



Auburn Industrial
Development Authority

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**GOVERNANCE COMMITTEE MEETING MINUTES
AUBURN INDUSTRIAL DEVELOPMENT AUTHORITY
Wednesday, January 23, 2019
First Floor Meeting Room
Chamber of Commerce, 2 State Street, Auburn, NY 13021**

Board Present: James Dacey (Chair & Member of Business)
Terry Cuddy (Council Member)
Michael Quill (Council Member)

Staff & Guests: Tracy Verrier, Executive Director
Samantha Frugé, Assistant Treasurer

The meeting came to order at 4:20pm after establishing a quorum.

POLICY & CHARTER REVIEW

Ms. Verrier provided a compilation of the Board evaluations, noting they were waiting on one more to come in before sending the results to the State. Mr. Dacey stated that it looked like the majority of the Board were in agreement regarding the bigger items such as policies, but some members did not have a good grasp of what the goals of the IDA were. He noted specifically a question on the evaluation regarding the marketing strategies for IDA services and land prompted feedback from a few Board members who requested clarification and updates on marketing efforts. Mr. Dacey added that marketing efforts for economic development differ from the standard idea of marketing, and that the matter is likely further confused by the relationship with CEDA. Ms. Verrier noted that AIDA and its services/assets are included in marketing efforts by CEDA, but that generally CEDA's brand is more visible in those efforts since they cover economic development more generally. She noted that Board members had suggested in the past that AIDA do some of its own marketing, but those plans were never developed. Mr. Quill added that AIDA had fewer projects last year, noting some of the newer Board members did not get as much hands-on experience. He suggested having CEDA staff provide some training for the Board members to go over how a project is initiated and processed. Mr. Dacey agreed and suggested setting up short presentations on relevant topics at the Board meetings to get the board members more familiar with project processes. Ms. Verrier asked if there were other topics that may be of interest? Mr. Quill suggested topics such as: what is a business plan? Where do referrals come from? What are the initial first steps for a project when they approach CEDA? Mr. Dacey also suggested having City Manager Jeff Dygert or Planning Director Jenny Haines attend a meeting to report on updates from the City and work they are doing at the Tech Park. Mr. Dacey also suggested an explanation of the role or the Authorities Budget Office and how they interact with IDAs. Ms. Verrier suggested they incorporate the presentation sessions at meetings that have fewer agenda items to allow enough time for regular business. The Committee was agreeable.

Mr. Cuddy asked where they were in the process of the Bergmann studies for getting sites shovel ready? Ms. Verrier explained that the studies were completed and are shared with interested parties as they inquire about the land.

Ms. Verrier reviewed the By-Laws, noting that they had remained the same for a few years and were relatively standard. Mr. Quill asked if there had been any changes? Ms. Verrier stated the Board had not proposed any changes, nor had the State. She added that the By-Laws were last updated in 2016 when the last round of new policies were adopted. Mr. Dacey requested to have the Board bring their binders to the next meeting to make sure they had the updated policies. He asked if there was a way to make sure Board members always had updated copies of the policies? Ms. Verrier said that we could get everyone's binders updated now, then provide copies of any updates to it's contents on an ongoing basis to make sure everyone stays up to date.

Ms. Verrier asked if there were any comments on the By-Laws? There were no additional comments.

ADJOURNMENT

The meeting adjourned at 4:56pm

Next Governance Meeting: September 18, 2019 @ 4:30pm in the First Floor Conference Room of the Chamber Offices, 2 State St.