



Auburn Industrial  
Development Authority

**REGULAR MEETING MINUTES**  
**AUBURN INDUSTRIAL DEVELOPMENT AUTHORITY**  
**Wednesday, September 16, 2020 @ 5:00pm**  
**Remote due to COVID-19**  
**2 State Street, Auburn, NY**

- Board Present:** James Dacey (Chair & Member of Business)  
William Andre (Vice-Chair & Member of Labor)  
Jeff Gasper (School Board Member)  
Roger Beer (Member at Large)  
Terry Cuddy (Council Member)  
Jimmy Giannettino (Council Member)  
Brandon Gravius (Member of Industry)  
Gwen Webber-McLeod (Member at Large)
- Board Excused:** Ron LaVarnway (Member at Large)
- Staff & Guests:** Tracy Verrier, Executive Director  
Taylor Symes, Acting Treasurer  
Devon Roblee, CEDA

Mr. Dacey, Chair called the meeting to order at 5:03pm, noting the presence of a quorum. Mr. Dacey moved approving meeting minutes up on the agenda.

**MEETING MINUTES:**

Mr. Andre moved to accept the minutes from the August 19 Regular meeting; seconded by Mr. Gravius. All members voted in favor, motion carried.

**BILLS AND COMMUNICATION:**

None

**REPORT FROM THE TREASURER:**

Mr. Beer reported minimal activity for August month. There was \$500 in administrative fee income along with \$23 of interest income. There were no expenses to report this month, and funds were transferred to the savings account as previously discussed. The savings account will be the main source of funds to use when it comes to the Place Branding. Any new website may be reported as an asset on the balance sheet.

Mr. Cuddy motioned to accept the treasurer’s report, seconded by Mr. Giannettino. All members voted in favor, motioned carried.

**UNFINISHED BUSINESS:** Auburn Place Based Branding- Ms. Verrier explained that Ms. Roblee, Ms. Webber-McLeod, Mr. Beer, Mr. Cuddy and herself met with the three finalist firms. After extensive research and another round of meetings, the committee would like to recommend TGW for the Auburn Place Based Branding project. Ms. Verrier explained that DCI would be a great choice due to their experience, but TGW’s existing knowledge of the area and relationships in the community will be an asset. TGW was also able to demonstrate that they have the needed experience to carry out the vision of the project.

James A. Dacey  
Chairman

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Ms. Roblee agreed that TGW has a great vision for the ongoing campaign and necessary experience. Mr. Beer asked Ms. Verrier to explain who will own the website that results from this work? Mr. Beer expressed he felt more comfortable with TGW compared to DCI since DCI would have a substantial fee related to the website. Ms. Verrier explained that AIDA would own the website regardless of what firm is chosen, but that there would be more flexibility for administration and hosting with TGW. At the end, AIDA will own and operate the website. Mr. Beer asked if TGW indicated that they would be able to reach site selectors as a target audience. Ms. Verrier has followed up with TGW on this matter and they felt confident they could reach this audience. Mr. Cuddy was attracted to TGW based on including photography and video work, and already having content from their current work in the area. Mr. Cuddy commended Ms. Roblee and Ms. Verrier for delivering a great RFP and receiving three great candidates to choose from. Mr. Beer reiterated that TGW is more than capable to complete this project, but a crucial part would be reaching out to and portraying the experience of our diverse group of stakeholders.

Mr. Beer asked about the timeline and cost for this project. Ms. Verrier said that she and Devon would be scheduling meetings immediately to discuss a specific price range. TGW has supplied us with a rough estimate of what it could cost. After discussing with TGW and clarifying scope, we will be able to supply a more exact cost. The new brand could potentially be launched early 2021 with monitoring and campaign support from TGW thereafter. In the proposal it is outlined in the vicinity of \$80k. Mr. Gasper would like to know if there is pricing for a remodel for the upcoming years. Ms. Verrier noted that the proposal only includes the initial work on the brand and marketing development, as well as a monitoring and support period for two to six months after completion. TGW would like to maintain a long lasting relationship with AIDA. Mr. Dacey asked if Mr. Cuddy consulted with the City of Auburn to help with the cost. Mr. Cuddy had not consulted with Council, but did not feel it would be possible for the City to contribute funds. Mr. Giannettino agreed that the City budget was tight and that the City could contribute content that had already been generated as a way to help offset the cost. He agreed to bring the request to the council during their next meeting and report back to AIDA. Ms. Webber-McLeod recommended a steering committee to guide TGW in the proper way. Ms. Verrier agreed that it would be good to have a small committee work hand in hand to help manage the direction of the project. Mr. Dacey would like to know if TGW will interview the board individually. Ms. Verrier stated TGW will likely meet with the board as a group, but might include some members in focus groups or one-on-one interviews.

Mr. Giannettino motioned to accept TGW for the Auburn Place Branding Project, seconded by Mr. Beer. All members voted in favor, motioned carried.

Review of the Local Labor Policy- Mr. Andre stressed that businesses need to be held accountable for following through with this policy. Mr. Andre recommended making the documentation of a good faith effort more of a focus. Ms. Verrier explained that the change actually provides the board with more control over making decisions related to waivers. Mr. Cuddy recommended having a list of local vendors available to help projects meet these requirements. Mr. Dacey raised concerns about whether the list would be maintainable. Ms. Verrier mentioned that she had already started to create a list on the website and had sent it to the board to review. She asked that they take a look at it and send any additional vendors they know of that she may have missed. Ms. Verrier noted that Mr. Gasper had recommended adding IT vendors to the list.

Ms. Webber-McLeod asked why the wording included “and/or at the completion of the project” in regard to the utilization report submission? Ms. Verrier answered that some projects are completed within 90 days, so for those they would submit upon completion only. Mr. Dacey asked Mr. Poyer if a clause should be included stating that AIDA is not responsible for whether the companies are insured or not. Ms. Verrier stated that might be a good disclaimer on the website. Mr. Poyer stated that the Authority would not be held liable for this situation, but it could not hurt to state something along those lines.

Mr. Andre motioned to accept the Local Labor Policy, seconded by Mr. Giannettino. All members voted in favor, motioned carried.

*CEDA Staff Update:* Ms. Symes introduced herself as the new Technical Specialist. Ms. Verrier updated everyone pertaining to the Place Based branding. She also updated the board about a 2-part webinar CEDA would be hosting in October on the State Procurement process with NYS OGS. This seminar is targeted to small businesses that would like to do business with the state. This is an opportunity to ask questions and receive guidance.

**NEW BUSINESS:** *Report of the Governance Committee-* Mr. Cuddy reported that the committee had reviewed the Bylaws and other policies, and that they are recommending that the board affirm the policies as written. Mr. Cuddy mentioned that the committee had met a few months back to discuss board priorities and would like Ms. Verrier to bring that discussion back to the full board for discussion at the next meeting. Mr. Dacey agreed we should move forward with this discussion.

Motion to adjourn by Mr. Beer, seconded by Mr. Cuddy. All members voted in favor. Meeting adjournment at 5:53pm.

Upcoming meeting scheduled for October 21, 2020 @ 5pm. Finance Committee will meet prior to the Regular Meeting @4:30pm.

Respectfully Submitted,  
Taylor Symes