



MEETING NOTICE & MESSAGE FROM THE BOARD CHAIR

TO: AIDA Finance Committee Members
FROM: Tracy Verrier, Staff
DATE: February 12, 2025

Greetings AIDA Governance Committee Members,

The Auburn Industrial Development Authority (AIDA) Governance Committee will meet February 19th, 2025 from 4:00-5:00pm in the 3rd floor conference 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/83501028494?pwd=iUdlVTKAWYghjn7RQrt3tp2Gc5lCSH.1>

Dial in: (929) 205-6099

Meeting ID: 835 0102 8494

Passcode: 230273

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.



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**Auburn Industrial Development Authority
 Regular Board Meeting
 24 South Street, 3rd floor Training Room, Auburn, NY
 Wednesday February 19, 2025 at 4:00pm**

 The public can view the meeting online at
<https://us02web.zoom.us/j/83501028494?pwd=iUdlVTKAWYghjn7RQrt3tp2Gc5lCSH.1>

Item	Time	Presenter	Outcomes
Welcome & Roll Call,	4:00 - 4:05	Terry Cuddy, Committee Chair	Establish Quorum
New Business: • Review Board Self Evaluation Results • Discuss Board Priorities	4:05 - 4:45	Terry Cuddy Tracy Verrier	For board information only, no action needed
Unfinished Business: • None			
Other Business	4:45 – 5:00	Committee Members	Vote to adjourn meeting
Adjournment			



Auburn Industrial Development Authority Board Self-Evaluation for 2024

Criteria	Somewhat		Somewhat	
	Agree	Agree	Disagree	Disagree
Board members have a shared understanding of the mission and purpose of the Authority.	7	0	1	0
The policies, practices and decisions of the Board are always consistent with this mission.	6	1	1	0
Board members comprehend their role and fiduciary responsibilities and hold themselves and each other to these principles.	7	1	0	0
The Board has adopted policies, by-laws, and practices for the effective governance, management and operations of the Authority and reviews these annually.	7	1	0	0
The Board sets clear and measurable performance goals for the Authority that contribute to accomplishing its mission.	6	1	1	0
The decisions made by Board members are arrived at through independent judgment and deliberation, free of political influence or self-interest.	5	2	1	0
Individual Board members communicate effectively with executive staff so as to be well informed on the status of all important issues.	7	0	1	0
Board members are knowledgeable about the Authority's programs, financial statements, reporting requirements, and other transactions.	6	1	1	0
The Board meets to review and approve all documents and reports prior to public release and is confident that the information being presented is accurate and complete.	6	2	0	0
The Board knows the statutory obligations of the Authority and if the Authority is in compliance with state law.	5	3	0	0
Board and committee meetings facilitate open, deliberate and thorough discussion, and the active participation of members.	6	2	0	0
Board members have sufficient opportunity to research, discuss, question and prepare before decisions are made and votes taken.	6	2	0	0
Individual Board members feel empowered to delay votes, defer agenda items, or table actions if they feel additional information or discussion is required.	5	2	1	0
The Board exercises appropriate oversight of the CEO and other executive staff, including setting performance expectations and reviewing performance annually.	6	1	1	0
The Board has identified the areas of most risk to the Authority and works with management to implement risk mitigation strategies before problems occur.	5	2	1	0
Board members demonstrate leadership and vision and work respectfully with each other.	6	1	1	0
Board members understand and are comfortable with the application process for new projects.	5	3	0	0

Comments

Tracy Verrier and MRB have done an excellent job to get AIDA going in the right direction.

The application is extensive. I feel that I need more work and experience to understand it more.

Below are AIDA's performance goals as stated with the Mission Statement. Do you believe AIDA has met these goals in 2024?	Yes	No
Market the benefits available through AIDA to eligible projects that will generate jobs and revenue to the community.	6	2
Comments: A committee was created, but more time is needed to be active and out in the community. Transition year, could not market before organization restructured.		
Assist at least (2) projects per year with AIDA benefits and/or guidance on other benefits available in the community.	7	1
Comment: only 1 - Bo-Mer		
Market parcels owned by AIDA.	8	0
Comment: marketed but no sales		

Outline of AIDA Board Priorities for Project Evaluation

[Last reviewed August 2020]

These factors outline priorities of the board, not scoring criteria. This is intended to guide thinking and conversation around a project, but additional factors could be taken into account on a project by project basis.

Industries of interest and/supported previously:

- Manufacturing
- Warehousing & Distribution
- Agribusiness/Food processing
- Hospitality
- Healthcare
- Retail (*special restrictions already apply here based on State law*)
- Residential
 - Mixed use redevelopment (*how to evaluate/consider jobs is a unique challenge here*)
 - Senior residential
- Construction
- Information Technology
 - NOTE: Under state law, any business that services/sells to customers on site for more than 33.33% of their business is considered “retail” and must meet specific criteria to even be eligible for IDA benefits. This also applies to hotels, healthcare, retail, etc.

Metrics to consider:

- # of jobs created & retained
 - For retained, are the jobs at risk?
- % of incentive compared to investment
- Target \$ of incentive per job created/retained
- Wages of jobs to be created/retained vs. Cayuga County median (either overall or for particular industry)
- Local labor % for construction jobs

Community Values:

- Desire to support locally owned businesses in particular, with higher expectations of businesses that are part of a national chain or franchise (or businesses with a greater amount of assets in general)
- Wealth generation
 - Manufacturing
 - Exporting
 - Attraction of visitors/shoppers from outside of the County/region
- Providing a living wage

- If not paying a living wage, other forms of workforce support (car buying program, training to advance to higher level positions, etc.)
- Recruitment strategies that intentionally aim to provide employment opportunities to underserved and low income populations
- Alignment with local planning efforts and community environment
- Environmentally sustainable construction/operation practices (LEED, renewable energy, waste reduction, etc.)
- Remediation and reuse of brownfields and/or underutilized properties
- Corporate social responsibility/community engagement
- Support of local educational and workforce development systems
- Prioritizing local procurement within the company's operation to the extent possible
- Collaboration with/support of other businesses in the community
- Filling a market gap - providing greater access to a service or product that is not currently available within the community (for businesses or residents)