MEETING NOTICE

TO: AIDA Marketing Committee Members
FROM: Tracy Verrier, Staff
DATE: November 4, 2026

Greetings AIDA Marketing Committee Members,

The Auburn Industrial Development Authority (AIDA) Marketing Committee November 10, 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/81456169569?pwd=cpW5H6i22QGnOa8R3bwHWmMQzaomUR.1

Dial in: (929) 205-6099
Meeting ID: 814 5616 9569
Passcode: 938594

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, November 10, 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: • Value Proposition • Talking Points	4:00 – 4:20		Discuss Auburn economic development value proposition Review/Refine talking points
New Business: • 12 month plan • Proposed convenings • Website review	4:20 - 4:50		Discuss 12 month plan Review proposed convenings Website feedback
Next Steps • 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: December 8, 2026 @ 4pm

Marketing Committee Meeting Minutes
Auburn Industrial Development Authority
Tuesday October 13, 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 4:01pm with the presence of a quorum.

Motion to approve the minutes of the September committee meeting by Mr. Sayles, second by Ms. Webber-McLeod. Motion passed unanimously.

UNFINISHED BUSINESS

Finalize Audience & Outreach Matrix

Mr. Sayles suggested adding the City Council and County Legislature meetings as an outreach mechanism. He also suggested marking State and Federal Agencies, brokers, site selectors, and non-local businesses as audiences for social media because AI will include our content in search results. Ms. Verrier made those changes. The committee was comfortable with the matrix at that point, and agreed on focusing on internal stakeholders.

Public Hearing Promotion

Ms. Verrier explained that she is working on getting access to AIDA's Facebook page, but isn't there yet. She noted that there is a public hearing coming up for 4042 South LLC and sought recommendations from the committee on how to promote it. The committee suggested adding it to the Chamber event calendar and asking them to share about it on social media. Ms. Verrier agreed to do the same with the City.

NEW BUSINESS

City Council Presentation

Ms. Verrier informed the committee that she was scheduled to give a presentation to City Council and asked for their input on what to present in terms of the marketing committee. Mr. DelFavero suggested noting that it is a group working on a plan to proactively share information about AIDA with the community. Ms. Verrier explained that she planned to share the executive summary of the Committee Charter with council for their reference, although she wouldn't speak in depth about it. Mr. Sayles suggested just doing a quick summary about what the committee is working on and then focusing time on what comes next. Ms. Webber-McLeod suggested giving examples of how we plan to benefit local

businesses and the community, and expressing that Micron is a central piece of our planning.

Value Proposition

Ms. Verrier suggested holding off on this discussion until Ms. Smith-Johnson is present.

Industry Targets

Ms. Verrier explained that the board had agreed to the Micron supply chain as the primary industry target, with a secondary target of film production. Ms. Verrier pointed the committee to the GO-SEMI presentation that was shared in the meeting materials, which outlines the general sectors of potential supply chain businesses and what their needs are in terms of land, utilities, etc. She also noted that we should consider the small business supply chain, like photographers, caterers, venues for meetings/retreats, landscapers, etc. that might be able to benefit from Micron long term. The committee discussed hosting one or two convening for existing businesses that might be interested in the supply chain. They agreed that partnering with the Chamber, CCIDA, and other relevant entities would be helpful.

Talking Points

The talking points that Mr. Sayles put together are in good shape, could just use a little refining.

NEXT STEPS

Ms. Verrier reviewed the next steps for the committee. First she asked the committee to review the website and take note of areas that need updating and general formatting changes that are needed. Mr. Sayles asked what we want the website to be doing. Ms. Verrier answered that we want it to do exactly what it is doing now, but also more clearly represent AIDA as an organization.

Ms. Verrier reviewed a proposed outline for the 12 month plan, which she based on the strategy created TGW when they created the brand. The committee was amenable to the structure and asked Ms. Verrier to start drafting the objectives section. Ms. Verrier noted that she'll need help with the tactics and content sections as this is not her area of expertise.

The committee agreed to hold off on drafting a Micron brief until they decide how to convene businesses around the topic. That way the brief can be aligned with the goal of that convening.

ADJOURMENT

Motion to adjourn by Ms. Webber-McLeod, second by Mr. Sayles. Motion passed unanimously. Meeting adjourned at 5:19pm.

AUBURN VALUE PROPOSITION

Working Draft for Committee Discussion | AIDA Marketing Committee | October 13, 2026

PURPOSE

A value proposition answers a practical economic-development question: **Why should a business choose Auburn rather than another community?**

RECOMMENDED WORKING VALUE PROPOSITION

Auburn offers growing manufacturers, suppliers, and employers a strategically located, cost-competitive home in Central New York with access to major Northeast and Canadian markets, a deep regional workforce and education pipeline, business-development incentives and partners, and the quality of life of a connected small city. Positioned within Central New York's expanding advanced-manufacturing and semiconductor ecosystem, Auburn gives businesses room to grow while staying connected to the people, infrastructure, and markets they need.

SHORT EXTERNAL-FACING VERSION

Auburn combines the access and opportunity of Central New York with the affordability, connectivity, and quality of life of a smaller city giving businesses the workforce, partnerships, incentives, infrastructure, and room they need to grow.

POSITIONING DIRECTION: BIG-REGION ACCESS. SMALL-CITY CONNECTION. ROOM TO GROW.

Strategic direction for discussion, not a proposed replacement for "Where possibility takes root."

WHY THE PROMISE IS CREDIBLE

- **Strategic location & market access:** Near I-90, within a day's drive of major U.S. and Canadian population centers, with access to rail, airports, and ports.
- **Workforce & education:** Central New York offers a substantial labor pool plus colleges, universities, Cayuga Community College, BOCES, and workforce partners.
- **Competitive cost & incentives:** AIDA materials identify competitive regional wage costs, below-national-average cost of living, AIDA incentives, and complementary state/workforce programs.
- **Regional growth opportunity:** Auburn can participate in Central New York's advanced-manufacturing and semiconductor growth while defining its own role in the regional ecosystem.
- **Quality of place:** Historic neighborhoods, vibrant downtown, arts and culture, natural resources, healthcare, and Auburn's distinctive history strengthen the case for locating both a business and a life here.

QUESTION FOR COMMITTEE DISCUSSION

Is this the promise we believe Auburn can credibly make and prove to a business deciding where to locate, remain, or expand?

Source basis: Current AIDA Marketing Committee materials, including Auburn assets, the draft Committee Charge, Executive Summary, and 90-Day Work Plan. This is a working draft for discussion and refinement, not a final adopted statement.

Draft AIDA Board & Committee Talking Points

About AIDA

What is the Auburn Industrial Development Authority? AIDA is a locally operated public entity authorized by the State of New York to provide support to businesses looking to start, relocate, or expand in Auburn. This could be in the form of tax abatements for large capital projects, referrals and connections to resources, or access to relevant information.

How to get in touch with AIDA: Email or call Tracy Verrier at auburnida@gmail.com or 315-994-5259. Information is also available on the website at auburnida.org.

About Doing Business in Auburn

Auburn is a great place to do business.

- Centrally located in New York State with easy access to northeast US and southeast Canadian markets.
- Close access to Finger Lakes Railway, within10 miles of the New York State Thruway (I-90), and only 35-70 miles from I-81, two international airports, and the Port of Oswego.
- Plentiful workforce, education, and training resources, including over 80 colleges within commuting distance.
- Abundant freshwater resources and existing infrastructure to support large scale operations.
- Wage levels are competitive nationally, and well below large metro areas, while still offering small city amenities and easy access to Syracuse and Rochester.
- The City's site plan process can take as little as 2 or 3 months depending on the project's complexity and responsiveness.
- Access to incentives that can be layered, including tax abatements, federal Opportunity Zones, and state grants and tax credits.

About Living in Auburn

Auburn is also a great place to live!

- Affordable cost of living that is 18% lower than the national average and 32% lower than the New York State average.
- A warm, welcoming community with a vibrant downtown without the traffic.
- An array of arts and culture, including museums, live music, and professional theater.

- Exquisite recreational and natural resources within the city, as well as access to two different Finger Lakes just a few minutes down the road (Owasco and Skaneateles).
- All necessities are within a 15-minute drive, with access to anything you could want in Syracuse (35 minutes) and Rochester (1 hour).
- Universal Pre-Kindergarten (UPK) and 3-year-old Pre-Kindergarten (3PK) offered through the school district.
- Extensive and growth healthcare, supports, and services for individuals and families of all ages and needs.

12-Month Marketing & Outreach Plan

Note – yellow highlight indicates that the text is intended as guidance or needs to be filled in. It is not intended to represent text that will ultimately appear in the plan.

Objectives

- **Build Understanding & Trust**, particularly among internal stakeholders
- **Prepare Market-Ready Assets** that can be utilized by AIDA and its partners to advance the objectives of this plan
- **Mobilize Partners** and ensure the use of aligned messaging and tone when it comes to doing business in Auburn and Cayuga County
- **Conduct Targeted Outreach** to stakeholders to both build understanding about AIDA and to facilitate strategic business growth

Outcomes

- **Greater Awareness** – Stakeholders understand AIDA's role, eligibility requirements, and community value.
- **Better Connections** – Eligible projects receive AIDA assistance, others receive warm referrals to the right partner.
- **Stronger Business Attraction –** Auburn is presented credibly for investment, expansion, and advanced manufacturing.
- **Measurable Deal Flow**- Success is tracked using metrics indicative of pipeline growth.

Tactics & Activities

How to accomplish the objectives, including:

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

Convenings

Lead: AIDA can act as a lead convener, organizing meetings and events that speak to the most critical, timely, and/or emerging topics in economic development.

Involved parties: AIDA's marketing committee and director can work to organize the logistics of these convenings. AIDA would rely on partners such as CCIDA, the Chamber, the City of Auburn, CenterState CEO, and others to help select topics, book speakers, and invite the appropriate target audience. The partners involved are likely to differ depending on the topic.

Resources/funding: Convenings should be relatively low cost activities. While occasionally there could be fees for a venue, refreshments, or marketing, it is likely that each convening would cost less than $1,000, and many would be close to nothing.

Proposed convenings:

Micron Non-Manufacturing Supply Chain - An informational session focused on small businesses that could be in the Micron supply chain, but are not the focus of regional

Micron efforts. This would include businesses like event venues, caterers, photographers, landscapers, cleaners, custom goods makers (e.g. customized clothing, cookies, signage, etc.), and more.

- Possible host partners: AIDA, CCIDA, Chamber, Tour Cayuga
- Content: Two panels
    - Confidence and Awareness Building: Help businesses start thinking bigger about their role in the regional economy (Micron and beyond). Possible speakers include small businesses that are already working with Micron.
    - Resources: Make businesses aware of the resources available to them to growth and strategize. Possible speakers include SBDC, Joe Nehme, and Tour Cayuga.

Micron Manufacturing Supply Chain – An informational session for existing manufacturers about regional efforts on the Micron supply chain, as well as broader regional resources for growth related to Micron or otherwise.

- Possible host partners: AIDA, CCIDA, Chamber, CenterState
- Content: Two panels
    - Micron specific: Overview of initiatives such as SCAN, GO-SEMI, workforce programs, etc. Possible speakers include CenterState, TDO, and GO-SEMI.
    - Regional Resources: Reminder of regional resources that are available to manufacturing businesses more generally to support retention and expansion. Possible speakers include MACNY, ESD, TDO, and SBDC.

Film Production Exploration – Invite partners, businesses, and individuals that could provide insights on and may participate in expanded film production activities in Cayuga County.

- Possible host partners: AIDA, Tourism
- Content: Open discussion focused on how to better position Cayuga County for attracting film production opportunities. This could include outlining existing assets, gaps, and possible roles for partner organizations.

Protocol for involving partners

[build out]

Content Strategy

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

AIDA's Mission and Auburn's Value Proposition

Much of this work should be predicated on AIDA's mission and strategic priorities, as well as the new Value Proposition answering the question "why Auburn?"

AIDA's Mission is: "To advance the job opportunities, general prosperity, sustainability and economic welfare of the people of Auburn, NY."

AIDA's Strategic Priorities are:

- 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's Value Proposition is: [enter when finalized]

Performance Measurements

How success will be measured

Timeline

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