



**Marketing Committee Meeting Minutes
Auburn Industrial Development Authority
Tuesday August 11, 2026
Memorial City Hall, 24 South Street, Auburn, NY 13021**

Members Present: Gwen Webber-McLeod
Matthew DelFavero
Ed Sayles

Excused: Melody Smith-Johnson

Staff & Guests: Tracy Verrier, Director

MARKETING COMMITTEE MEETING

The meeting was called to order at 4:04pm with the presence of a quorum.

UNFINISHED BUSINESS

Committee Charge & Process Document

The Committee reviewed the charge documents. Ms. Verrier explained some minor content changes that she had made, and also reformatted the documents to match AIDA's brand guidelines. The committee members were happy with the documents as presented.

Asset List

The board discussed the draft Asset List. Ms. Verrier noted that she had taken the information from the prior version and Mr. Sayles' updates and reformatted and condensed information to make it more consistent with other AIDA documents. The committee members noted the following missing elements:

- Proximity to Skaneateles
- Auburn-specific data about labor stability
- Additional information about natural resources and recreation, similar to what is done in the bullet about arts
- Emerson Park as a recreational resource
- Fun Facts section to give ambassadors interesting tidbits that catch attention
- Auburn legacy (e.g. chosen home of Harriet Tubman, birthplace of Seward, birthplace of sound on film, first insanity plea, etc.)

It was also noted that there are a number of resources available around Micron, like the supplier portal. We need to make sure businesses are aware of these opportunities.

This will ultimately be the foundation of efforts to build community self-esteem. Ms. Webber-McLeod asked Ms. Verrier to consider what that might look like and what mechanisms might help to increase awareness of the good parts of Auburn that residents might not think about or realize.

AIDA Overview



24 South Street, Auburn, NY 13021
www.auburnida.org
Where possibility takes root.

Ms. Verrier presented the updated AIDA overview document with project examples added. The committee was agreeable to the document in its current form.

NEW BUSINESS

Presentation to Board

The committee discussed making a presentation to the AIDA board at its meeting the following week. The purpose of the presentation is to describe the committee's proposed charge and 90 day plan and get their feedback and/or buy-in. They planned for the presentation to be structured as follows:

- Ms. Smith-Johnson – Set the stage, walk through the visualization of the committee charge
- Mr. Sayles – Discuss the importance of the asset list in aligning with AIDA's strategic priority about marketing the benefits of doing business in Auburn
- Ms. Webber-McLeod and Mr. DeFavero provide additional context as needed since they are board members.

NEXT STEPS

The committee agreed to focus on the board presentation and to communicate about content and timing over the following week.

ADJOURNMENT

Motion to adjourn by Mr. Sayles, second by Ms. Webber-McLeod. Motion passed unanimously. Meeting adjourned at 5:03pm.

