



METING NOTICE

TO: AIDA Marketing Committee Members
FROM: Tracy Verrier, Staff
DATE: September 19, 2024

Greetings AIDA Governance Committee Members,

The Auburn Industrial Development Authority (AIDA) Marketing Committee will have its inaugural meeting on September 26th at 4pm in the 3rd floor training room at Memorial City Hall (24 South Street, Auburn, NY). The meeting agenda is attached for your review.

The public can view this meeting live via the following Zoom link:

<https://us02web.zoom.us/j/81884733277?pwd=GWStwIG5Uo0aMFVEAR6G4Emjzdw0kK.1>
Dial in: (929) 205-6099
Meeting ID: 818 8473 3277
Passcode: 136893

Please confirm your attendance, and don't hesitate to reach out should you have questions or need additional information.

CC: Auburn Citizen, Rob Poyer, Jennifer Haines, Chuck Mason, AIDA Board Members

Mission Statement

"To advance the job opportunities, general prosperity, sustainability and economic welfare of the people of Auburn, NY."

Strategic Priorities

- Market the benefits of doing business in Auburn and the incentives available through AIDA to eligible projects that will generate jobs and revenue for the community.
- Assist at least two (2) projects per year with AIDA benefits and/or guidance on other benefits available in the community.
- Market parcels owned by AIDA.
- Diversify deal flow.



2 State Street, Auburn, NY 13021
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Auburn Industrial Development Authority
24 South Street, 3rd Floor Training Room, Auburn, NY
Thursday September 26, 2024 4:00 pm – 5:00 pm

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Item	Time	Presenter	Outcomes
Welcome/Roll Call	4:00 – 5:05	Katie MacIntyre, Committee Chair	Attendance/Greet members/ Establish Quorum
Committee Purpose & Goals	4:05 – 4:25	Tracy Verrier	Discussion
Marketing Priorities & Needs	4:25- 4:55	Katie MacIntyre	Discussion
Other Updates & Discussion	4:55- 6:00	Katie MacIntyre	As needed
Adjournment	6:00	Katie MacIntyre, Committee Chair	Vote to adjourn meeting



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