



Notice of Board Meeting

Date: July 27, 2022

To: Robert Sollene
Chevanne DeVaney
Dana Hollenbeck
Paula Bucklin
Robert Koczent
Marc Rodriguez
Peter Gillote
Craig Talmage

From: Dave Linger, Chair

Re: Notice of Board of Directors' Meeting

The Geneva Local Development Corporation will hold their monthly Board Meeting on Wednesday, August 3, 2022 at 12pm. The meeting will be held in the Geneva BID conference room at 1 Franklin Street, Geneva, NY and remote participation via Zoom will also be available (see below). The meeting agenda is attached and available at <https://cityofgenevany.com/287/Local-Development-Corporation>.

Please confirm your attendance with Tracy Verrier, tracy.verrier@mrbgroupp.com.

Join Zoom Meeting

<https://us02web.zoom.us/j/82424953044?pwd=VHNES2NvZ3lRTFdVZDlaaVZrME9MUT09>

Meeting ID: 824 2495 3044

Passcode: 487818

Dial-in: (929) 205-6099

Cc: Mayor Steve Valentino
Amie Hendrix, City of Geneva
Tracy Verrier, Executive Director
Matt Horn, MRB Group
Erica Collins, City of Geneva
Media: Steve Buchiere, Finger Lakes Times

GENEVA LOCAL DEVELOPMENT CORPORATION

CITY HALL- 47 CASTLE STREET- GENEVA, NEW YORK 14456
tracy.verrier@mrbgroupp.com – www.cityofgenevany.com

BOARD OF DIRECTORS

ROBERT SOLLENNE ('23) ~ CHEVANNE DEVANEY ('24) ~ DANA HOLLENBECK ('23) ~ PAULA BUCKLIN ('24) ~ ROBERT KOCZENT ('23)
DAVID LINGER ('23) ~ MARC RODRIGUEZ ('23) ~ PETER GILLOTTE ('23) ~ CRAIG TALMAGE ('25)



City of Geneva Local Development Corporation

Meeting Agenda

Title: Local Development Corporation Meeting
Location: Geneva BID Conference Room
 1 Franklin Street, Geneva
Date: August 3, 2022
Time: 12:00pm

Agenda Item	Potential Outcome	Person Responsible
Call to Order		Dave Linger, Chair
Administration		
Minutes July 2022	Motion to approve minutes	Dave Linger, Chair
Financial Report July 2022	Motion to approve financial report	Tracy Verrier
Agenda Items		
Report from the Marketing Committee	Discussion regarding quality of life assets and challenges related to economic development	Tracy Verrier
Environmental Services Update	Informing the board of status	Tracy Verrier
Executive Session		
If needed		
Adjournment	Motion to adjourn	Dave Linger, Chair

Next LDC meeting: September 7, 2022, 12pm

Quorum (Confirmation required)

Dave Linger
 Robert Sollenne
 Chevanne Devaney
 Paula Bucklin
 Robert Koczent
 Dana Hollenbeck
 Marc Rodriguez
 Peter Gillotte
 Craig Talmage

Staff

Tracy Verrier
 Matt Horn

Join Zoom Meeting
<https://us02web.zoom.us/j/82424953044?pwd=VHNES2NvZ3lRTFdVZDlaaVZrME9MUT0>
 Dial in: (929) 205-6099
 Meeting ID: 824 2495 3044
 Passcode: 487818

Public Hearing Agenda
City of Geneva Local Development Corporation

Public Meeting Videoconferencing Policy

July 6, 2022 at 12:00 pm

Geneva BID Conference Room, 1 Franklin Street, Geneva, NY and via Zoom

ATTENDANCE LIST:

Public: Amie Hendrix, Steve Valentino

LDC Board: Dave Linger, Robert Solenne, Dana Hollenbeck, Marc Rodriguez, Peter Gillotte, Craig Talmage

Staff: Tracy Verrier (MRB Group)

CALL TO ORDER: (Time 12:01 pm) Dave Linger, Chair, opened the public hearing. Tracy Verrier, Executive Director, read the following into the record:

PURPOSE:

The Corporation contemplates expanding use of videoconferencing under extraordinary circumstances for members to participate in a meeting of the Corporation in accordance with the laws of the State of New York (the "State"). The Governor of the State signed legislation in April of 2022 amending the Open Meeting Law regarding the use of videoconferencing by public bodies when a quorum of the board, committee or subcommittee is present in-person at public locations. Members of the board or committee may attend and participate in open meetings of the board or committee in a location that is not open to the public if an "extraordinary circumstance" is presented as cause for video attendance and is established in a written procedure, and said written procedure is followed. When utilizing the extraordinary circumstance, the public will also be given opportunity to attend via videoconference.

PUBLIC COMMENT:

No public comment was offered or received.

ADJOURNMENT (Time 12:03 pm)



REGULAR MEETING MINUTES

July 6, 2022

After 12pm Public Hearing

Board Members in Attendance

Dave Linger
Chevanne DeVaney
Peter Gillotte
Dana Hollenbeck
Marc Rodriguez
Rob Sollenne
Craig Talmage

Others in Attendance

Tracy Verrier, Executive Director, MRB Group
Amie Hendrix, Geneva City Manager
Steve Valentino, Mayor of Geneva

Agenda Items

Call to Order: Dave Linger called the meeting to order at 12:03pm.

Minutes Approval:

Motion to approve the June meeting minutes by Dana Hollenbeck, second by Rob Sollenne. Dave Linger and Craig Talmage abstained. All others voted in favor. Motion carried.

Financial Report:

Tracy Verrier provided a report on the financials for June 2022. There were two expenses, \$425 for grant writing services and \$68.93 for publication of the public hearing legal notice.

- Motion to approve the financial report by Peter Gillotte, second by Dana Hollenbeck. Motion carried unanimously.

Public Meeting Videoconference Policy:

Dave Linger reviewed the policy. There were no comments for the public hearing.

- Motion to approve resolution 07/2022-1 authorizing the expanded use of video conferencing for meetings of the board by Peter Gillotte, second by Dana Hollenbeck. A roll call vote resulted in the following:

	Yea	Nay	Absent	Abstain
David Linger	[x]	[]	[]	[]
Robert Koczent	[]	[]	[x]	[]
Robert Sollenne	[x]	[]	[]	[]
Dana Hollenbeck	[x]	[]	[]	[]
Marc Rodriguez	[x]	[]	[]	[]
Peter Gillotte	[x]	[]	[]	[]
Chevanne DeVaney	[x]	[]	[]	[]
Paula Bucklin	[]	[]	[x]	[]
Craig Talmage	[x]	[]	[]	[]

Report from the Marketing Committee:

Tracy Verrier noted that the position statement regarding economic development staffing was sent to the Mayor and City Council. Amie Hendrix provided the following updates/thoughts:

GENEVA LOCAL DEVELOPMENT CORPORATION

CITY HALL- 47 CASTLE STREET- GENEVA, NEW YORK 14456

(315) 781-6104 – tverrier@mrbgroup.com - www.cityofgenevany.com

BOARD OF DIRECTORS

ROBERT SOLLENNE ('23) ~ CHEVANNE DEVANEY ('24) ~ DANA HOLLENBECK ('23)

PAULA BUCKLIN ('24) ~ ROBERT KOCZENT ('23) ~ DAVID LINGER ('23) ~ MARC RODRIGUEZ ('23) ~ PETER GILLOTTE ('23)

- They recently did final interviews for a comptroller, which is the next primary focus. Then they are planning to hire a Planning/ED director, which is in the current budget and the next step toward economic development staffing. Amie is starting to get her bearings, she is starting to meet with council members and community members. There are also two vacant positions in the Office of Neighborhood Initiatives. They are still working out what roles those positions will play, and one will likely provide economic development support in addition to grant administration. Amie noted that the City staff agreed to move forward with the MAP grant, but decided not to do the NYMS Technical Assistance grant yet. She didn't feel there was enough time to intentionally and thoughtfully select a target area for this application round.

Tracy provided the grant writing update given the conversation. She noted that the MAP pre-application is nearly ready for submission, she is just waiting on a few pieces of information from the City. Once that is in, we will need to wait to see if we are invited to submit a full application. She noted that the LDC and City can revisit the NYMS Technical Assistance conversation later this year in preparation of next year's CFA. Dave Linger and Amie Hendrix both agreed. Dave suggested starting that process with a community-wide outreach to collect information about interested property owners, and then narrowing down a target area based on where there is a good concentration of interest.

Environmental Services Update:

Tracy Verrier explained that the drilling and sampling is complete at the Gateway parcel. Once the lab reports are returned to Plumley, they will move forward with writing the remediation plan to submit to DEC.

Report from the Marketing Committee (continued):

Tracy Verrier explained that the primary topic of discussion at the marketing committee was a review of the proposed zoning updates. The intention of the committee was to consider how the zoning could be used to create development opportunities for the City, seeing as there is very little developable space remaining. She reviewed a series of changes that the marketing committee recommended, including:

- Adding a section of Medium Density Residential in the area of Gates Ave and N Exchange St. This would provide the opportunity to develop apartments in that area in proximity to the industrial area employers.
- Adding sections of Mixed Use Hospitality along the lakefront, but still maintaining plenty of green space.
- Re-establishing a walkway to connect the sixth ward to the lake.
- Making the former OEO site and parking lot across the street Central Business-5 Story to allow for commercial development up to 5 stories rather than 2 or 3 stories as would be allowed in the regular Central Business zoning.
- Additional mixed use hospitality south of the cemetery, across from the Lochland and American Legion parcels.

Dave Linger noted that there is a group that is also interested in extending the historic district south to the city border. He noted this would not be helpful for development, but the group should decide if they would support such a change or not.

Mayor Valentino explained that whatever gets approved is not the final as there may be additional adjustments down the road. He cautioned that some of these suggestions may take longer to implement or discuss as they are controversial. He noted specifically that the CB5 and lakefront proposals may be harder given concerns about sightlines to the lake and lakefront development. There is a lot of sensitivity around these issues. Rob Sollenne noted that this group is the LDC, and these proposals reflect our mission to support development. He added that we should make sure that the concerns around the lakefront are the concerns of the community and not the concerns of a few. The City need more development and taxable parcels to grow the tax base, otherwise it will become unaffordable to live in the City. However, the growth has to be intentional. The Mayor explained that he is not necessarily "forever green" when it comes to the lakefront, but he wants to see data and sustainability of the downtown before considering lakefront development. Craig Talmage agreed that we need to have the right mix of retail and hospitality to ensure that they can support each other. He would be interested in seeing data or mapping about the existing mix of retail and hospitality. Rob Sollenne added that the area around Gulvin Park would be a good target for development, perhaps it would be a good opportunity for the NYMS Technical Assistance Target Area. Peter Gillotte likes the idea of bringing the bridge back to connect the sixth ward to the lake, as well as the other development ideas in the area. Mayor Valentino explained that rebuilding the bridge was considered during DRI, but wasn't funded because of the cost vs. the stats about use. It was prohibitively expensive.

Dave asked about the city's timeline for approving the new zoning. Amie and the Mayor explained it would likely be Q4 before it goes to City Council.

Motion to adjourn by Dave Linger. The meeting adjourned by acclamation at 12:58pm.

Geneva Industrial Development Agency & Geneva Local Development Corporation
Joint Marketing Committee Meeting
Via Zoom
June 30th, 2022 at 1:00pm

In Attendance:

Anne Nenneau (IDA)
Robert Solenne (LDC)
Paula Bucklin (LDC)
Peter Gillotte (LDC)
Teresa Angelo (former IDA)

Others present:

Tracy Verrier, MRB Group

Meeting Call to Order:

The meeting was called to order at 4:07pm.

Position Statement:

Tracy stated that the BID board had approved the statement and that she'd be picking up the Chair's signature after this meeting. She will then forward the statement to the Mayor, cc'ing the chairs. She will ask the Mayor if he'd like to share the letter with the full council, or if Tracy should forward it to the group.

Proposed Zoning Discussion:

Anne explained that there aren't a lot of places left in the City that are conducive to development, so we need to think about future opportunity within the new zoning. The group discussed areas where adjustments to the proposed zoning designation could open up opportunity for business development. These are marked on the attached map, and are generally as follows:

- 1) The area between the Ramada and roughly Lake Street could be zoned for mixed-use hospitality, but maintain setbacks from the lake to preserve public access. This would support downtown as well.
- 2) The lakefront area from roughly Evans Street to the state park/City line could be zoned mixed-use hospitality in order to cap the green space along the lake with hospitality at either end.
- 3) The parcel across the street from the Lochland parcel and just south of the cemetery could also be zoned for mixed-use hospitality.
- 4) Parking lot between Exchange and Seneca Streets, as well as the parcels across the street on Exchange, could all be included in the CB5 zoning area that they adjoin to. This would make significant development/investment in that area more viable.
- 5) Parcels along Gates Ave from the railroad bridge to N Exchange St, as well as parcels in the block surrounded by Gates, Central, Buffalo, and N Exchange, could all be zoned Medium Density Residential to allow for future development of apartments.

Other comments included:

- 1) We need to consider how to incorporate more recreational opportunities, especially in connection to the lake, to support the hospitality/food/beverage scene in downtown.

- 2) It would be good to re-establish the connection from the sixth ward to the lake via some kind of walkway from Evans Street.

Geneva Made Proposal:

Tracy noted that Joe Venuti wanted to wait to fully brief the new City Manager on the wastewater capacity issues before attending and reporting at this meeting, and that this wouldn't move forward until there is some clarity from the city regarding that and the economic development position. She added that the City Manager intends to participate in both the upcoming full board meetings (LDC and IDA).

Teresa noted that the Geneva Made proposal did not include any media buys, which could be a substantial additional cost. The group should get an idea from Maureen what those costs might look like. She also recommended getting clarity around the packaging design item within the scope as she wasn't sure what that would entail. Rob noted that he still has concerns about the geographic targeting of proposal, questioning if it should be targeting other major metros across the country (as proposed) or take a more regional approach to start. Teresa noted that is something that could be discussed and worked out with Maureen during the project launch, and Tracy noted that the geographic target would be dictated by the goal of the campaign. Teresa and Rob also noted that the food and beverage focus might be too narrow for the purposes of the IDA and LDC.

Anne noted that the list of developable properties would help to guide a marketing effort, because what we can attract is going to be guided by the space we have to offer. Having a dedicated economic development staff person would allow us to identify parcels and work with that person to market specifically to appropriate users of that parcel.

Business Outreach:

At the last IDA board meeting, there was a discussion about the LDC and IDA board members helping to do outreach to existing businesses in the City to see how they are doing. The board suggested that this committee could help to organize a process for that, including the businesses to reach out to and a list of questions to ask. Rob agreed that it would be helpful to have a script of some kind to ensure consistency of information across conversations. Tracy will leave this on the agenda for the next meeting.

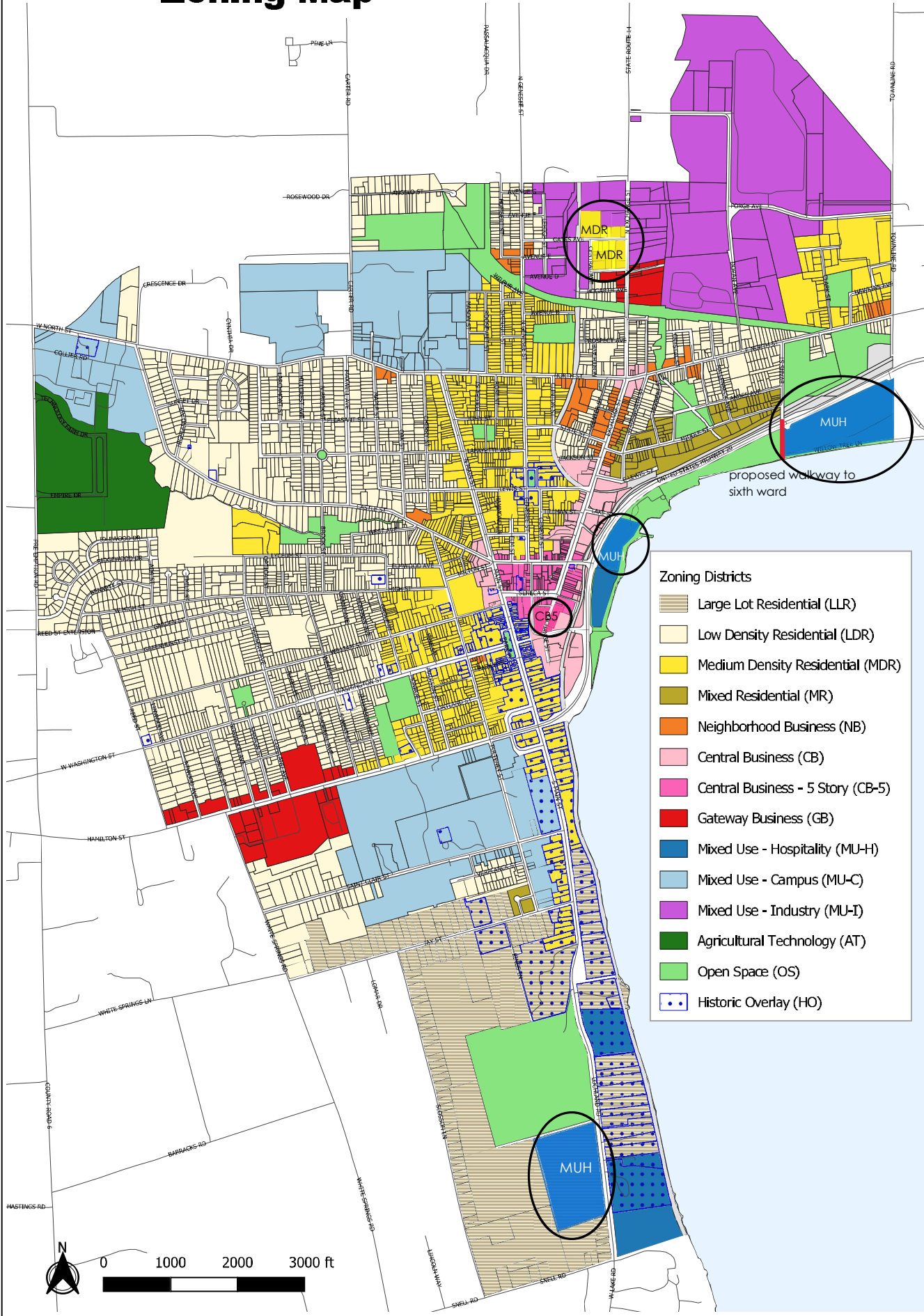
Adjournment

- The meeting adjourned at 5:11pm.

CITY OF GENEVA

Zoning Map

REVISED DRAFT
MAY 28, 2021



Geneva Industrial Development Agency & Geneva Local Development Corporation
Joint Marketing Committee Meeting
BID Conference Room, 1 Franklin St, Geneva & Via Zoom
July 25th, 2022 at 12:00pm

In Attendance:

Anne Nenneau (IDA)
Lowell Dewey (IDA)
Robert Solenne (LDC)
Peter Gillotte (LDC)
Teresa Angelo (former IDA)

Others present:

Tracy Verrier, MRB Group
Jason Fulton (IDA)

Meeting Call to Order:

The meeting was called to order at 12:02pm.

Zoning Statement:

Tracy provided an overview of steps to date, including the suggested changes to the zoning map and discussion at the July board meetings for both LDC and IDA. Amie Hendrix was present for both of those meetings to hear discussion. She drafted a statement regarding those recommended updates and sought feedback on next steps. Anne noted that city staff is managing the zoning update process at this point, to her knowledge. Dave stated that he got the indication that some updates had been made to the map based on input from various groups, but that he hadn't seen an updated version. The committee asked Tracy to follow up with Neal to confirm who is working on the zoning update at this time, and whether/when there will be an updated draft map released. Then the committee can review updates that have been made to date and decide next steps.

Business Outreach:

Tracy explained that there has been some discussion about the LDC and IDA boards helping with outreach to existing businesses. However, there should be a consistent list of questions and a strategy to doing this outreach. Lowell added that a process book and/or flow chart to help new and growing businesses navigate various City processes would also be helpful. The board also discussed various quality of life issues that impact economic development, like quality of schools and general cleanliness and maintenance of public spaces. They noted that public works seems to be understaffed, or not structured for greatest efficiency.

Dave noted that this was the most extensive quality of life conversation that he'd been a part of in relation to these groups. He added that this is clearly of interest for economic development, but encouraged the group to think about how these groups could influence these issues. Peter suggested that money and advocacy are the two ways that the LDC and IDA could engage on these issues. These groups could help fund small initiatives and encourage the City to contribute as well. Dave and Rob mentioned that it would be good to find a way to encourage and support "force multipliers" like block groups that could help with certain cleanliness items.

Jason recommended approaching the City from a place of positivity. Identify the good things and possible revenue generators, and then use that as a launching point to talk about how to leverage those to address these other issues. He explained that other hospitality areas sometimes have an additional tax or fee on restaurant and/or hotel bills to support marketing and public maintenance. Parking could be another area for revenue. Tracy agreed to send the example Jason had sent her previously to the IDA legal team to see if this is something that could work in NY. The committee agreed that this would be a good approach.

The boards will continue this conversation at their board meetings next week to try to identify some of those positive assets and revenue opportunities. That will help move a conversation about quality of life forward.

Adjournment

- Motion to adjourn at 1:01pm by Anne, second by Lowell. Motion passed unanimously.

11:14 AM

07/27/22

Accrual Basis

Geneva LDC
Balance Sheet
As of July 27, 2022

	Jul 27, 22
ASSETS	
Current Assets	
Checking/Savings	
Certificate of Deposit	81,378.91
LDC Checking Account	158,443.93
Total Checking/Savings	239,822.84
Total Current Assets	239,822.84
Other Assets	
Land and Buildings - Investment	44,567.00
Total Other Assets	44,567.00
TOTAL ASSETS	284,389.84
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable (A/P)	35,595.00
Total Accounts Payable	35,595.00
Total Current Liabilities	35,595.00
Total Liabilities	35,595.00
Equity	
Retained Earnings	263,854.70
Net Income	-15,059.86
Total Equity	248,794.84
TOTAL LIABILITIES & EQUITY	284,389.84

11:15 AM

07/27/22

Accrual Basis

Geneva LDC
Profit & Loss YTD Comparison
July 1 - 27, 2022

	Jul 1 - 27, 22	Jan 1 - Jul 27, 22
Ordinary Income/Expense		
Income		
Investments		
Interest-Savings, Short-term CD	0.00	70.32
Total Investments	0.00	70.32
Total Income	0.00	70.32
Expense		
Contract Services		
Outside Contract Services	595.00	15,061.25
Total Contract Services	595.00	15,061.25
Operations		
Legal Notice Publication	0.00	68.93
Total Operations	0.00	68.93
Total Expense	595.00	15,130.18
Net Ordinary Income	-595.00	-15,059.86
Net Income	-595.00	-15,059.86