



MEETING NOTICE

TO: AIDA Marketing Committee Members

FROM: Tracy Verrier, Staff

DATE: August 5, 2026

Greetings AIDA Marketing Committee Members,

The Auburn Industrial Development Authority (AIDA) Marketing Committee will August 11, 2026 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/82997811869?pwd=Cpf8a7QQP7ynlOsveWll0idON0vITa.1>

Dial in: (929) 205-6099

Meeting ID: 829 9781 1869

Passcode: 147698

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
24 South Street, 3rd floor conference room, Auburn, NY
Tuesday, August 11, 2026 4:00 pm – 5:00 pm

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Item	Time	Presenter	Outcomes
Welcome/Roll Call	4:00	Melody Smith-Johnson, Committee Chair	Establish Quorum
Unfinished Business: • Committee Charge • Asset List • AIDA Overview	4:00 – 4:30	Melody Smith-Johnson Tracy Verrier	Review updated committee charge Prep for presentation of charge to board Review updates to asset list and overview
New Business: • Presentation to Board	4:30 - 4:45		Prepare for presentation to AIDA board
Next Steps • Define Audiences & Outreach • Other	4:45 - 5:00	Tracy Verrier	Review next steps and tasks
Adjournment	5:00	Tracy Verrier	Vote to adjourn meeting

Next Committee Meeting: September 8, 2026 @ 4pm



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AIDA Marketing Committee Charge

Draft for Board Consideration – August 2026

Executive Summary: Proposed AIDA Marketing Committee Charge

The proposed Marketing Committee Charge establishes the AIDA Marketing Committee as an advisory body responsible for developing and recommending a focused, accurate, inclusive, and measurable marketing and outreach strategy for the Auburn Industrial Development Authority.

The Committee's work will directly support AIDA's mission to advance employment opportunities, economic prosperity, sustainability, and the overall economic welfare of Auburn residents. It also aligns with AIDA's stated strategic priorities: marketing the benefits of doing business in Auburn, increasing awareness of available incentives, assisting qualified projects, marketing AIDA-owned parcels, and diversifying the organization's project pipeline.

The Committee should not operate simply as a promotional or public-relations committee. Its central responsibility should be to help AIDA generate greater economic-development awareness, stronger relationships, more qualified business opportunities, and a clearer path from inquiry to assistance. This includes positioning Auburn for investment and business expansion, with particular attention to advanced manufacturing and the emerging Micron and semiconductor supply chain.

Because AIDA's financial and staffing resources are limited, the Committee should prioritize activities that produce the greatest strategic value. These include clarifying AIDA's role and message, preparing market-ready information about Auburn and available development sites, improving the website and public-facing materials, strengthening relationships with regional economic-development partners, and conducting highly targeted outreach rather than broad, costly advertising.

The Committee should also help establish AIDA as a visible and trusted entry point into Auburn's economic-development network. AIDA should provide direct assistance when a project is eligible and make a meaningful referral when a business or entrepreneur requires assistance outside AIDA's legal authority. This approach supports the Committee's broader goal of bringing more voices into Auburn's economic-development conversation without suggesting that AIDA can directly serve or fund every type of business.

The Marketing Committee will recommend strategies, plans, messages, performance measures, and outreach priorities to the AIDA Board. It will not independently approve projects, incentives, expenditures, contracts, partnerships, or official public positions. Final authority will remain with the AIDA Board, while authorized staff and contractors will be responsible for implementation.

Success should ultimately be measured by more than website traffic, social-media activity, or general visibility. The Committee's work should result in stronger public understanding, more qualified inquiries, increased engagement with existing Auburn businesses, greater interest in available properties, improved regional relationships, and a more diverse pipeline of potential projects.



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Marketing Committee Responsibilities

Strategic Positioning and Target Focus

AIDA should not begin by selecting social-media platforms, creating advertisements, or launching campaigns. It must first decide: Who are we trying to reach, what do we want them to know, and why should they consider Auburn? Without that clarity, every subsequent marketing activity risks becoming fragmented, reactive, or ineffective.

The Marketing Committee shall:

- Recommend a clear, compelling, and accurate economic-development value proposition for Auburn.
- Define what distinguishes Auburn as a location for business investment, expansion, industrial development, and job creation.
- Identify and periodically review AIDA's priority industries, target audiences, and geographic markets.
- Give particular consideration to advanced manufacturing, the Micron and semiconductor supply chain, and other industries that align with Auburn's existing assets, workforce, infrastructure, and regional opportunities.
- Recommend messaging that clearly distinguishes AIDA's responsibilities from those of the City of Auburn, Cayuga County, the Chamber of Commerce, tourism organizations, small-business assistance providers, and other partner organizations.
- Identify Auburn's appropriate role within broader Central New York economic-development and business-attraction strategies.

Public Understanding, Credibility, and Trust

One of the Committee's two immediate focus areas is increasing awareness of what AIDA does. However, awareness alone is not enough. AIDA is a public authority. Its marketing must simultaneously build understanding, credibility, and confidence. People should know not only that AIDA exists, but also:

- *Why it exists*
- *Who it can assist*
- *How decisions are made*
- *How Auburn benefits from its work.*

The Marketing Committee shall:

- Recommend plain-language communications explaining what AIDA is, what it does, what assistance it may provide, and which projects may qualify.
- Explain AIDA's legal limitations, including the types of businesses or activities that may not qualify for direct assistance.
- Help the public understand how AIDA incentives work, how projects are reviewed, and how supported projects are expected to benefit Auburn.
- Recommend communications that demonstrate AIDA's contribution to job creation, investment, property redevelopment, business expansion, and community economic welfare.
- Support transparent communication concerning approved projects, organizational activities, progress, challenges, and measurable results.



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- Ensure that public-facing communications are factual, accessible, inclusive, and consistent with AIDA policy and applicable legal requirements.

Marketing Assets and Prospect Readiness

Why this responsibility precedes active outreach: AIDA should not aggressively market Auburn or its available properties until the necessary information is ready. A site selector, broker, expanding business, or supply-chain prospect should not have to search through several organizations or make multiple telephone calls to find basic information. AIDA's assets must be credible, current, accessible, and ready for use before larger outreach begins.

The Marketing Committee shall:

- Review AIDA's website, printed materials, presentations, property listings, frequently asked questions, data, and other public-facing resources.
- Recommend improvements that make information easier to understand, locate, and use.
- Ensure that AIDA's website provides clear pathways for existing businesses, prospective businesses, developers, brokers, site selectors, elected officials, residents, and ED partners.
- Support the development of accurate and prospect-ready profiles for AIDA-owned parcels and other priority development sites.
- Identify missing property, infrastructure, workforce, utility, transportation, incentive, and quality-of-life information that prospective investors may require.
- Recommend the development of approved presentations, fact sheets, talking points, property sheets, frequently asked questions, and referral materials.
- Recommend case studies and impact stories based on verified information concerning employment, investment, redevelopment, and community benefit.

Partnership and Referral Infrastructure

Why is this especially important for Auburn? AIDA has limited financial resources and cannot be everything to every business. Its strongest opportunity is to become the Auburn-specific connector within a broader regional economic-development system. Partnerships will extend AIDA's reach, help prevent duplication, and allow Auburn to benefit from regional opportunities that AIDA could not pursue alone.

The Marketing Committee shall:

- Identify opportunities to coordinate with local, regional, state, and federal economic-development organizations.
- Strengthen relationships with workforce, education, utility, real-estate, business-assistance, tourism, and community partners.
- Clarify which organization is responsible for which type of business inquiry or service.
- Establish clear referral pathways for businesses and entrepreneurs whose needs fall outside AIDA's authority.
- Recommend a process for making warm referrals rather than simply providing a telephone number, website, or general resource list.
- Avoid unnecessary duplication of programs, databases, events, services, or marketing efforts already being delivered effectively by partner organizations.



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- Explore an AIDA Ambassador initiative through which trained board members, business leaders, employers, and community partners can communicate approved information and direct potential prospects to AIDA.
- Develop consistent talking points and referral procedures for anyone authorized to serve as an AIDA ambassador.

Targeted Outreach and Lead Generation

Why outreach is fifth rather than first. This does not mean outreach is unimportant. It means outreach should occur after AIDA has:

1. *Clarified its position.*
2. *Strengthened public understanding.*
3. *Prepared its marketing assets.*
4. *Established its partnerships and referral process.*

That sequence will make outreach more credible and more likely to produce qualified opportunities.

The Marketing Committee shall:

- Recommend an annual marketing and outreach plan focused on generating qualified inquiries, relationships, and potential projects.
- Develop targeted outreach strategies for existing Auburn businesses, prospective employers, developers, brokers, site selectors, property owners, workforce partners, educational institutions, and regional economic-development organizations.
- Incorporate business-retention and expansion outreach so that existing Auburn employers are not overlooked while the organization pursues new investment.
- Recommend opportunities for direct business outreach, industry events, presentations, familiarization visits, property tours, prospect meetings, and relationship-building activities.
- Identify appropriate strategies for reaching businesses that may participate in the Micron and semiconductor supply chain.
- Recommend outreach to former residents, business executives, remote workers, and other individuals who may have an existing connection to Auburn or Central New York.
- Prioritize relationship-based, partner-supported, and low-cost outreach before recommending paid advertising.
- Ensure that outreach activities use approved messages and direct prospects toward a clear point of contact and follow-up process.

Measurement, Evaluation, and Reporting

Why measurement remains essential: Measurement comes last in the operational sequence, but it should be designed at the beginning of each campaign or initiative. AIDA should not measure success merely by the number of posts published, events attended, or website visits received. The more important question is: Did the activity increase understanding, strengthen a relationship, generate a qualified inquiry, advance a property opportunity, or contribute to a potential project?

The Marketing Committee shall:

- Recommend meaningful performance indicators for AIDA's marketing and outreach activities.
- Establish baseline information where possible so progress can be assessed over time.



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- Review progress toward the Board-approved marketing and outreach plan.
- Report findings, results, challenges, and recommendations to the AIDA Board.
- Evaluate effectiveness based on measures such as:
 - Qualified business inquiries.
 - Existing-business contacts.
 - Referrals received and completed.
 - Prospect meetings.
 - Property inquiries.
 - Site-selector and broker engagement.
 - Partner participation.
 - Website actions and information requests.
 - Industry and geographic diversity within the project pipeline.
 - Projects progressing toward formal AIDA consideration.
- Distinguish between visibility measures and meaningful economic-development outcomes.
- Recommend the continuation, revision, or discontinuation of activities based on performance and available resources.

Authority and Limitations

The Marketing Committee shall make recommendations to the AIDA Board and shall not independently:

- Approve projects, incentives, policies, contracts, expenditures, or budgets.
- Negotiate or promise financial assistance to any business or developer.
- Commit AIDA to a partnership, campaign, sponsorship, or public position.
- Issue official public statements on behalf of AIDA without authorization.
- Represent that AIDA can provide aid outside its legal authority.

The AIDA Board retains policy, financial, project-approval, and oversight authority. The Executive Director and designated staff or contractors are responsible for implementing plans and activities authorized by the Board. Committee members may serve as AIDA ambassadors and participate in approved outreach activities using Board-approved messages, materials, and referral procedures.

Operating Principles

The Committee's work shall be guided by the following principles:

- Accuracy before promotion
- Qualified opportunities before vanity metrics
- Partnership before duplication
- Auburn-specific positioning within a regional strategy
- Inclusive access to information and opportunity
- Responsible stewardship of limited resources
- Transparency and measurable community benefit



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Committee Deliverables

The Committee shall recommend to the Board:

- An annual marketing and outreach plan.
- A target-industry and target-audience framework.
- A consistent AIDA message and Auburn value proposition.
- A prioritized inventory of marketing materials, digital resources, and property information.
- An outreach and partner-engagement calendar.
- A performance-measurement dashboard.
- An annual summary of activities, outcomes, lessons, and recommendations.



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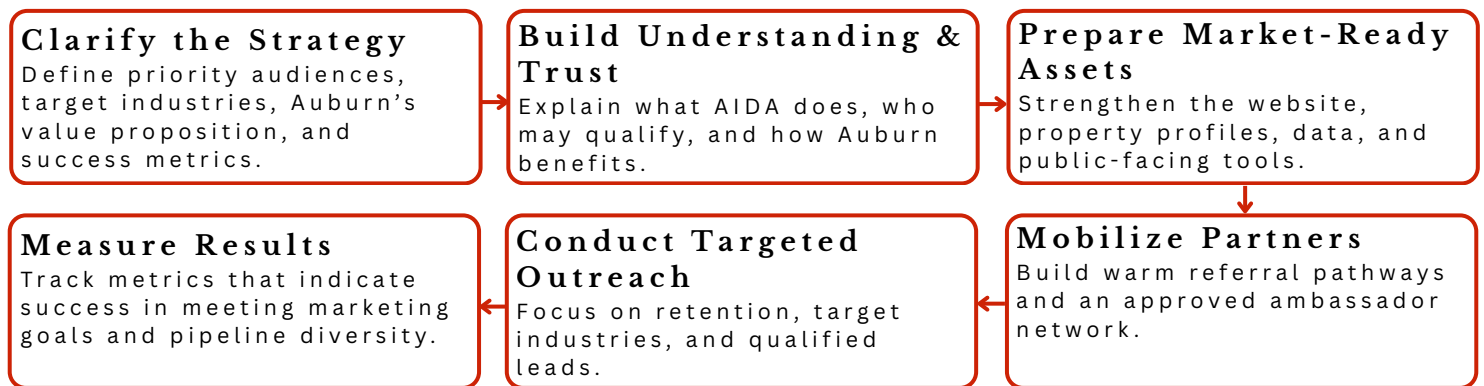
AIDA MARKETING COMMITTEE CHARGE - EXECUTIVE SUMMARY

Positioning AIDA as Auburn's trusted, data-informed, partner-connected, and prospect-ready economic development authority.

PURPOSE

To guide a focused, credible and measurable marketing strategy that increases understanding of AIDA, positions Auburn for investment, strengthens regional partnerships, and generates a more diverse pipeline of qualified economic-development opportunities.

PRIORITY PATHWAY



INTENDED OUTCOMES

Greater Awareness

Stakeholders understand AIDA's role, eligibility requirements, and community value.

Stronger Business Attraction

Auburn is presented credibly for investment, expansion, and advanced manufacturing.

Better Connections

Eligible projects receive AIDA assistance, others receive warm referrals to the right partner.

Measurable Deal Flow

Success is tracked using metrics indicative of pipeline growth.

INITIAL 90-DAY PRIORITIES

- Complete asset and communications inventory
- Finalize priority audiences and target industries
- Clarify AIDA's message and Auburn's value proposition
- Review website and public-facing materials
- Build partner referral and ambassador procedures
- Submit a measurable 12-month marketing plan



AIDA Marketing Committee Charge ~ 90 Day Work Plan

Draft for Board Consideration

Days 1–30: Understand and organize

- Complete the AIDA asset inventory.
- Identify existing marketing materials, data, contracts, accounts, audiences, and partner resources.
- Finalize an internal and external audience matrix.
- Identify where businesses are currently referred when they are not eligible for AIDA assistance.

Days 31–60: Clarify the message

- Develop a plain-language explanation of what AIDA does and does not do.
- Define Auburn's core economic-development value proposition.
- Identify three to five initial target-industry categories.
- Develop approved talking points for Board and committee members.
- Complete a website and communications gap review.
- Determine what information is missing from AIDA's property and development-site profiles.

Days 61–90: Build the first plan

- Submit a 12-month, resource-conscious marketing and outreach plan.
- Recommend an initial AIDA Ambassador structure.
- Develop an Auburn-specific Micron supply-chain positioning brief.
- Establish a partner and referral protocol.
- Recommend a small set of meaningful performance measures.
- Identify which activities can be implemented through existing staff and partnerships and which would require Board-approved funding or contracted expertise.

