MEETING NOTICE

TO: AIDA Marketing Committee Members
FROM: Tracy Verrier, Staff
DATE: October 8, 2026

Greetings AIDA Marketing Committee Members,

The Auburn Industrial Development Authority (AIDA) Marketing Committee October 13, 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/84996959511?pwd=D1RaMGWpJUX3am29J7fmNNI5FLT4Ms.1
Dial in: (929) 205-6099
Meeting ID: 849 9695 9511
Passcode: 068824

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.

Auburn Industrial Development Authority
24 South Street, 3rd floor conference room, Auburn, NY
Tuesday, October 13, 2026 4:00 pm – 5:00 pm

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Item	Time	Presenter	Outcomes
Welcome, Roll Call & Minutes	4:00	Melody Smith-Johnson, Committee Chair	Establish Quorum Review minutes from the prior meeting
Unfinished Business: • Finalize Audiences & Outreach Matrix • Public Hearing Promotion	4:00 – 4:15		Finalize audience/outreach matrix Discuss promotion of upcoming public hearing
New Business: • City Council Presentation • Value Proposition • Industry Targets • Talking Points	4:15 - 4:50		Outline Tracy's presentation to City Council Discuss Auburn economic development value proposition Review AIDA board industry targets Review/Refine talking points
Next Steps • Website review • 12-month Plan* • Ambassador Structure • Micron Supply Chain Brief	4:50 - 5:00	Tracy Verrier	Review next steps and tasks
Adjournment	5:00	Melody Smith-Johnson	Vote to adjourn meeting

Next Committee Meeting: November 10, 2026 @ 4pm

*Including:

- Partner and referral protocol
- Meaningful performance measures
- Identification of implementation leads, partners, and resources needed for each activity

Marketing Committee Meeting Minutes
Auburn Industrial Development Authority
Tuesday September 8, 2026
Memorial City Hall, 24 South Street, Auburn, NY 13021

Members Present:	Melody Smith-Johnson Gwen Webber-McLeod Matthew DelFavero Ed Sayles
Excused:	
Staff & Guests:	Tracy Verrier, Director

MARKETING COMMITTEE MEETING

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

Motion to approve the minutes of the August committee meeting by Mr. Sayles, second by Mr. DelFavero. Motion passed unanimously.

UNFINISHED BUSINESS

Asset List

Mr. Sayles asked for confirmation of what the asset inventory is intended to do. Mr. Verrier explained that it is intended to be a database of information to pull from as needed. It is not a marketing piece in and of itself, but rather an internal resource to reference when building out marketing materials and messages. Ms. Webber-McLeod noted that we can share it with those who might need it, like the City Manager and Mayor. The committee was comfortable with the Asset List as presented, acknowledging that it will need to be a living document and updated to reflect current context over time.

Mr. Sayles noted that it would be good to have condensed information for external communication, like an elevator speech. Further, we should identify a list of questions that people might ask and create short answers to them that we can have ready to go. Ms. Webber-McLeod agreed and suggested that this would also be helpful for stakeholders like the Mayor so he knows exactly how to respond to questions about economic development and AIDA.

Mr. Sayles asked if we should give a presentation to City Council on what the Marketing Committee is doing. Ms. Verrier explained that she was already planning to do a presentation about AIDA's operations and projects in the coming months, so she can add this to that presentation. She will work with the City Clerk to schedule a date.

The committee also discussed that it would be good to have a comprehensive list

Audiences & Outreach

The committee discussed the audience and outreach matrix. Ms. Verrier will make updates and send out to the committee for review ahead of finalization at the next meeting.

NEW BUSINESS

Current Marketing Resources & Referral Network

Ms. Verrier provided written summaries of existing Marketing & Information Resources and the existing Referral Network that is used by the economic development ecosystem. The board has/will review those and will direct any questions to Ms. Verrier.

Shared CRM & Landing Page

Ms. Verrier reviewed a proposed shared customer relationship management system (CRM) and website landing page that the economic development coordination group is requesting funding from the county for. These would provide shared systems to manage projects and contacts, a shared webpage to direct inquiries and host data all partners use, and ensure that information is not lost with staffing transitions. The committee agreed that this was a good idea to support collaboration.

Public Hearing Promotion

Mr. DelFavero expressed that he would like to see additional promotion of public hearings. He appreciates that the public has an opportunity to express concerns and/or thoughts on potential projects, but doesn't feel that people really know the hearings are happening. He thinks even posting to a couple of local community groups on Facebook would help. The committee will discuss more, and Ms. Verrier will work on getting access to AIDA's Facebook account.

NEXT STEPS

Ms. Verrier referred to the 90-Day Plan, noting specifically the value proposition as an important item that she will need assistance with. Ms. Smith-Johnson offered to help with this.

ADJOURMENT

Motion to adjourn by Ms. Webber-McLeod, second by Mr. DelFavero. Motion passed unanimously. Meeting adjourned at 5:10pm.

Draft AIDA Board & Committee Talking Points

What is the Auburn Industrial Development Agency?: AIDA is a public entity authorized by the State of New York to provide incentives to encourage businesses of all sizes to start, relocate or expand operations in Auburn/Cayuga County.

How can AIDA assist businesses: Contact the AIDA Staff by ??????? About how to take advantage of the incentives that AIDA can provide to eligible expansion, relocation, and startup projects, These include:

- sales and use tax exemption during project construction/renovation
- mortgage recording tax abatement on project financing (75% of the tax)
- property tax abatements via Payment in Lieu of Tax agreements (PILOTs)
- tax exempt bonds

Auburn: A Great Place To Do Business

- Annual wage costs in the area are competitive with national levels and significantly below major metropolitan areas in the northeast.
- Centrally located within New York State
- Easy access to 25% of the world's freshwater resources
- Conveniently positioned in the heart of the Boston-to-Washington, D.C. trade corridor
- Auburn is within a day's drive of 50% of the combined United States and Canadian population
- Central NY has stable population ~792,000 people, and the labor force ~400,000
- Annual wage costs in the area are competitive with national levels and significantly below major metropolitan areas in the northeast.

Incentives

- New York State (e.g. Empire State Development, Restore NY, Fast NY, NYSERDA, Recharge NY, etc.
- IDA incentives
- Federal Opportunity Zone (1 current, 2 additional proposed)
- Cayuga Works/NYS DOL (On-the-Job Training grants, youth work programming, Work Opportunity Tax Credits, etc.)

Transportation Access

- Finger Lakes Railway: ~5 mins / 1 mile
- NYS Thruway I-90: 14 mins / 10 miles
- I-81: 41 mins / 36 miles
- Syracuse Hancock International Airport: 40 mins / 35 miles
- Port of Oswego: 53 mins / 40 miles
- Frederick Douglass Greater Rochester International Airport: 1 hr. 11 mins / 69 miles

- Port of NY & NJ: 4 hrs. 14 mins / 251 miles

Workforce, Education & Training

- There are varied and easily accessible workforce training programs. Cayuga Community College and the Board of Cooperative Educational Services (BOCES) provide training local and there are over 80 colleges within commuting distance from Auburn.
    - *Note: for site selection responses, we cater the educational section based on the types of workers they would primarily be looking for.*

Auburn offers a Lower Cost of Living and a Higer Quality of Life.

Cost of Living:

- The cost of living is 18% lower than the National Average-32% lower than the NYS average.
- Home costs that are 50% below the national average and 60% below the NYS Average.
- Rental costs for residential and commercial spaces is 30% lower than the National Average and 90% NYS average

Quality of Life:

- Auburn is a warm and welcoming Community that offers an easier and less hurried lifestyle.
- It is home to a vibrant downtown with live music and professional theatre. There are a number quaint privately owned shops.
- There are numerous quality restaurants.
- Auburn offers extensive arts & cultural offerings and youth programs.
- There is easy access to varied natural resources and recreational opportunities.
- Every necessity is within a 15 minute drive from any location in the City and there absolutely.

Family Matters:

- The local schools in Auburn offer students of all ages a quality and diverse educational experience. From elementary schools to high schools, every institution is highly rated and offers unique opportunities for enrichment and growth.
- The School District also offers 3-Year-Old Pre-Kindergarten (3PK) and Universal Pre-Kindergarten (UPK).
- Auburn, with its low cost of living and affordable housing, provides an ideal locale for multi-generational families..

Health:

- Auburn is home to Auburn Community Hospital and in addition to the Hospital's Emergency Room there are two other easily accessed Urgent Care Facilities.
- Upstate Medical Center, Golisano Children's Hospital, Crouse Hospital and St. Joseph's Health are all within a 30 minute drive of Auburn.
- Individuals with Special Needs have access to a comprehensive slate of supports and services provided by Mozaic, Unity House and the E. John Gavras Center.

Suggested Outline for 12-Month Marketing & Outreach Plan

This outline is based on the format and structure of the Auburn Place Brand marketing strategy created by TGW when the Take Root in Auburn brand was launched.

Objectives
Intended goals and outcomes of the 12-month plan

Tactics & Activities
How to accomplish the objectives, including:

- Activity lead party
- Involved staff and partners
- Needed AIDA resources/funding

Protocol for involving partners

Content Strategy
What content is needed to accomplish the objectives, including specific content for different audiences and outreach mechanisms

Performance Measurements
How success will be measured

Timeline
When tactics and activities will occur, as well as performance milestones