

# City of Geneva

## Downtown & Economic Vitality Ad Hoc Committee

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### First Meeting Agenda

**Date:** March 9, 2026

**Time:** 6:00 PM

**Location:** Geneva City Hall, 47 Castle Street

**Room:** Teams Room, Second Floor

### Agenda

- 1. Welcome & Introductions**
  - a. Welcome by Mayor Jim Cecere
  - b. Committee member introductions (name, background, perspective)
- 2. Mission & Objectives of the Committee**
  - a. Review of committee purpose and advisory role
  - b. Scope, timeline, and expectations
  - c. Relationship to City Council, City staff, and partner entities
- 3. Overview of Current Economic Development Agencies & Offices**
  - a. Discussion of missions, governance, funding models, and leadership
    - i. City of Geneva Economic Development Office
    - ii. Geneva Business Improvement District (BID)
    - iii. Geneva Local Development Corporation (LDC)
    - iv. Geneva Industrial Development Agency (IDA)
- 4. Discussion: Objectives, Prioritization, & Committee Approach**
  - a. What success looks like for this Committee
  - b. Key questions and priority areas
  - c. Approach to data, benchmarking, and stakeholder input
  - d. Expectations for collaboration and tone
- 5. Next Steps**
  - a. Confirm near-term focus areas
  - b. Identify information needs and data requests
  - c. Set expectations for next meeting
  - d. Confirm meeting cadence and logistics

## **Downtown & Economic Vitality Ad Hoc Committee**

The Downtown & Economic Vitality Ad Hoc Committee was established by Mayor Jim Cecere to support a focused, time-limited review of how the City of Geneva approaches downtown vitality and economic development.

The Committee's charge is to:

- Develop a shared understanding of the current economic development landscape
- Review the roles, responsibilities, and coordination of existing agencies and offices
- Identify strengths, gaps, and opportunities in how economic development is structured and delivered
- Examine best practices from comparable communities
- Provide clear, practical recommendations to the Mayor and City Council

The Committee is advisory in nature and does not set policy or direct City staff or the agencies. Its role is to inform decision-making by offering thoughtful analysis, diverse perspectives, and actionable insight.

### **Committee Members**

- **Jim Cecere**
- **Councilor John Brennan**
- **Don Cass**
- **Chad Lahr**
- **Kevin McCarty**
- **Joe McHale**
- **Councilor James Petropoulos**
- **Shawna Shell**

## City of Geneva Economic Development Entities Mission, Governance, Budgets & Funding Sources

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### City of Geneva Economic Development Office

#### Mission & Purpose

To advance economic growth, redevelopment, housing, and job creation in alignment with City policy, planning, and capital priorities.

#### Core Functions

- Business attraction, retention, and expansion
- Developer coordination and project management
- Grant identification, application, and administration
- Interdepartmental coordination and permitting support

#### Governance

- Department Head: Taylor Youngs, Assistant City Manager
- Operates within City government
- Reports to the City Manager who reports to the Mayor and City Council
- No independent board

#### Annual Budget & Funding Sources

- **Approximate Annual Budget:** *TBD* (varies by staffing and grant activity)
- **Primary Funding Sources:**
  - City General Fund
  - State and federal grants (project-specific)
- **Key Budget Characteristics:**
  - Personnel-driven (salary, benefits)
  - Grant activity may expand or contract workload without permanently increasing baseline costs

# Geneva Business Improvement District (BID)

## Mission & Purpose

To enhance downtown Geneva's economic vitality through promotion, maintenance, beautification, and business support beyond baseline City services.

## Core Functions

- Downtown maintenance and beautification
- Events, marketing, and promotions
- Business outreach and coordination
- Supplemental public-realm services

## Governance

- Independent not-for-profit entity
- Governed by a **Board of Directors** (primarily district property and business owners)
- Executive Director: *Sydney Schumacher*
- Board Chair: *Craig Talmadge*

## Annual Budget & Funding Sources

- **Approximate Annual Budget:** *TBD*
- **Primary Funding Sources:**
  - Mandatory BID assessment on properties within the district
  - Event sponsorships and program revenue
- **Key Budget Characteristics:**
  - Self-funded (not General Fund supported)
  - Budget directly tied to assessed value within the BID boundary
  - Services supplement, not replace, City services

# Geneva Local Development Corporation (LDC)

## Mission & Purpose

To provide a flexible vehicle for redevelopment projects, public-private partnerships, and economic initiatives that may not fit within traditional City operations.

## Core Functions

- Real estate development and asset management (when applicable)
- Project-specific implementation support
- Participation in redevelopment initiatives

## Governance

- Independent not-for-profit corporation
- Governed by a **Board of Directors**, often including City appointees
- Appointed by City Council
- Board Chair: *Craig Talmadge*

## Annual Budget & Funding Sources

- **Approximate Annual Budget:** *TBD*
- **Primary Funding Sources:**
  - Project-specific City contributions
  - Property revenues (if assets are held)
  - Grants or developer reimbursements tied to specific projects
- **Key Budget Characteristics:**
  - Not a standing operating entity in the same sense as the BID or City Office
  - Financial activity typically increases only when projects are active
  - Acts as an implementation tool rather than a programmatic office

# Geneva Industrial Development Agency (IDA)

## Mission & Purpose

To promote private investment, job creation, and economic growth through financial incentives authorized under New York State law.

## Core Functions

- PILOT agreements
- Sales tax exemptions
- Mortgage recording tax exemptions
- Evaluation of project public benefits vs. costs

## Governance

- Public benefit corporation
- Governed by a Board of Directors appointed by the City
- Board Chair: *Anne Nenneau*
- Subject to NYS public authority reporting requirements

## Annual Budget & Funding Sources

- **Approximate Annual Budget:** *TBD* (administrative)
- **Primary Funding Sources:**
  - Application fees
  - Annual project administration fees
  - PILOT administrative revenue (not the PILOT payments themselves)
- **Key Budget Characteristics:**
  - No General Fund support
  - Budget fluctuates with project volume
  - Financial “impact” is indirect, through incentives rather than expenditures