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.