



City of Geneva Industrial Development Agency

Meeting Agenda

Title: City of Geneva IDA
 Geneva City Hall, 47 Castle Street, Geneva
 and Zoom
Date: 6/3/2022
Time: 8:30 AM

Agenda Item	Potential Outcome	Person Responsible
Call to Order		Anne Nenneau
Administrative Reports		
Minutes from May 2022	Motion to approve minutes	Anne Nenneau
Financial Report May 2022	Motion to approve financial report	Tracy Verrier
Updates		
Geneva City School District	Informing board of status	Maureen Lee, Geneva CSD
GEDC	Informing board of status	Myles Webster, Webster Properties
City Council Report	Informing board of status	Mayor Valentino
IDA Projects	Informing board of status	Tracy Verrier
Marketing Committee	Motion to fund 20% of Geneva Made implementation proposal	Anne Nenneau
New Business		
Policy adoption	Resolution to adopt additional policies	Tracy Verrier
Environmental Services	Motion to approve professional services contract	Tracy Verrier
City Wastewater Infrastructure	Discussion among the board	Irene Rodriguez
Unfinished Business		
Open Meetings Law Change	Review draft policy, set public hearing	Tracy Verrier
IDA Goals	Board discussion	Lowell Dewey
Executive Session		
If needed		
Adjournment	Motion to adjourn	Anne Nenneau

Quorum (Confirmation Required)

Anne Nenneau, Chair
 R.J. Passalacqua
 Rick Bley
 Irene Rodriguez
 Lowell Dewey
 Benjamin Vasquez
 Jason Fulton

Staff

Tracy Verrier
 Matt Horn

Per Executive Order No. 202.1, this meeting will take place via videoconference, and can be viewed on the GIDA's YouTube Channel

Join Zoom Meeting

Meeting ID: 829 7965 7072
 Passcode: 685387
 Dial in: 929-205-6099

**Geneva Industrial Development Agency Board Meeting
GEDC, 122 North Genesee Street, Geneva, New York
And via Zoom livestreamed to GIDA's YouTube Page
May 6th, 2022 at 8:30am**

In Attendance:

Anne Nenneau
Irene Rodriguez
Lowell Dewey
Ben Vasquez
RJ Passalacqua
Jason Fulton

Others present:

Tracy Verrier, MRB Group
Myles Webster, Webster Properties
Michael DeBadts, Mengel Metzger Barr & Co.

Meeting Call to Order:

Chair Anne Nenneau called meeting to order at 8:34am.

Administrative Reports:

Meeting Minutes:

- Motion to approve the minutes from April 8, 2022 meeting by RJ Passalacqua, second by Irene Rodriguez. Jason Fulton noted that he misunderstood the roll call vote process for the Trinity project and asked that his vote be changed to Nay. Motion to approve the minutes as amended carried unanimously.

Financial Report:

- Tracy Verrier reviewed the financial statement provided in the packet, noting that a \$6,000 deposit had been made for the HVAC replacement at GEDC.
- Motion to approve the financial report by Lowell Dewey, seconded by Ben Vasquez. Motion carried unanimously.

Updates:

Geneva City School District:

- No report.

GEDC:

- Myles Webster reviewed recent tenant activity at GEDC, noting that RealEats has almost entirely moved out and that there have been a few inquiries for vacant space.
- Anne Nenneau asked if Pretzel Logic had secured a new space yet. Myles noted that he had not received confirmation of this yet.

City Council Report:

- Mayor Valentino provided a written report to Tracy Verrier, who read it for the board:

- The City Manager search has been narrowed to finalists and in person interviews have been conducted. The current status is that deliberations and negotiations are occurring with top candidates. Hopeful to have final appointment on June 1st agenda
- DRI construction continues, but there have been some minor delays with material availability. Castle St major work is complete, finishing touches remain. 5 & 20 road diet is under construction. There have been complaints fielded for various reasons, and some of that input has been constructive and taken into consideration.
- The City is looking to develop a committee to plan events to celebrate the City's 125th anniversary, with the events targeted for January 2023.
- The Comptroller position is receiving positive applicant responses from several qualified candidates.
- The City has responded to a report of inappropriate screen saver activity in the GPD facility. An Investigation started April 21st, the morning after they were notified, and it is ongoing.

IDA Projects:

- FLX Hospitality is still planning to move into the kitchen space, but that lease with the City is still being negotiated. Tracy Verrier reached out to see if they need any assistance from the IDA, and there may be a request at the next meeting. Jason Fulton asked in the lease negotiation will include an increase in rent. Anne Nenneau explained that the kitchen is leased from GEDC to the City, and then the City negotiates subleases for that space. As such, the rent to GEDC will not change.
- The Trinity project will likely not close until the fall when construction financing is ready, but Tracy Verrier and Harris Beach are trying to keep lines of communication open in the meantime.
- American Tower paperwork is still outstanding.
- There is an update on the Gateway parcel that will need to be discussed in executive session.
- Tracy Verrier and one of her MRB colleagues had a meeting with county economic development because the Henkel/Zotos PILOT expired as of the 2022 county/city taxes. The county colleagues reached out to see if they needed any further assistance, but there has not been indication of that yet. Ideally, any future incentives for the facility will be done through the Geneva IDA.
- Tracy Verrier explained that she had been working with the city recently to correct a billing issue for the Geneva Land PILOT, which was for the Tops gas kiosks. The issue has now been resolved and the PILOT is up to date. It will also expire soon.

New Business:

2020-21 Audit Review

Michael DeBadts noted that there are two substantive updates to the draft audit content, but neither impact the financial figures themselves. The opening letter with audit opinion was not updated correctly for the draft. He noted that this year's audit will have a similar

opinion to last year due to some missing financial documentation from the GEDC during the management transition. He also noted that the closing schedules have been reformatted, and that they will update the management responses from legal counsel and the bank when they are received.

Anne Nenneau asked if documentation is in better shape for the 2021-2022 audit based on what he has seen thus far. Michael agreed that things seem to have improved and that the next audit should be cleaner.

- Motion to approve the 2020-21 audit with the discussed updates by Irene Rodriguez, seconded by RJ Passalacqua. Motion carried unanimously.

PARIS Reporting Review

Anne Nenneau noted that there had been some compliance issues with the website, but those are being addressed. Tracy Verrier explained that there are some additional policies that will need to be approved, and that she would bring those to a future meeting.

Tracy provided an overview of the PARIS documents included in the meeting packet and noted to following changes that need to be made to the PARIS Annual Report given information received since downloading the version in the packet:

- The financial figures from the audit will be added.
- The PILOT Payment Due per Agreement for Geneva Land will be updated to reflect the corrected amount.
- The report from DCMB included sales tax exemptions of \$57,450 and 8 construction jobs.

Tracy also noted that the Operations & Accomplishments report and Measurement report were reformatted from previous years.

- Motion to approve the 2020-21 PARIS documents with the discussed updates by Ben Vasquez, seconded by Irene Rodriguez. Motion carried unanimously.

Report from Marketing Committee

Anne Nenneau explained that a joint marketing committee with members from the IDA and LDC was held the previous week. While numerous items were discussed, the main takeaway was the need for a dedicated economic development staff person at the City. As such, the group drafted a position statement to be sent to City Council encouraging the to fund and hire such a position in the 2022-23 budget. Tracy Verrier explained that the LDC had approved the statement at a board meeting on Wednesday, and the statement had been sent to the BID for their consideration as well.

- Motion to approve position statement by Lowell Dewey, seconded by RJ Passalacqua. Ben Vasquez abstained as he had not reviewed the statement, all else voted in favor. Motion carried.

Executive Session

- To discuss the proposed sale or lease of real property.

- Motion to enter Executive Session at 9:18am by RJ Passalacqua, second by Irene Rodriguez. Motion to exit Executive Session at 9:35am by RJ Passalacqua, second by Irene Rodriguez.

Other Business: IDA Goals

Lowell Dewey presented goals that he drafted at Sage Gerling's request before she left.

1. Identify the attributes of a successful, diverse and growing small city like Geneva. Consider why we live here, why we chose to move here and why a business owner would want to relocate or build here.
2. Take care of and pay attention to existing businesses. Make a contact list of retail, commercial and industrial companies within city limits. Assign 10+- of those contacts to each IDA board member per quarter. The intent is to make contact, either by phone or in person to ask, "How's business? Do you know about the programs we offer? Have you been able to add staff in the last year?" See below.
3. Publish a welcome guide with all the programs available through the chamber of commerce, the IDA, the LDC, the BID. IDA board members can distribute the guide and reference it during calls and face to face conversations.
4. Map the developable parcels utilizing tax maps, aerials, topography. List its zone and what can be built there per the master plan. Potential student member effort with guidance.
5. Meet with known commercial real estate agencies to update them and to encourage clients to consider the City first.
6. If an owner of multi-family, restaurant or retail space completes a substantial improvement, recognize them with an award and publish it in the FL Times and in social media.
7. Work with block clubs to help city staff maintain parks and streetscape. First impressions at entrances to the city will not only improve quality of life, it will help attract new business owners (not to mention HWS parents and future students) to move here.

Unfinished Business:

None.

Adjournment

- Motion to adjourn at 9:44am by RJ Passalacqua, second by Irene Rodriguez. Motion carried unanimously.

Geneva Industrial Development Agency & Geneva Local Development Corporation
Joint Marketing Committee Meeting
Via Zoom
April 28th, 2022 at 10:00am

In Attendance:

Dave Linger (LDC)
Anne Nenneau (IDA)
Robert Solenne (LDC)
Paula Bucklin (LDC)
Lowell Dewey (IDA)
Teresa Angelo (former IDA)

Others present:

Tracy Verrier, MRB Group

Meeting Call to Order:

The meeting was called to order at 10:00am.

Introductions:

The individuals in the meeting were already familiar with each other. Teresa Angelo noted that she is not currently a board member of either group, but is interested in seeing Geneva grow. Anne Nenneau added that Teresa is a former IDA board member and that her involvement with and knowledge of Locate Finger Lakes might also be helpful.

Organizational Overviews:

Tracy Verrier read the mission statements of the LDC and IDA, noting that there is mission alignment between the two organizations in that they are both seeking to catalyze projects, particularly economic development projects, for the betterment of the City of Geneva. However, they are different in their powers and capabilities. Anne noted that the IDA has a revenue stream from administrative fees, whereas the LDC does not have a steady form of income.

Tracy inquired about how the LDC and IDA have collaborated in the past. The most recent example is the Gateway parcel development. Paula Bucklin noted a few marketing tasks that the two groups undertook together, like websites and the video. Rob Solenne explained that the groups have shared expenses on various City initiatives.

Teresa inquired about how the City would be involved in this committee, as well as the BID. Is the BID promoting the City on behalf of the City, or would the City also be promoting itself? Dave Linger noted that the BID is a separate entity from the City, and is a private non-profit. There has been a long relationship between the BID and the City, and most recently the two are 50-50 partners on a marketing/communications position. Tracy's impression is that the City is interested in participating in whatever marketing efforts are happening, but they are short on capacity right now.

Ideas for Collaboration:

The group reviewed the organizational goals and objectives for both organizations. Key discussion items included:

- A welcome guide, along with a way to reach back out to those who requested the welcome guide, would be helpful.
- It would be very helpful to compile a list of developable properties. The County EDC is working on a list of available commercial properties, so we could use that and add vacant parcels that are developable.
- It is key to have a dedicated economic development position at the City so that someone can take a proactive approach to growth and business development. Perhaps this person and the new marketing person could coordinate to promote the City for economic development.
- Make three lists: 1) attributes and assets of the City of Geneva, 2) the types of businesses we want to attract, 3) specific businesses within those categories that we can proactively reach out to. These lists would help an economic development person and/or marketing person start doing proactive attraction work.
- Some of this work was done with an update of the Geneva website a few years ago, but it wasn't kept up to date thereafter and is a bit buried in the website. We might want to develop a site dedicated to economic development, but there needs to be a plan for maintaining the website. At the very least, there should also be a "get more information" contact form on the current page so that we can start gathering email addresses.
- Conversations to re-energize Geneva Made are kicking up, and there may be a proposal coming forward soon.
- Start to think if there is a role for this group to play around promoting lakefront development. This may be something to act on when the zoning code is opened for revisions.

Next steps:

- Draft a position statement encouraging the City to budget for and hire an economic development position. The LDC and IDA boards could approve and sign this statement, and invite the BID to do the same. Make sure to have a combined statement within the next month or two so that we can have it in front of the new City Manager and for the 2022-23 budget process.
- Start creating an inventory of developable parcels by reaching out to Neal and Stephen at the City for their input. Then perhaps the colleges could help by creating a class project or internship to do some of the relevant mapping and design work.
- Get clarity about the roles and responsibilities of the new marketing person.

Adjournment

- The meeting adjourned at 10:05am.

Geneva Industrial Development Agency & Geneva Local Development Corporation
Joint Marketing Committee Meeting
Via Zoom
May 23rd, 2022 at 1:00pm

In Attendance:

Dave Linger (LDC)
Anne Nenneau (IDA)
Robert Solenne (LDC)
Paula Bucklin (LDC)
Lowell Dewey (IDA)
Teresa Angelo (former IDA)

Others present:

Tracy Verrier, MRB Group
Maureen Ballatori, 29 Design Studio

Meeting Call to Order:

The meeting was called to order at 1:03pm.

Position Statement:

Tracy Verrier provided an update that both the IDA and LDC boards approved the position statement encouraging the City to fund and hire a dedicated economic development position. The BID will review the statement at their meeting on Thursday, then it can go to City Council.

Geneva Made Proposal:

The committee reviewed the Geneva Made implementation proposal. Tracy Verrier explained that the current proposed funding split would be 10% City, 20% each LDC and IDA, and 50% County. There was general consensus that the implementation needed to happen, but some concern about the long-term sustainability of the brand. Maureen Ballatori from 29 Design explained that this proposal would be for a year, then she would be open to continuing under a new contract or training a City employee to take over the ongoing brand work. It was noted that the GEDC could be included in this work as well. Lowell and Rob agreed that they would like there to be a broader marketing effort that includes more industries as well. The committee asked whether Agritech would be funding this as well. Tracy will follow up to determine this. The committee agreed to bring the proposal to both the LDC and IDA boards for consideration at their meetings next week.

BID/City Marketing Position:

Tracy received feedback from the BID and the City about the role and responsibilities of the marketing position that was recently established. On the BID side, the role is focused on BID public relations and marketing activities (e.g. social media, advertising, event promotion, etc.). On the City side, the position is focused on e-blasts, social media, and special projects. Any requests for collaboration should go through Erica Collins, who is managing this position right now.

Developable Properties:

Tracy requested input on developable properties from the City (particularly commercial), but they are still working on it. Lowell noted that he spoke with an architecture professor and she is going to refer him to some other programs that might be better aligned with the type of mapping and marketing work the we are seeking.

Next Steps:

At the next meeting, the group will revisit the developable property list and review the proposed zoning revision. The committee would like to make suggestions about where the zoning could be more welcoming to and appropriate for commercial development.

Adjournment

- The meeting adjourned at 1:57pm.

Geneva Industrial Development Agency
Profit & Loss YTD Comparison
May 1 - 27, 2022

	May 1 - 27, 22	Oct 1, '21 - May 27, 22
Ordinary Income/Expense		
Income		
Administration Fees	0.00	252,607.43
Application Fees	0.00	500.00
Downtown Winery	195.00	1,755.00
Misc. Income	0.00	20.00
Park Partnership Income		
American Tower Lease	0.00	15,419.74
Total Park Partnership Income	0.00	15,419.74
Total Income	195.00	270,302.17
Gross Profit	195.00	270,302.17
Expense		
Economic Development Support		
GEDC Support	0.00	32,062.23
Total Economic Development Support	0.00	32,062.23
Professional Services		
Administrative Services	7,150.25	37,765.50
Audit	0.00	13,236.00
Other Professional Services	0.00	2,241.25
Taxes	0.00	-1,511.55
Total Professional Services	7,150.25	51,731.20
Total Expense	7,150.25	83,793.43
Net Ordinary Income	-6,955.25	186,508.74
Net Income	-6,955.25	186,508.74

1:11 PM

05/27/22

Accrual Basis

Geneva Industrial Development Agency
Park Partnership Profit & Loss YTD Comparison
May 1 - 27, 2022

	<u>May 1 - 27, 22</u>	<u>Oct 1, '21 - May 27, 22</u>
Ordinary Income/Expense		
Income		
Park Partnership Income		
American Tower Lease	<u>0.00</u>	<u>15,419.74</u>
Total Park Partnership Income	<u>0.00</u>	<u>15,419.74</u>
Total Income	<u>0.00</u>	<u>15,419.74</u>
Gross Profit	<u>0.00</u>	<u>15,419.74</u>
Net Ordinary Income	<u>0.00</u>	<u>15,419.74</u>
Net Income	<u>0.00</u>	<u>15,419.74</u>

Geneva Industrial Development Agency

Balance Sheet

As of May 27, 2022

	May 27, 22
ASSETS	
Current Assets	
Checking/Savings	
Certificates of Deposit	
Five Star Bank (deleted)	-15,042.05
Lyons National Bank	15,042.05
Total Certificates of Deposit	0.00
LNB - City of Geneva IDA	233,789.70
Park Partnership accounts	
Park Partnership CD	30,000.00
Park Partnership Checking	109,814.37
Total Park Partnership accounts	139,814.37
Total Checking/Savings	373,604.07
Accounts Receivable	
Accounts Receivable	
GEDC Roof Loan	90,010.00
Total Accounts Receivable	90,010.00
Total Accounts Receivable	90,010.00
Other Current Assets	
Terrnew Loan	3,704.51
Total Other Current Assets	3,704.51
Total Current Assets	467,318.58
Other Assets	
2 N Exchange St	27,616.59
Industrial Park Investment	47,000.00
Total Other Assets	74,616.59
TOTAL ASSETS	541,935.17
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	7,150.25
Total Accounts Payable	7,150.25
Other Current Liabilities	
Park Partnership Partners' Equi	
City of Geneva	104,346.85
Geneva IDA	24,275.53
Ontario County IDA	36,405.04
Total Park Partnership Partners' Equi	165,027.42
Total Other Current Liabilities	165,027.42
Total Current Liabilities	172,177.67
Total Liabilities	172,177.67

1:11 PM

05/27/22

Accrual Basis

Geneva Industrial Development Agency

Balance Sheet

As of May 27, 2022

	May 27, 22
Equity	
Opening Bal Equity	517,892.88
Park Partnership Retained Earni	-40,632.79
Retained Earnings	-294,011.33
Net Income	186,508.74
Total Equity	369,757.50
TOTAL LIABILITIES & EQUITY	541,935.17

GEDC Tenant Activity Report

Banner Door (B104)

- Working with tenant to add their own overhead door. Tenant is gathering quotes to submit to us for approval. We will then begin discussions regarding who is paying for it.

City of Geneva DPW (A311)

No activity to report

David Lee Foster, Esq. (A107)

No activity to report

Designing Sunny (A301)

No activity to report

Finger Lakes Film Co., LLC (A209)

- Tenant out of the space. Will be making payments on back balance.

FLX Glassware (Joseph Cammarata) (A309)

No activity report

Food Justice (B101)

No activity report

Geneva Sound Factory (A102)

No activity report

Geneva Theatre Guild (A305)

No activity to report

Gleichen Agency, LLC (A103)

No activity to report

Hudson Data, LLC (A302)

No activity to report

Ibero American Action League (A100)

No activity report

JB Paper Company (VIRTUAL)

No activity to report

Jason G. Swartley / Financial Partners of Upstate NY (A203)

No activity to report



Kana Studios, LLC (A304)

- Patrick submitted his 60 days notice on April 1st.
- We have reached out to one of his current sublease tenants that is interested in taking over the lease agreement. Pending lease for July 1st.

KitGen (City of Geneva) (B102)

No activity to report

Lyons National Bank (A308)

No activity to report

Pretzel Logic (A303, A306, A307)

- Lease amendment signed 5/26 - extension through September 1st

Real Eats America, Inc. (B100, B103, A204, A301)

- Walk through on Tuesday 5/24
- Reviewed work that was done for door installation. Requested additional cleaning and minor painting and drywall repairs
- Working with tenant on payment plan

Super Casuals (A310)

No activity to report

Uncharted Spirits (A312)

No activity to report

Unity House of Cayuga County (A206)

No activity report

Misc:

- Collecting tenant insurance information and forklift certifications

Current Prospects:

1. **Brain** - Start up company - manufacturing
2. **Claudia Cohen / Chad Cassano** - Performing arts for youth with disabilities – Reached out to schedule another showing - Arc of Ontario County
3. **Nicola Minott-Ahl** - Hobart professor looking for filmmaking recording studio

VACANCY:

A101: 1251sqft
A104: 380sqft
A105: 250sqft
A108: 128sqft



A109: 119sqft
A205: 585sqft
A210 (asbestos): 1369sqft
A211 (asbestos): 1177sqft
A216 (asbestos): N/A
A307: 2610sqft
TOTAL: 7284sqft

Maintenance:

- Asbestos in section 210,211,216 should be addressed to get space rented
- Ongoing AC issues in Hudson Data - has been approved & ordered. In process of being installed and will be completed 5/26
- Urinal replacements / floor repair for 1st floor men's bathroom - Work has started.

Marketing:

Webster Properties posts and markets available spaces within the GEDC on an ongoing basis as needed. In addition to these regular efforts, Metro Collective has been amplifying the marketing of the building and spaces too. Please see the attached addendum for a highlight of the GEDC landing page on the Metro Collective website and a contact sheet of photos from a photoshoot at the building last year. In addition to highlighting the space overall, the GEDC landing page on the Metro Collective website offers another way for potential tenants to find and inquire about space at the building.

Through the Metro Collective ecosystem, GEDC members have also found regional collaborative opportunities. For example, we've talked with IBERO, a new GEDC tenant, about supporting their startup business programs and have connected them with the Entrepreneurial Studies instructors at Hobart and William Smith Colleges to enrich their efforts too.

See page 4 for additional information

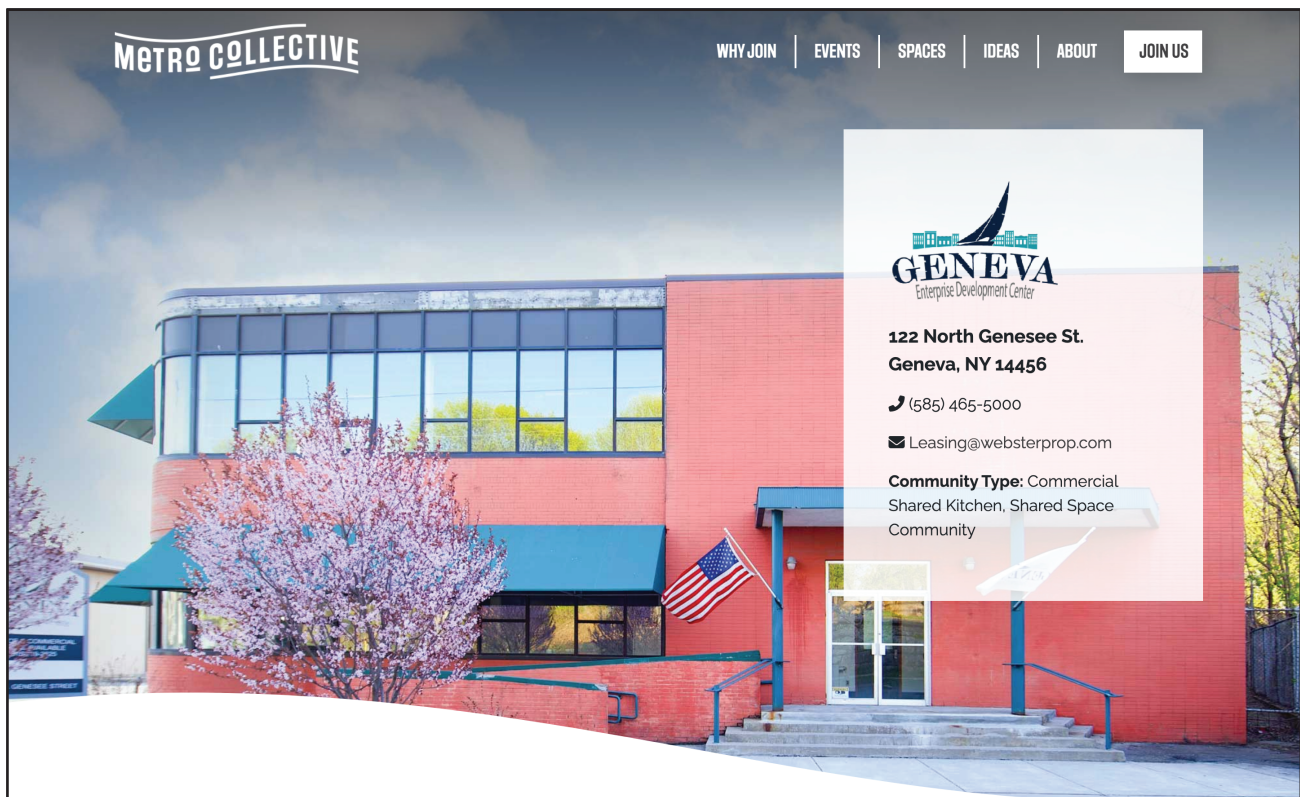
Accounting:

See page 8

Website Landing Page on www.MetroCollective.com

Metro Collective unites people in shared space communities across Upstate NY. The website, launched in early 2022, promotes collaborative spaces, events, and ideas. We are actively onboarding spaces to a moderated virtual online community where members will be able to communicate with other members in their space and other shared space communities in the region.

SCREENSHOT OF WEB PAGE:



A 200,000 SQUARE FOOT ADAPTIVE REUSE VENTURE NOW INCLUDING OFFICES AND PRODUCTION SPACES.

What was once a former industrial complex, the GEDC, now owned by the Geneva Industrial Development Agency in partnership with the Ontario County Economic Development is ideal for food businesses, manufacturing, service providers, nonprofits, artists, office use, technology companies, and more.

- Close proximity to Downtown Geneva, NY, a city in the heart of the Finger Lakes, with many restaurants and peaceful views of Seneca Lake
- Loading dock available for tenants
- Available incentives (must apply through Geneva IDA) include Subsidized Rent Cost Economic Development Loans*, Federal and State Grant Facilitation*
(*Dependent upon Job Creation and Investment)



BENEFITS AND AMENITIES



SHARED
CONFERENCE
ROOM



HIGH CAPACITY
ELECTRIC AND
NATURAL GAS



HIGH-SPEED
FIBER OPTICS



5 MILES FROM
THE NEW YORK
STATE
THRUWAY



STRATEGIC
BUSINESS
SUPPORT
AVAILABLE FOR
TENANT
BUSINESSES



PARKING LOT

AVAILABLE WORKSPACES



PRIVATE OFFICE



COMMERCIAL SHARED
KITCHEN



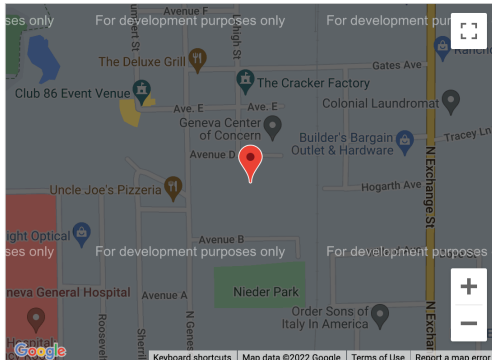
STORAGE

LOCATION INFORMATION

122 North Genesee St.
Geneva, NY 14456

📞 (585) 465-5000

✉ Leasing@websterprop.com



REQUEST MORE INFORMATION

NAME *

First Name Last Name

EMAIL *

PHONE

MESSAGE

SUBMIT

THIS SPACE IS POWERED BY METRO COLLECTIVE

Shared space communities that are Powered by Metro are united with collaborative systems and programming. Our unique community management tools help the people in shared spaces across Upstate NY work together.

The bustling day-to-day liveliness of shared spaces is like the heartbeat of a community. We thread those beats together to increase collaboration and help support small business growth.



Virtual Community

A robust connected system of communities where people in shared spaces network, ask and answer questions, post jobs, and find events.



Exclusive Events

Members of spaces that are Powered by Metro enjoy free/discounted rates to exclusive events you can't find anywhere else.



Special Offers

Partners in our network pass on special offers to our community of spaces that are Powered by Metro.



Trusted Resources

When you're just starting your business, it can be tough to know where to start. With our trusted partners, you can be confident knowing that you're in good hands.

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SIGN UP FOR OUR NEWSLETTER

EMAIL ADDRESS

[SUBSCRIBE](#)



ABOUT US

Metro Collective helps Upstate NY shared space operators activate their communities and workspaces.

[LEARN MORE ABOUT US](#)

METRO COLLECTIVE

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Building & Tenant Photo Shoot

In 2021, Metro Collective coordinated with tenants for a photo shoot in the building. With these photo assets, we can highlight the building as a whole as well as individual spaces.



Webster Property Management, LLC

Webster Property Management
350 East Ave, Suite 203
Rochester, NY 14604
(585)465-5000

GEDC

47 Castle Street, Geneva, NY 14456

Owner Statement

Ownerships: 122 N Genesee St

Date Range: 05/01/22 - 05/31/22

	Current	YTD
<i>Beginning Bank Balance</i>	11,559.05	17,883.38
Income		
Rental Income	0.00	325.00
Rental Income	15,059.36	102,765.09
CAM - Repairs & Maintenance	760.00	7,489.93
Utility Income	10,000.00	50,893.66
Gas & Propane	975.20	3,076.60
Electric	1,331.74	4,115.30
Unallocated Prepays	515.00	1,389.62
Security Deposit Forfeitures	0.00	325.00
	28,641.30	170,380.20
Expense		
Management Fees Expense	2,287.66	10,865.85
Commissions & Fees Expense	150.00	2,467.50
Insurance Expense	2,268.00	9,072.00
Repairs & Maintenance Expense	7,490.22	21,490.68
Utilities Expense	12,554.39	93,893.44
Garbage	62.00	186.00
CAM - Utilities	0.00	1,504.11
Office Expense (non-posting)	40.97	40.97
Telephone Services	165.56	1,139.73
Labor	0.00	15,353.75
Mortgage Interest Expense	1,825.80	9,264.94
	26,844.60	165,278.97
Net Income/Loss	1,796.70	5,101.23
<i>Ending Bank Balance</i>	11,383.30	11,383.30
Cash Requirements		
Total Reserve:	0.00	
Security Deposits Held:	14,295.00	
Total Requirements	14,295.00	

COMMENTS

WHAT WE HEARD YOUR IDEAL ENGAGEMENT INCLUDES;**Collaboration;**

- 29DS as the strategic marketing anchor and extension of Geneva Made

Strategy & Execution;

- Execute smart and strategic marketing to increase brand awareness and position Geneva Made as the forward-thinking, food and beverage innovation focused organization
- Create local, regional and national buzz to attract startups and/or scaling business' to relocate to or grow in Geneva
- Leverage local and regional partnerships to strategize, develop and launch inclusive and forward-thinking business-centric initiatives, i.e. workforce development, workshops, Geneva Made network and shared brand benefits, etc.
- Create and execute the overarching marketing support via print and/or digital marketing channels

Analyze & Educate

- Evaluate key metrics on marketing performance and communicate opportunities and efficiencies back to you

OUR PROPOSAL:

We believe in fostering collaborative relationships with our clients that are grounded in trust, experience and creativity. Sure, "design" is in our name, but more than that, we start with your business objectives and ensure that whatever the solution is, it's rooted in strategy and solves for your biggest challenges.

We'll begin with a kickoff meeting to deeply understand the Geneva Made priorities, goals and strategic initiatives for 2022 and beyond. We'll add any necessary additions to the Geneva Made Launch Strategy we created in August, 2021 and execute work on an ongoing basis to promote and grow the brand, develop new business-centric strategic initiatives, and attract new startups and/or scaling businesses to become Geneva Made.

Additional marketing goals include;

- Promote Geneva Made locally, regionally and nationally
- Maintain strong and consistent brand and messaging across all marketing channels
- Analyze and evaluate strategic opportunities for execution on the Geneva Made website, email, or social media platforms to increase engagement

Our relationship is collaborative and communication is crucial. We'll schedule bi-weekly or monthly 30-minute status meetings throughout the duration of our engagement to confirm we are aligned on who's doing what, how, and when.

WHAT WE'LL DO:

- Creative Strategy, Development & Execution
- Monthly Analytics

HOW WE'LL DO IT:

Our team will implement and execute the Geneva Made launch strategy and additional strategic initiatives identified throughout the duration of our engagement.

***Strategic Marketing and Creative may include but are not limited to;**

- Public Relations (Events, Press + Media outreach, etc.)
- Email Marketing
- Social Media Management
- Paid Ads* (Facebook, Instagram, etc.) or Paid Search* (Google)
- Print collateral (sell sheet, stickers, brochures, rack card, etc.)
- Creative Direction (Photo/Video)
- Digital Assets

At the end of each month, we'll analyze campaign performance for the month prior. We'll report back to you with statistics as well as draw actionable insights and recommendations to be implemented that optimize current and future marketing activities.

***What's not included:**

- Media Spend
- Packaging design and development
- Logo design

BUDGET & BILLING SCHEDULE

Geneva Made Budget:.....\$5,000/month

Term: 12 months

RESOLUTION

A regular meeting of the Geneva Industrial Development Agency was convened at 47 Castle Street, Geneva, NY on June 3, 2022 at 8:30am.

The following resolution was duly offered and seconded, to wit:

Resolution No. 06/2022-1

RESOLUTION OF THE GENEVA INDUSTRIAL DEVELOPMENT AGENCY (THE “AGENCY”) RATIFYING CERTAIN POLICIES, STANDARDS AND PROCEDURES IN CONNECTION WITH THE PUBLIC AUTHORITIES ACCOUNTABILITY ACT OF 2005, THE PUBLIC AUTHORITY REFORM ACT OF 2009, AND CHAPTER 563 OF THE LAWS OF 2015.

WHEREAS, by Title 1 of article 18-A of the General Municipal Law (“GML”) of the State of New York (“State”), as amended, and Chapter 671 of the Laws of 1974 of the State, (collectively the “Act”), the GENEVA INDUSTRIAL DEVELOPMENT AGENCY (“Agency”) was created as a public benefit corporation of the State for the benefit of the City of Geneva (“City”); and

WHEREAS, the Public Authorities Accountability Act of 2005 (the “PAAA”), which was signed into law on January 13, 2006 as Chapter 766 of the Laws of 2005, was enacted by the New York State Legislature to insure greater accountability and openness of public authorities throughout the State; and

WHEREAS, by Chapter 506 of the Laws of 2009, the Public Authority Reform Act of 2009 (“PARA”) imposed new requirements upon certain local authorities of the State, including the Agency; and

WHEREAS, pursuant to Chapter 563 of the Laws of 2015, the Agency is required and desires to adopt the following: (i) a Project Recapture and Termination Policy; and (ii) a Uniform Project Evaluation Policy; and

WHEREAS, the Agency desires to ratify certain policies, procedures, and guidelines in furtherance of the abovementioned Laws.

NOW, THEREFORE, BE IT RESOLVED BY THE MEMBERS OF THE GENEVA INDUSTRIAL DEVELOPMENT AGENCY AS FOLLOWS:

Section 1. The Agency hereby ratifies and adopts the following policies, guidelines, and procedures previously reviewed by the Agency, in substantially the forms attached hereto as **Exhibit A**, to be effective through the end of FY 2021-22, or until such time as successor policies and procedures shall have been approved by the Agency:

- (a) Code of Ethics;
- (b) Compensation and Attendance Policy;
- (c) Conflict of Interest Policy
- (d) Defense and Indemnification Policy;
- (e) Extension of Credit Policy;

- (f) Project Recapture and Termination Policy;
- (g) Property Acquisition Policy; and
- (a) Uniform Project Evaluation Policy.

Section 2. The Agency hereby appoints Tracy Verrier as the Agency Contracting Officer, whom shall serve for the remainder of fiscal year 2021-22, or until such time as their respective successors shall have been nominated and appointed.

Section 3. These Resolutions shall take effect immediately.

The question of the adoption of the foregoing Resolutions was duly put to a roll call vote, which resulted as follows:

	<i>Yea</i>		<i>Nay</i>		<i>Absent</i>		<i>Abstain</i>	
Irene Rodriguez	[	]	[	]	[	]	[	]
Anne Nenneau	[	]	[	]	[	]	[	]
R.J. Passalacqua	[	]	[	]	[	]	[	]
Rick Bley	[	]	[	]	[	]	[	]
Lowell Dewey	[	]	[	]	[	]	[	]
Benjamin Vasquez	[	]	[	]	[	]	[	]
Jason Fulton	[	]	[	]	[	]	[	]

The Resolutions were thereupon duly adopted.

STATE OF NEW YORK)
COUNTY OF ONTARIO) SS:

I, the undersigned Secretary of the Geneva Industrial Development Agency, DO HEREBY CERTIFY:

That I have compared the annexed extract of minutes of the meeting of the Geneva Industrial Development Agency (the “Agency”), including the resolution contained therein, held on June 3, 2022, with the original thereof on file in my office, and that the same is a true and correct copy of the proceedings of the Agency and of such resolution set forth therein and of the whole of said original insofar as the same related to the subject matters therein referred to.

I FURTHER CERTIFY, that all members of said Agency had due notice of said meeting, that the meeting was in all respects duly held and that, pursuant to Article 7 of the Public Officers Law (Open Meetings Law), said meeting was open to the general public, and that public notice of the time and place of said meeting was duly given in accordance with such Article 7.

I FURTHER CERTIFY, that there was a quorum of the members of the Agency present throughout said meeting.

I FURTHER CERTIFY, that as of the date hereof, the attached resolution is in full force and effect and has not been amended, repealed or modified.

IN WITNESS WHEREOF, I have hereunto set my hand this ____ day of _____, 20__.

Irene Rodriguez
Secretary

Exhibit A

GENEVA INDUSTRIAL DEVELOPMENT AGENCY
Code of Ethics

The members of the board (the “Board”) of the Geneva Industrial Development Agency (the “Agency”), along with the officers and staff of the Agency, shall comply with and adhere to the provisions of Article 4 Section 74 of the Public Officers Law of the State of NY.

Further, no Board member, officer, or employee of the Agency shall:

(1) accept other employment which will impair his/ her independence of judgment in the exercise of his/her official duties;

(2) accept employment or engage in any business or professional activity which will require him/her to disclose confidential information which he/she has gained by reason of his/her official position of authority;

(3) disclose confidential information acquired by him/her in the course of his/her official duties nor use such information to further his/her personal interests;

(4) use or attempt to use his/her official position to secure unwarranted privileges or exemptions for himself/herself or others;

(5) engage in any transaction as a representative or agent of Agency with any business entity in which he/she has a direct or indirect financial interest that might reasonably tend to conflict with proper discharge of his/her official duties;

(6) not, by his/her conduct, give reasonable basis for the impression that any person can improperly influence him/her or unduly enjoy his/her favor in the performance of his/her official duties, or that he/she is affected by the kinship, rank, position or influence of any party or person;

(7) abstain from making personal investments in enterprises which he/she has reason to believe may be directly involved in decisions to be made by him/her or which will otherwise create substantial conflict between his/her duty in the public interest and his/her private interest; and

(8) endeavor to pursue a course of conduct which will not raise suspicion among the public that he/she is likely to be engaged in acts that are in violation of his/her trust.

Approved and adopted this <date> day of <month> 2022

CITY OF GENEVA INDUSTRIAL DEVELOPMENT AGENCY
Compensation and Attendance Policy

Board Member Attendance

The members of the Board of the Geneva Industrial Development Agency (“Agency”) shall be available as required to perform the operations of the Agency as set forth in the Agency’s By-Laws. It is in the best interest of the Agency and its stakeholders that board members attend all meetings. If a board member misses more than six regularly scheduled meetings in one calendar year or three consecutive meetings, the Chair shall discuss with the board member whether the member shall continue on the board, and then report back to the board. None of the foregoing limits the City of Geneva City Council’s ability to appoint or remove a member of the board.

Board Member Compensation

The members of the Board of the Agency shall serve without salary at the pleasure of the City of Geneva City Council, but may be reimbursed for reasonable expenses incurred in the performance of Agency duties at the approval of the Board.

Officers, Employees and Agents

The officers, employees and agents of the Agency shall serve at the pleasure of the Agency at such compensation levels as may be approved by the Board from time to time and may be reimbursed for reasonable expenses incurred in the performance of Agency duties subject to Board approval. Officers, employees and agents of the Agency shall be available as required to perform the operations of the Agency as set forth in the Agency’s By-Laws and shall put forth their best efforts to perform their respective duties as outlined in the By-Laws of the Agency and any other directives of the Board.

Approved and adopted this <date> day of <month> 2022

GENEVA INDUSTRIAL DEVELOPMENT AGENCY Conflict of Interest Policy and Annual Disclosure

Geneva Industrial Development Agency (GIDA) was organized to benefit the people of the City of Geneva, NY by assisting businesses in the city. Because GIDA occupies a position of public trust, it is important to avoid conflicts of interest that may undermine the credibility of the GIDA. Therefore, it is the policy of GIDA that:

- GIDA Board members and staff shall exercise their best judgment for the benefit of the GIDA and shall refrain from being influenced by personal considerations in the performance of their duties.
- Board members and staff may not engage in any business or professional activity on behalf of the GIDA where that activity might result in financial benefit to the board or staff member, their family or business associates.
- No board member or staff shall have an interest in any contract with GIDA when the board member or staff has the power or duty to:
 - negotiate, prepare, authorize or approve the contract or authorize or approve payment there under;
 - Audit bills or claims under the contract;
 - Appoint an officer or staff who has any of the powers or duties set forth above.
- Board members and staff shall not accept gifts or entertainment of value exceeding seventy-five dollars (\$75.00), when such gift could be reasonably interpreted to be for the purpose of influencing the board or staff member's performance of their duties relative to GIDA.
- Board members and staff shall not deal preferentially with suppliers and others where personal gains accrue to the board member or staff, or their families or business associates.
- Board members and staff shall avoid employment, investments, and personal interests which may work to the disadvantage of the GIDA.
- Board members and staff shall not disclose confidential information acquired in the course of their GIDA duties to further their own personal interests, or that of their families or business associates.

- GIDA is prohibited from extending or maintaining a personal loan, arranging for the extension of a personal loan, or renewing a personal loan for any officer, board member or staff of the GIDA.

Pursuant to this policy, a board member or staff shall be required to disclose a conflict of interest to the Board as soon as possible after he or she learns of the conflict.

GIDA has adopted the Geneva Industrial Development Agency Conflict of Interest Policy and Annual Disclosure for the purpose of compliance.

Board members and staff are required to complete and sign this statement and submit it to the GIDA on an annual basis.

Approved and adopted this <date> day of <month> 2022

ANNUAL DISCLOSURE, CONFLICT OF INTEREST STATEMENT

For Year _____

GENEVA INDUSTRIAL DEVELOPMENT AGENCY

Last Name

First Name

Initial

Title

GENEVA INDUSTRIAL DEVELOPMENT AGENCY

Board or Agency

47 Castle Street, Geneva, NY 14456

Board or Agency Address

I have read and am familiar with the Geneva Industrial Development Agency Conflict of Interest Policy, and I have initialed the Box opposite the appropriate paragraph below.

1. To the best of my knowledge, I have had no interest nor taken any action which would contravene the policy: {_____}

OR

2. To the best of my knowledge I have had no interest nor taken any action which would contravene the policy, except such interest or action which is fully disclosed below: {_____}

3. At this time, I am seeking a determination of whether the contemplated course of action described below may constitute a conflict of interest in contravention of the policy:

Date: _____ Signature: _____

CITY OF GENEVA INDUSTRIAL DEVELOPMENT AGENCY
Defense and Indemnification Policy

The Geneva Industrial Development Agency (“Agency”) indemnifies and defends board members, audit and governance committee members, and Agency staff individually and as a group from claims arising from the good faith performance of their duties. The Agency carries directors’ and officers’ liability and general liability insurance via the City of Geneva to provide coverage in the event of such action.

Approved and adopted this <date> day of <month> 2022

CITY OF GENEVA INDUSTRIAL DEVELOPMENT AGENCY
Extension of Credit Policy

Pursuant to and in accordance with PAL Section 2824(5), the Geneva Industrial Development Agency shall not, directly or indirectly, including through any subsidiary, extend or maintain credit, arrange for the extension of credit, or renew any extension of credit, in the form of a personal loan to or for any officer, board member or employee (or equivalent thereof) of the Agency.

Approved and adopted this <date> day of <month> 2022

CITY OF GENEVA INDUSTRIAL DEVELOPMENT AGENCY
Policy for Termination and/or Modification of Agency Financial Assistance
and Recapture of Agency Financial Assistance Previously Granted

1. **Purpose.** To establish and provide a fair procedure, compliant with Sections 874 and 875 of the New York General Municipal Law and Geneva Industrial Development Agency ("Agency") policies, potentially resulting in the termination and/or modification of Agency Financial Assistance and/or the recapture of all or a portion of Agency Financial Assistance.
2. **Goal.** The goal of this policy is to enact a procedure for implementing the potential or actual termination and/or modification of Agency Financial Assistance and/or recapture of all or a portion of Agency Financial Assistance from Applicants resulting from the violation of certain statutory requirements and/or Material Factors, as defined herein, that were relied upon and established as consideration for the granting of Financial Assistance to Applicants.
3. **Definitions.**
 - a. ***Agency Financial Assistance*** includes any or all: (i) exemptions from New York State and local sales and use tax; (ii) an exemption from mortgage recording tax; and/or (iii) an abatement from real property tax provided by or through the Agency (under the terms of a Payment-in-lieu-of-Taxes Agreement or "PILOT Agreement") to an Applicant in order to induce such Applicant to undertake a project (also referred to herein individually or collectively as "Financial Assistance").
 - b. ***Applicant*** is a for-profit or not-for-profit entity that has applied for and received Agency Financial Assistance from Agency.
 - c. ***Agency*** is the City of Geneva Industrial Development Agency.
 - d. ***Material Factors*** are factors, and any related reporting requirements established to verify such factors, determined by the Agency Board as being so significant that without such factors at the level specified, it is unlikely that the Agency would have agreed to grant Agency Financial Assistance. Such factors generally include, but are not limited to, the number of net new permanent jobs retained and/or created, the dollar value of net new investment, etc... The quantity of such Material Factors (said Material Factors typically determined at the time a Project is granted Agency Financial Assistance) and the threshold for the termination and/or modification of Agency Financial Assistance and for the recapture of Agency Financial Assistance shall be determined by the Agency Board or Agency staff, as appropriate (and as further identified, below), on a case by case basis.
 - e. ***Recapture of Agency Financial Assistance*** is the result of an action taken by the Agency Board to seek to have an Applicant return all or a portion of Agency Financial Assistance that it has received.

- f. ***Termination of Agency Financial Assistance*** is the result of an action taken by the Agency Board or Agency staff, as appropriate, to cause an Applicant to cease receiving Agency Financial Assistance that it otherwise would have obtained in the future.
- g. ***Modification of Agency Financial Assistance*** is the result of an action taken by the Agency Board to cause a modification of the amount of Agency Financial Assistance to be received by the Applicant, for example, a modification of the abatement/increased payments under a PILOT Agreement, in the future.

4. **Termination and/or Modification of Agency Financial Assistance and/or Recapture of Agency Financial Assistance.**

- a. Future Agency Financial Assistance may be terminated and/or modified by the Agency Board for a violation of any Material Factor contained in the Agency Application for Financial Assistance, inducement resolution (including all submissions made by the Applicant), Agent Agreement, Project Agreement, Lease/Leaseback Agreement, PILOT Agreement or any other agreement by and between the Applicant and the Agency (collectively, "Agency Transaction Documents").
- b. In addition to the termination and/or modification of Agency Financial Assistance, the Agency may impose recapture of Agency Financial Assistance where it is determined through the process specified below, that:
 - i. Agency Financial Assistance were obtained as a result of a knowing, misstatement of a material fact where such misstatement occurred in the written Agency Application for Financial Assistance, in any written submission, or in any on the record verbal statement made to Agency staff, the Board or Agency Finance Committee;
 - ii. An applicant failed to achieve the goals identified as Material Factors by the Agency Board at the time that the inducement/granting of Financial Assistance was approved. Such recapture of Agency Financial Assistance, to the extent provided by law, may consider extenuating and mitigating circumstances and may consider the extent to which the Applicant failed to achieve and maintain the Material Factors.

5. **Procedure to Terminate and/or Modify Agency Financial Assistance or to Recapture Agency Financial Assistance.**

- a. Knowledge of Potential Termination/Modification of Financial Assistance or Recapture Issue: When Agency staff becomes aware of a potential issue with respect to a Material Factor(s) related to the provision of Financial Assistance to an Applicant and is unable to otherwise remedy the issue, Agency staff shall notify the

Executive Director of the Agency (note in the case where Agency staff is able to remedy said issue, Agency staff shall still notify the Executive Director of the Agency). The Agency staff shall also notify or cause to be notified, the Chair of the Agency, the Agency Finance Committee and such other individuals as the Agency Board may determine. It is understood that this Agency Due Process Policy shall not apply to termination of Agency Financial Assistance related to the typical/standard events of default (not otherwise involving a Material Factor) as so identified within Agency Transaction Documents.

- b. Decision to Commence a Proceeding: The Agency Finance Committee or the Chair of the Agency shall cause a proceeding to be commenced to determine if Agency Financial Assistance should be terminated and/or modified and/or recaptured.
- c. Notice to the Applicant: If a decision is made to commence a proceeding to terminate and/or modify Agency Financial Assistance (said termination/modification of Agency Financial Assistance being related to a Material Factor and otherwise unrelated to typical/standard events of default as so identified within Agency Transaction Documents) and/or to recapture Agency Financial Assistance, then the Applicant shall be provided written notice ("Notice") of: (i) the alleged Material Factor(s) violation, (ii) the potential for termination and/or modification of Agency Financial Assistance and/or for recapture of Agency Financial Assistance as may be considered with respect to the commencement of such a proceeding, (iii) their rights to be heard and to appeal any such determination, and (iv) the date and time where a meeting will take place to consider the matter.
- d. Sufficient Time to Prepare a Response and Opportunity to be Heard: An Applicant shall be given ten (10) business days from the date said Notice, as described in Section 5(c), above, is received or deemed received to prepare and submit a written response to any alleged Material Factor(s) violation. The ten (10) business day response period, as described above, can be extended for good cause shown, as determined by the Chair. Thereafter, an Applicant will be provided an opportunity to make a written or written and oral presentation to the Agency Finance Committee.
- e. Representation: An Applicant shall have the right to be represented by counsel, or to appear without counsel.
- f. Creation of Written Record: The Agency Finance Committee shall take written meeting minutes that include a statement/summary of: (i) the alleged Material Factor(s) violation, (ii) the response, (iii) all evidence that has been submitted, and (iv) a summary of any oral presentations that have been made. The meeting minutes shall also include the vote, if any, taken by the Agency Finance Committee.

- g. Executive Session: To the extent allowed by the New York State Open Meetings Law, at the request of an Applicant, the Agency Finance Committee may go into executive session to receive certain confidential information that pertains to the considerations being made by the Agency Finance Committee.
- h. Agency Finance Committee Recommendation: The Agency Finance Committee shall vote on a resolution recommending a termination and/or a modification of Agency Financial Assistance and/or a recapture of Agency Financial Assistance, or no action.
 - i. If a determination is made to recapture New York State and local sales and use tax exemptions and/or mortgage recording tax exemptions, in accordance with New York General Municipal Law and Agency policies, the amount the Agency shall recapture may be equal to up to 100% of the amount of New York State and local sales and use tax exemption and/or mortgage recording tax exemption benefit so obtained and utilized.
 - ii. If a determination is made to recapture an abated amount of real property tax payment or payments provided by and through the Agency to an Applicant under the terms of a PILOT Agreement, the maximum amount that may be recaptured is equal to, but may be less than, the sum total of real property tax abatement received by the Applicant in the year or years that the violation(s) of Material Factors occurred as so determined by the Agency Finance Committee in consultation with Agency staff and as provided in the related inducement resolution authorizing the provision of Financial Assistance to the Applicant. If the Finance Committee recommends that an Applicant be subject to a real property tax abatement recapture event with respect to a particular year or year(s), it need not also simultaneously recommend, although it may do so, termination of real property tax abatements going forward.
 - iii. If a determination is made to modify Agency Financial Assistance, the Finance Committee, in consultation with Agency staff, may modify the amount of Financial Assistance, for example, to require a modification of any PILOT Agreement to require increased payments.

Such Agency Finance Committee resolution, to be effective, shall require a majority vote of the entire membership of the Agency Finance Committee. Any resolution shall be in writing and contain a statement of the reasons for the decision. The resolution shall be presented to the Applicant and submitted to the Agency Board for its consideration. If a resolution does not have sufficient votes to be enacted by the Agency Finance Committee, the matter, including a full record, shall be submitted to the Agency Board without recommendation.

- i. Flexible Application of Termination and/or Modification of Agency Financial Assistance and Recapture of Agency Financial Assistance: To the extent permitted by law and Agency policies, the Agency Finance Committee shall have broad discretion in recommending how to implement the termination and/or modification of Agency Financial Assistance and the recapture of Agency Financial Assistance. Such recommendation related thereto shall be based upon the circumstances that trigger such action. The Agency Finance Committee shall consider the extent of the violation of a Material Factor, the duration of such violation, the cause of such violation and the extent to which there was a creation of net new jobs and new investment and adherence to such other Material Factors as may have been considered at the time of the inducement.
 - j. Appeal to Agency Board: An Applicant shall have the right to submit a written appeal to the Agency Board prior to the date upon which the Agency Board would otherwise consider taking action on a recommendation from the Agency Finance Committee. In addition, the Chair of the Agency Board may, in his or her discretion, grant an Applicant an opportunity to address the Agency Board prior to its action on a recommendation from the Agency Finance Committee.
 - k. Final Decision by Agency Board: The Agency Finance Committee recommendation, if any, shall be promptly forwarded to the Agency Board for its consideration. No recommendation to terminate and/or modify Agency Financial Assistance and/or to recapture Agency Financial Assistance will become effective until and unless it is adopted by a majority vote of the entire Agency Board. The Agency Board may reject a recommendation, modify a recommendation or approve a recommendation in whole or in part, if any such recommendation was made by the Agency Finance Committee, or make any decision provided for in this paragraph.
6. Other Remedies Available to Agency. Notwithstanding the foregoing, the Agency, acting through its staff, retains the right to terminate Agency Financial Assistance as otherwise provided within the Agency Transaction Documents (for non-Material Factor(s) issues). Cause for such termination of Agency Financial Assistance include, but are not limited to, failure of the Applicant to make PILOT payments on a timely basis, failure to make reports as required by the Agency Transaction Documents, or other uncured breaches of the Agency Transaction Documents.
7. Distribution of Recaptured Financial Assistance. Any and all such returned/recaptured amounts of Agency Financial Assistance shall be redistributed to the appropriate affected tax jurisdiction, unless agreed to otherwise by any local taxing jurisdiction.

Approved and adopted this <date> day of <month> 2022

GENEVA INDUSTRIAL DEVELOPMENT AGENCY
Real Property Acquisition Policy

Section 2824(1)(e) of the Public Authorities Law requires local authorities to adopt a written policy governing the acquisition of real property. The following policy ("Policy") is hereby adopted upon approval by the Board of Directors of the City of Geneva Industrial Development Agency (the "Agency") pursuant to such requirement and shall be applicable with respect to the acquisition of real property and any interests therein ("Real Property") Agency and its affiliates and such other affiliates as may hereafter be established by the Agency and which are determined to be subject to the requirements of Section 2824(1)(e) of the Public Authorities Law.

A. Acquisition of Real Property

Real Property may be acquired by the Agency for use, development, resale, leasing or other uses designated by the Agency. The Agency may lease Real Property for use, subleasing or other uses designated by the Agency.

The purpose of each acquisition of Real Property by the Agency shall be to further one or more purposes of the Agency as authorized under the Agency's enabling legislation, certificate of incorporation, by-laws or a resolution adopted by the Board of Directors or Members of the Agency, or for a purpose otherwise permitted under applicable state law.

Prior to each acquisition of Real Property, the Agency will conduct such due diligence as it deems appropriate in accordance with the particular circumstances of the proposed acquisition. Such due diligence may include, but is not limited to, Real Property appraisals and review and investigation of environmental, structural, title, pricing and other applicable matters.

B. Approval of Real Property Acquisitions

All acquisitions of Real Property shall be conducted in accordance with this Policy and applicable law. Proposed acquisitions of Real Property shall be presented to the Board of Directors of the Agency for approval or other appropriate action.

C. Exemption for Certain Agency Transactions

This Policy shall not be applicable to any agreements or arrangements involving the provision by Agency of "financial assistance" as such term is defined in Section 854(14) of the New York General Municipal Law.

D. Amendment of Policy

This Policy may be amended or modified at any time by the Board of Directors of the Agency.

Approved and adopted this <date> day of <month> 2022

GENEVA INDUSTRIAL DEVELOPMENT AGENCY
Uniform Project Evaluation Policy

Pursuant to and in accordance with Section 859-a(5) of the General Municipal Law (“GML”), the City of Geneva Industrial Development Agency (the “Agency”) hereby establishes a Uniform Project Evaluation Policy for the evaluation and selection for all qualifying categories of projects for which the Agency may provide Financial Assistance (as defined herein) in accordance with its Uniform Tax Exemption Policy (“UTEP”).

For each Application for Financial Assistance received by the Agency, the following must occur prior to authorizing the project and provision of Financial Assistance:

- 1) The Agency shall undertake an assessment of all material information included in connection with the Application for Financial Assistance as necessary to afford a reasonable basis for the decision by the Agency to provide Financial Assistance for the Project, including, but not limited to qualification of the proposed project under the GML (including any retail analysis, as applicable), conducting a full application review, review of applicant financial history and project pro-formas, and consideration of all local development priorities;
- 2) A written cost-benefit analysis shall be developed by the Agency that identifies the following:
 - a. The extent to which the project will create or retain permanent, year-round private sector jobs that pay a sustainable wage;
 - b. The estimated value of any tax exemptions to be provided;
 - c. Whether affected taxing jurisdictions shall be reimbursed by the project occupant if a project does not fulfill the purpose for which an exemption was provided;
 - d. The impact of the proposed project on existing and proposed businesses, economic development projects in the vicinity and overall community benefit;
 - e. The amount of private sector investment generated or likely to be generated by the proposed project;
 - f. The likelihood of completing the proposed project in a timely fashion;
 - g. The effect and any associated risks on the environment by the proposed project;
 - h. The extent to which the proposed project will require the provision of additional services, including, but not limited to, additional educational, transportation, police, emergency, medical or fire services; and
 - i. The extent to which the proposed project will provide additional sources of revenue for municipalities and school districts.

The above list is not all-inclusive and no one factor is dispositive. Additionally, it is not necessary to consider all the factors in the list for all projects.

- 3) The Agency's Application for Financial Assistance shall include a statement by the applicant that the project, as of the date of the application, is in substantial compliance with all provisions of GML Article 18-A, including, but not limited to, the provisions of GML Section 859-a(5) and 862(1); and
- 4) If the proposed project involves the removal or abandonment of a facility or plant within the State of New York, the Agency shall notify the chief executive officer or officers of the municipality or municipalities in which the facility or plant was located.

Approved and adopted this <date> day of <month> 2022

CITY OF GENEVA INDUSTRIAL DEVELOPMENT AGENCY

Public Meeting Videoconference Policy

The City of Geneva Industrial Development Agency (the "Agency") hereby establishes this policy to allow for attendance by members of the board and members of the public via videoconference at any open meeting of the board of directors or any committee or subcommittee meeting and is established in accordance with the laws of 2022 of the State of New York within the Public Officers Law ("Open Meetings Law"). <https://opengovernment.ny.gov/open-meetings-law>

This internal agency policy sets forth the options for attendance at public meetings of this public body either in person, via videoconference at a public location, or via videoconference at a non-public location due to “extraordinary circumstances” being experienced by a member who still wishes to attend.

This policy defines these “extraordinary circumstances” by which a member may participate in a meeting of the board or committee via videoconferencing in a non-public venue and establishes the procedures for notifying the agency staff in order to verify the extraordinary circumstance and sets forth a method for updating the public on opportunities to attend via videoconference.

1. Open Meeting Law states that a quorum of the board must be present in-person at a predetermined time and public location wherein the meeting will be conducted. Any member attending in-person at the predetermined and noticed public location may count toward quorum.
2. Any member attending via videoconference under “extraordinary circumstances” will not be counted toward a quorum, but may vote on motions and resolutions.
3. When participating under “extraordinary circumstances” by which a member of the public body may request participation via videoconferences, they must notify the agency Executive Director by phone or email as soon as the circumstance is presented. The Executive Director will present the information to the chair of the board for final determination.
4. Extraordinary circumstances allowed by this agency are:
 - a. Physical Disability whereby they are unable to meet in a physical location.
 - b. Illness whereby they are under direct orders from a doctor not to attend in-person meetings, or whereby their illness presents a risk of spreading to others attending the meeting.
 - c. Caregiver responsibilities whereby they are the only option for attending to the physical care of a minor or other dependent or family member.

- d. Work-related restrictions whereby their place of business does not allow for participation at in-person meetings outside the parameters of their business location, or whereby their presence at the business location is critical during the date and time of the agency meeting.
 - e. Travel commitments whereby they are at a location too distant to attend the meeting in-person.
 - f. Other significant or unexpected, unforeseen factors or events which preclude attendance must be presented to the agency staff within a reasonable amount of time before the meeting in order to approve a videoconference option and to give notice to the public for a videoconference option.
- 5. Public Notice of an Open Meeting will be posted online in the agency's Agenda and Minutes Center, on the public bulletin boards at physical location and shared with the local news media.
 - 6. Pre-established meetings will provide for meeting notice at least 72 hours prior to meeting to announce the time and physical or virtual locations whereby the public can attend and it must account for ADA accommodations or compliance for public attendance.
 - 7. In the event a member is allowed to participate via videoconference under "extraordinary circumstances," the agency staff shall include a link to the same videoconference service by which the member will be participating on the agenda and within the public notice as soon as reasonably possible.
 - 8. Any member of board or committee participating via videoconferencing must be able to be seen, heard and identified, as well as all members attending in person. Members of the public attending in person or via videoconference will also be asked to identify themselves for the purpose of notation the minutes.
 - 9. Minutes of the meeting will delineate the attendance of each member and by what means they are attending, either in-person or via videoconference and under which "extraordinary circumstance."
 - 10. Any meeting of the agency or committee that is conducted with members via videoconference will be recorded and saved for five (5) years.

IDA Goals (preliminary, for review)

1. Identify the attributes of a successful, diverse and growing small city like Geneva. Consider why we live here, why we chose to move here and why a business owner would want to relocate or build here.
2. Take care of and pay attention to existing businesses. Make a contact list of retail, commercial and industrial companies within city limits. Assign 10+- of those contacts to each IDA board member per quarter. The intent is to make contact, either by phone or in person to ask, "How's business? Do you know about the programs we offer? Have you been able to add staff in the last year?" See below.
3. Publish a welcome guide with all the programs available through the chamber of commerce, the IDA, the LDC, the BID. IDA board members can distribute the guide and reference it during calls and face to face conversations.
4. Map the developable parcels utilizing tax maps, aerials, topography. List its zone and what can be built there per the master plan. Potential student member effort with guidance.
5. Meet with known commercial real estate agencies to update them and to encourage clients to consider the City first.
6. If an owner of multi-family, restaurant or retail space completes a substantial improvement, recognize them with an award and publish it in the FL Times and in social media.
7. Work with block clubs to help city staff maintain parks and streetscape. First impressions at entrances to the city will not only improve quality of life, it will help attract new business owners (not to mention HWS parents and future students) to move here.