



REGULAR MEETING MINUTES
September 7, 2022 at 12pm

Board Members in Attendance

Dave Linger
Dana Hollenbeck
Rob Sollenne
Craig Talmage
Marc Rodriguez

Others in Attendance

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

Agenda Items

Call to Order: Dave Linger called the meeting to order at 12:04pm with a quorum present.

Minutes Approval:

Motion to approve the July and August meeting minutes by Craig Talmage, second by Dana Hollenbeck. Motion passed unanimously.

Financial Report:

Tracy Verrier provided a report on the financials for July and August 2022. There were two expenses, \$3,000 for initial audit work and \$595 for MAP grant writing.

- Motion to approve the financial report by Rob Sollenne, second by Marc Rodriguez. Motion carried unanimously.

Quality of Life Discussion Update:

Tracy Verrier explained that she had attended a meeting with BID and the City, which Dave also attended, regarding the issue of weeding and beautification. At that meeting, they discussed that adding one or two additional people might not make a big enough difference, and agreed that the LDC's focus might be better directed toward helping to launch a "volunteer hub" and adopt a bed program that will help to better coordinate volunteers that are helping downtown and along the lakefront. Tracy discussed this further with Catherine Price from the BID, who provided a proposal for initial review by the LDC board at this meeting. This proposal includes some immediate, 2022, items, but also an outline of investments that would help to launch a volunteer program in 2023. This includes additional tools, a subscription for an online signup service, marketing/educational materials, etc. The proposal specifically included \$950 to extend one of the BID maintenance workers an additional 5 hours per week through the next 8 weeks to assist with some immediate needs this fall, and \$3,600 for the same additional 5 hours per week for 8 months in 2023.

Dana Hollenbeck noted that one item is \$2,000 for supplemental annuals, and questioned if perennials should be planted instead. Craig Talmage noted that he was on board with this proposal, but felt there were more cost-effective options for the training video through partnerships with Cornell or other organizations. Tracy noted this was just one quote that was sought due to the timing, but there are certainly other options. There was general agreement that the proposed video cost was too high for this purpose. Mayor Valentino suggested that the group consider terminology other than "volunteer" for a program like this. Rob Sollenne questioned if this program would be focused on the BID District, or if it would also include the lakefront, 5 & 20, beds up by HWS, etc. He would really like to see a comprehensive approach, and feels strongly about funding additional seasonal personnel for 1-2 years to give the City time to find a long-term solution to the beautification need. Tracy noted that any approvals could be made contingent upon the programming/staffing having coverage both inside and outside of the BID if that is the desire of the board. Amie Hendrix noted to concerns about funding positions that were discussed at the prior meeting: 1) filling positions these types of positions has been a struggle for BID and the City, and 2) the 5&20 corridor in particular has safety challenges and may not be able to be covered by seasonal staffing. Craig Talmage noted that there are likely ways to collaborate with local colleges to help with filling those positions. He would be willing to help strategize and make those connections.

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)

Dave Linger asked if any of these items were time sensitive, or if feedback could be provided to the BID so that the proposal could be tweaked for the next meeting. Tracy noted that the only time sensitive piece would be the additional staff time for 2022 (\$950). Waiting a month on that would mean losing 4 weeks.

- Motion to approve \$950 allocation to Geneva BID for 5 hours per week of additional maintenance staff time in 2022 to be directed as BID sees fit by Rob Sollenne, second by Craig Talmage. Motion passed unanimously.

Tracy will provide feedback to Catherine about the proposal, and will continue to work with her and the City regarding possible seasonal staffing for next year.

Environmental Services Update:

Wendy Marsh of Hancock Estabrook has graciously been helping to develop a strategy regarding the remediation plan to be submitted to DEC. Since the last LDC meeting, it was decided that it was critical to investigate the anomalies that were identified on the site to confirm whether or not underground storage tanks were present. It was determined that no tanks were present, and that there actually had not been a gas station on the site previously. Initial investigation indicated that there had been, but it turns out that record was for a different parcel (2 Exchange vs. 2 N Exchange). As such, she is working with Plumley to develop a new report with these findings, and indicating that the contamination originated from off site, likely from across the street. This report will request a closure of the spill number without immediate remediation efforts, but perhaps with deed restrictions requiring certain standards for future development. This would be consistent with what was done for the parcel across the street. It would also provide some liability protection for the IDA/LDC. It is anticipated that the new report will be submitted to DEC in the next couple of weeks, and then we'll need to wait on a response before determining next steps.

Other Items:

Tracy stated that she had a conversation with Erica Collins from the City of Geneva. Erica explained that the Geneva School District had previously been represented on the board, and there were ongoing discussions with the new superintendent of whether the school district should re-engage either via a board seat or a liaison. Tracy asked the board about their interest in engaging the school district moving forward, but noted that there are no board seat openings until the end of 2023. The general consensus of the board was that it would be good to have an ongoing relationship and dialogue with the school district, and that starting with a liaison type representative would be an appropriate way to get that started again. The group expressed interest in hearing from the school district on topics such as: live where you work efforts (encouraging teachers to live in Geneva); workforce programming; how students are engaging with the community/downtown; how overall ratings and standards at the school district will improve to aid with talent/resident attraction; opportunities for collaboration, like a summer work program (re: seasonal beautification positions) and school district days of service; etc.

Motion to adjourn by Dave Linger. The meeting adjourned by acclamation at 12:47pm.