs*

- Have a well-defined process and policies to make working with AIDA easier. Be aware of the needs of customers vs. policies.

**What is AIDA's responsibility to stakeholders?**

- Do due diligence when considering a project.
- Ensure company has good business plan.
- Be conscious of feedback from companies and community, as well as community trends.
- Tompkins County application considers what local businesses already exist. Perhaps AIDA should consider what other businesses might be affected when doing a project.

**Next meeting:** The next work session will be held on Monday, January 26 from 4:30 to 6:30 at 2 State Street, Auburn, NY.