



Special Meeting Minutes

Auburn Industrial Development Authority

Monday January 31st @ 5pm

Remote board attendance

2 State St., Auburn, NY

Board Present:

James Dacey (Chair & Member of Business)

Katie MacIntyre (Member at Large)

Gwen Webber-McLeod (Member at Large)

Terry Cuddy (Council Member)

Brandon Gravius (Member of Industry)

Jeff Gasper (School Board Member)

Roger Beer (Member at Large)

Absent:

Jimmy Giannettino (Council Member)

William Andre (Vice-Chair & Member of Labor)

Staff & Guests:

Danielle Szabo, Interim Executive Director

Taylor Symes, Acting Treasurer

Robert Poyer, Hancock Estabrook

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

UNFINISHED BUSINESS:

TGW 2022 Marketing Contract: Mr. Cuddy motioned to discuss the contract, seconded by Mr. Gravius.

Ms. Webber-McLeod stated that it would be great if Ms. Roblee would explain what she is looking for in this contract. Ms. Roblee stated the TGW delivered the requested breakouts and their tactics are reasonable to broadcast the AIDA brand. This would be ideal for them to continue the brand. Ms. Roblee hopes what was delivered answers the board's questions and she is open to questions from the board. Mr. Dacey stated that Mr. Beer had questions and wanted to know if they were answered.

Mr. Beer stated that he got his answers quickly and that he wanted to remind the board that they are committing to a \$57,000 commitment for 2022-2023. He stated that it would be up to the board to determine what they would like to do for upcoming years. Mr. Beer stated that the commitment is laid out for this year. Mr. Cuddy stated that last year TGW created the website and now the board would like to see how the website benefits the IDA. Mr. Cuddy wants to know if the website will bring the responses they are looking for. Mr. Cuddy stated that there will be some things the CEDA will have to do on their own and this is something AIDA will have to see what happens. AIDA voted on the middle tier package and AIDA can adjust where they would like to be over the years. Mr. Beer understood what Mr. Cuddy stated and that because of the investment made, 2021 was the year to build the website. In addition, the board now is in a phase of continuation of updating the website over the years to come. Mr. Dacey stated that the board will need to look at the outcome of the website and will need to decide how much they would like to continue to spend over the upcoming years. Mr. Beer stated that in order to take advantage of what was invested so far, the board needs to have a plan on what will happen. Mr. Beer stated that the board has a functioning asset and an understating needs to be made. Mr. Dacey wanted to clarify that the board will continue to commit but the amount going forward it's hard to put a number on what the commitment will be moving forward. Mr. Beer stated that he suggests that the investments going forward not be inconsequential. He states that it will not be \$5000 but won't be more than \$40,000. Mr. Dacey stated that the outcomes will have to support it and will determine what happens next. Mr. Beer stated that the website is there to make the economic investment and with our projected income for next year look great to be able to afford this. Mr. Dacey said looking at CEDA's Website we know what can happen with ours and the AIDA website will enhance that.

Ms. Roblee stated that the website is a brand. The board bought an \$80,000 tool that will benefit everyone. TGW is well invested in Auburn. They are very connected to the Auburn area and Ms. Roblee has all the trust in them to deliver what AIDA is looking for. Ms. Webber-McLeod wanted to know that when this first started, were their goals set to determine what the potential outcome would be. Ms. Roblee stated that when looking at CEDA's website, Ms. Szabo reports out what is going on. Ms. Webber-McLeod wants to see evidence of the use of the website and to deliver it back to the AIDA board. Ms. Macintyre stated that we need people to find the website to help people move here which results in investing in the website. She stated that she will offer her support and help in gathering data. Ms. Szabo stated that she will work with Ms. Roblee in including a monthly report and review it monthly with the board.

Mr. Dacey recommends that Ms. Webber-McLeod and Ms. Macintyre create a subcommittee to report to the board on a quarterly basis. Seconded Ms. Webber-McLeod.

Mr. Rob Poyer stated that they are getting off the track with the scope of the work for the meeting and this would need to happen at the Regular Board Meeting.

Everyone present voted in favor for the approval of the contract.

NEW BUSINESS:

Mr. Dacey asked Mr. Poyer if they could discuss the new business? Mr. Poyer stated the board can discuss anything on the agenda.

2022 Auburn Visitors Guide Ad Placement: Mr. Cuddy motioned to discuss the 2022 Auburn Visitors Guide Ad Placement, seconded by Mr. Beer.

Ms. Szabo stated that TGW designed an ad for AIDA which ran in the Citizen. AIDA paid for the Ad directly in the amount of \$750. Ms. Roblee has been in communication with the Citizen in seeing if AIDA would like to purchase their page again. Ms. Roblee stated that the Citizen designs a guide for the Historical Equal Rights Commission that is on display at the Equal Rights Heritage Center or in the lobby at 2 State St. AIDA placed a full page Ad on page 3. This was done directly after the launch of the site. It was a great strategy to advertise the Ad. Ms. Roblee stated that the cost is \$750 and AIDA has the first right of refusal for the page. Ms. MacIntyre asked if that was the price for page 3 and is there a different cost for the other pages? Ms. Roblee stated that no it's \$750 for the placement anywhere in the book. Ms. MacIntyre stated that an upfront placement is great and would like to keep that spot.

Mr. Gasper asked if additional costs would happen if the ad needed to be redesigned? Ms. Roblee stated that under the new contract TGW could design a new ad but she doesn't think the board should use one of their Ad creation on this placement. Mr. Cuddy stated that the ad should be recycled so we don't have to use of the ad creations just yet. Mr. Dacey wanted to know how many guides were printed last year? Ms. Roblee stated that 10,000 units were created and disbursed.

All members voted in favor for posting the ad in the guide; motion was carried.

ADJOURNMENT:

Mr. Beer motioned to adjourn at 5:30pm, seconded by Mr. Gravius All members present voted in favor; motion was carried.

Respectfully Submitted,

Taylor Symes