



Notice of Board Meeting

Date: July 27, 2023

To: Chevanne DeVaney
Dana Hollenbeck
Paula Bucklin
Marc Rodriguez
Peter Gillotte
Craig Talmage
Josh Miller
Kyle Ackart

From: Dave Linger, Chair

Re: Notice of Board of Directors' Meetings

The Geneva Local Development Corporation will hold their Monthly Board Meeting Wednesday, August 2nd, 2023 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 agendas are 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
Erica Collins, City of Geneva
Bo Wright, Geneva City School District
Kim Kerr, Geneva City School District

Tracy Verrier, Executive Director
Matt Horn, MRB Group
Emma Falkenstein, MRB Group
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

JOSH MILLER ('26) ~ CHEVANNE DEVANEY ('24) ~ DANA HOLLENBECK ('23) ~ PAULA BUCKLIN ('24) ~ KYLE ACKART ('26) DAVID LINGER ('23) ~ MARC RODRIGUEZ ('23) ~ PETER GILLOTTE ('23) ~ CRAIG TALMAGE ('25)

City of Geneva Local Development Corporation**Meeting Agenda**

Title: LDC Monthly Meeting
 Geneva BID Conference Room
Location: 1 Franklin Street, Geneva
Date: August 2, 2023
Time: 12:00pm



Agenda Item	Potential Outcome	Person Responsible
Call to Order		Dave Linger, Vice Chair
Administration		
Minutes July 2023	Motion to approve minutes	Dave Linger, Vice Chair
Financial Report July 2023	Motion to approve financial report	Tracy Verrier
Reports		
City of Geneva	Informing the board	Amie Hendrix
Geneva City School District	Informing the board	Bo Wright
Agenda Items		
BID updated report	Informing the board of status	Tracy Verrier
Project Updates	Informing the board of status	Tracy Verrier
Programmatic Areas of Interest	For board discussion	Tracy Verrier
Executive Session		
Executive Session (if needed)		Dave Linger, Vice Chair
Adjournment	Motion to adjourn	Dave Linger, Vice Chair

Next LDC meeting: September 6, 2023, 12pm

Quorum (Confirmation required)

Dave Linger
 Peter Gillotte
 Craig Talmage
 Chevanne Devaney
 Paula Bucklin
 Dana Hollenbeck
 Marc Rodriguez
 Kyle Ackart
 Josh Miller

Staff

Matt Horn
 Tracy Verrier
 Emma Falkenstein

Join Zoom Meeting

<https://us02web.zoom.us/j/82424953044?pwd=VHNES2NvZ3lRTFdVZDlaaVZrME9MUT09>
 Dial in: (929) 205-6099
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 Passcode: 487818



REGULAR MEETING MINUTES
July 5, 2023 at 12:00 PM

Board Members in Attendance

Dana Hollenbeck
Craig Talmage
Josh Miller
Peter Gillotte
Marc Rodriguez
Dave Linger
Kyle Ackart
Chevanne Devaney*

Others in Attendance

Tracy Verrier, MRB Group
Amie Hendrix, City Manager
*denotes remote attendance

Agenda Items

Call to Order:

Dave Linger called the meeting to order at 12:00 pm with a quorum present.

Minutes Approval:

- Motion to approve the June regular meeting minutes by Kyle Ackart, second by Josh Miller. Motion carried unanimously.

Financial Report:

Tracy Verrier reviewed the June financial report noting that interest would have come in after the report was generated. Otherwise the MRB Group contract fees were the only transaction.

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

Project & Other Updates:

City of Geneva

Amie Hendrix, City Manager, gave an update on the City of Geneva. She noted that the City has filled the Director of Planning and Economic Development position. David West, the incoming Director, will start at the end of July and has a background in both planning and economic development. Amie noted that the City is moving into budget season and that City Council is engaging in discussions regarding food trucks.

Dave Linger inquired when the new Director of Planning and Economic Development will be able to take on some of the responsibilities of MRB Group, while also noting his desire for MRB Group to remain involved with the LDC in some capacity. Amie Hendrix noted that now that the City has a Comptroller and Director of Planning and Economic Development, there are many roles and tasks that can start to be transitioned over. Amie stated the new Director will attend the LDC's August meeting and plans for a transition in Q4. Tracy noted that she will get the Director up to speed on the LDC's activities in the coming months.

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

BOARD OF DIRECTORS

Josh Miller ('26) ~ CHEVANNE DEVANEY ('24) ~ DANA HOLLENBECK ('23)

PAULA BUCKLIN ('24) ~ Kyle Ackart ('26) ~ DAVID LINGER ('23) ~ MARC RODRIGUEZ ('23) ~ PETER GILLOTTE ('23)

Geneva City School District

No Update. Dave Linger asked Tracy to reach out to Bo Wright to advise him to attend LDC meetings quarterly or as special issues arise.

Audit Contract

Tracy noted that she was able to get the MMB contract fees down from the initial proposal. She stated that while the fees are still more than anticipated, the pricing seems to be the norm for the market as accounting regulations have increased and more accounting firms are no longer offering auditing services. Following discussion, Dave suggested that the LDC consider finding other community organizations to partner with to hopefully get a better deal in the future. Tracy emphasized the need to get on an audit firm's schedule as soon as possible. Tracy also noted that the IDA already signed a 3-year contract with MMB for 2023 – 2025. Additionally, Amie Hendrix noted that the City is currently in its 2nd year of a 3-year contract with MMB. Multiple people emphasized the need for consistency with one audit firm to help lower the fees. Josh Miller stated that he will contact Rob Sollenne from the EDC regarding their relationship with MMB.

Checking Accounts

Tracy stated that the Bank of the Finger Lakes is currently offering a municipal checking account with 1.5% interest rates for accounts with a balance of at least \$50,000. She noted that the LDC's current checking account is a money market account with minimal interest. The LDC also has a CD. Tracy noted that the CD will mature soon and that she will shop around for rates. Dave suggested looking at Bank of the Finger Lakes, LNB, as well as other options.

- Motion to approve transferring the LDC's current money market account to the Bank of the Finger Lakes municipal checking account with a 1.5% interest rate by Kyle Ackart, second by Josh Miller. Motion carried unanimously.

Banking Updates

Tracy noted that Stefanie Newcomb, the City's Comptroller, is ready to start taking over more financial responsibilities for the LDC and IDA. Tracy stated that the two of them have met and to review the books and responsibilities. Tracy noted that Stefanie should be added as an administrator for the LDC's online account and signer for the bank accounts. Once the books are fully transferred and she's added to the account, Stefanie will be able to do the financial reports and sign the checks. Tracy noted that once Stefanie can sign the checks, and the LDC will most likely want to create a process to ensure the board stays informed of the LDC's transactions.

- Motion to add Stefanie Newcomb as a signer and administrator to the LDC's online and bank accounts by Craig Talmage, second by Peter Gillotte. Motion carried unanimously.

BID Beautification

Tracy indicated that Catherine Price, Executive Director of the BID, created a new report for the BID's beautification project that includes their expenditures and shows some increases in labor hours and supply purchasing. Tracy noted that she will review the report and coordinate with Stefanie to ensure the LDC is supporting their portions of the project based on the contract.

Tracy gave an overview of projects the LDC has considered over the past few years.

- Gateway Project – a joint initiative with the IDA for pre-development and sale of a parcel on North Exchange Street.
- Marketing – BID submitted a proposal for marketing assistance, but BID and LDC did not come to agreement on the use of that funding so it did not move forward. A joint marketing committee of the IDA and LDC were also meeting for a while as well, but this effort has been on hold while the City searched for a Director of Planning and Economic Development.
- The City's Ice Rink – the LDC was approached by a developer to examine the maintenance and operation of the City's Ice Rink. Following initial contact, the LDC connected the developer with the City to examine the costs of operations and examine the viability of a private entity taking over the space. Amie Hendrix noted that currently

this project is paused as the City wants to ensure it makes the most responsible decision regarding this public space.

- Stiver's Boat Cruise & Recreation Equipment Shed – the LDC was contacted by Bob Stivers as he was interested in running a dinner cruise out of the lakefront and building a small shed to house rental recreation equipment. Tracy and Amie noted that at the time other entities were already exploring similar projects, so this initiative has not moved forward.
- Joint Marketing Committee – members from the LDC and IDA formed a joint-marketing committee that used to meet regularly but stopped while the City searched for a new Director of Planning and Economic Development. This Committee advocated for gathering the LDC, IDA, BID, City, and Chamber together to do some strategic planning. Tracy and Amie emphasized how this can now take place with the City's new Director, as well as the need for all entities to understand the direction of Geneva and their roles within the community.

Dave Linger noted a few successful projects over the past few years:

- Joint LDC & IDA business development video - Dave emphasized that the Joint Marketing Committee has expressed interest in updating the video.
- Microenterprise Program – The LDC funded the grant writing for the current round of the City of Geneva Microenterprise Program, which provides grants to small businesses and entrepreneurs.
- Main Street Program – The LDC spoke with the City about also applying for NY Main Street, but it wasn't the right time. Dave noted that the City might want to consider to applying in 2024.
- Race for Space – A downtown business promotion campaign with marketing, advertising, and monetary assistance. Dave noted how this program was integral in kickstarting Lake Drum Brewing.
- Live Where You Work – A program to entice people to move to Geneva if they work in the City with a \$3,000 incentive.
- Housing Rehabilitation – the LDC helped to rehabilitate a 2-family house back into a single-family house and sell it.

The Board engaged in discussion regarding the role of the LDC in helping with housing development and rehabilitation. Josh Miller expressed his interest in supporting affordable housing in Geneva and a desire for the LDC to examine other opportunities to help rehabilitate and sell property. He stated he is connected with the local Habitat for Humanity and knows there are a lot of different grant programs that can make rehab more financially viable. The board was interested in hearing more about how they might be able to partner with Habitat.

Amie Hendrix noted that the City is starting to inventory city-owned properties and anticipates that City Council will soon engage in discussions on how best to utilize or sell the City's properties. Amie emphasized how the City is trying to increase transparency on how they deal with their properties, recognizing that not all properties are the same. Dave Linger encouraged Amie to consider the LDC for potential partnership opportunities.

Craig Talmage stated that the LDC should be open to smaller-scale projects, such as improving distressed signs, as they can be stepping stones to larger projects. Craig also emphasized the need for more workforce development in the City, and that there are a lot of different things the LDC could do.

Tracy Verrier noted a property maintenance initiative in Jamestown that she had recently come across. It provided grants to groups of neighbors to help with property updates and maintenance, as long as they had a cohesive and collaborative plan. This has been a great way to get neighbors to invest in their properties together. The Board engaged in discussion regarding past LDC and City neighborhood and housing improvement initiatives.

Executive Session

- Motion enter Executive Session for the proposed sale or lease of real property at 12:51 by Craig Talmage, second by Josh Miller. Motion carried unanimously.
- Motion to exit Executive Session at 1:03 by Craig Talmage, second by Josh Miller. Motion carried unanimously.

Adjournment:

- Motion to adjourn by acclamation at 1:04.

10:11 AM

07/26/23

Accrual Basis

Geneva LDC
Balance Sheet
As of July 26, 2023

	Jul 26, 23	Jul 26, 22	\$ Change
ASSETS			
Current Assets			
Checking/Savings			
Certificate of Deposit	81,867.05	81,622.91	244.14
LDC Checking Account	107,329.68	158,457.49	-51,127.81
Total Checking/Savings	189,196.73	240,080.40	-50,883.67
Total Current Assets	189,196.73	240,080.40	-50,883.67
Other Assets			
Land and Buildings - Investment	44,567.00	44,567.00	0.00
Total Other Assets	44,567.00	44,567.00	0.00
TOTAL ASSETS	233,763.73	284,647.40	-50,883.67
LIABILITIES & EQUITY			
Liabilities			
Current Liabilities			
Accounts Payable			
Accounts Payable (A/P)			
AP - BID Beautification	24,903.70	0.00	24,903.70
Accounts Payable (A/P) - Other	1,305.00	25,595.00	-24,290.00
Total Accounts Payable (A/P)	26,208.70	25,595.00	613.70
Total Accounts Payable	26,208.70	25,595.00	613.70
Total Current Liabilities	26,208.70	25,595.00	613.70
Total Liabilities	26,208.70	25,595.00	613.70
Equity			
Retained Earnings	219,742.80	274,098.70	-54,355.90
Net Income	-12,187.77	-15,046.30	2,858.53
Total Equity	207,555.03	259,052.40	-51,497.37
TOTAL LIABILITIES & EQUITY	233,763.73	284,647.40	-50,883.67

10:12 AM

07/26/23

Accrual Basis

Geneva LDC
Profit & Loss YTD Comparison
July 1 - 26, 2023

	<u>Jul 1 - 26, 23</u>	<u>Jan 1 - Jul 26, 23</u>
Ordinary Income/Expense		
Income		
Investments		
Interest-Savings, Short-term CD	<u>0.00</u>	<u>58.26</u>
Total Investments	<u>0.00</u>	<u>58.26</u>
Total Income	0.00	58.26
Expense		
Contract Services		
Outside Contract Services	<u>1,305.00</u>	<u>12,246.03</u>
Total Contract Services	<u>1,305.00</u>	<u>12,246.03</u>
Total Expense	<u>1,305.00</u>	<u>12,246.03</u>
Net Ordinary Income	<u>-1,305.00</u>	<u>-12,187.77</u>
Net Income	<u><u>-1,305.00</u></u>	<u><u>-12,187.77</u></u>



**GENEVA
DOWNTOWN**
BUSINESS IMPROVEMENT DISTRICT



Quarter 2 Report

Prepared for: LDC / IDA

Prepared by: Catherine Paulson Price, Executive Director

July 5, 2023

EXECUTIVE SUMMARY

Staffing / Labor

Total Labor \$15,664.27

LDC/IDA reimbursement \$2,394.45

We got off to a bit of a rocky start with one of my full-time employees resigning in April and the other in May. The positive side of this is that I was able to hire a great team of hard working individuals who are excelling! The BID now has a Maintenance supervisor, 3 full-time employees (one who will be annual), 2 part time employees, and 2 part time 1099 landscapers.

The landscapers we have contracted with are Jill Byington and Daisy Hoyt. Jill is working with the team every Monday for 3 hours to teach everyone proper landscaping techniques and what is a weed and what is a native plant that is part of the new landscaping. We have an updated version of our weeding guide and a detailed list of everything planted in the DRI project so that the team is familiar with the plants. Daisy is working on the plant identification plaques with the graphic artist, as she knows what is important to identify and increase community engagement / interest in the new landscaping.

We have broadened our scope at the request of the LDC and IDA to include some areas outside the usual BID purview. The Lakefront in particular has been an area of focus. Our team is working with Anne Hoyt every Wednesday morning on weeding and plant maintenance. Anne has been helping organize the volunteers for downtown and the lakefront. Her team of gardeners have been amazing. The BID team has been watering and picking up loose trash regularly as well. We have been assisting at the Rec Center and Pultney Park as needed.

Purchased Equipment / non-labor

We have been able to update & replace equipment for the maintenance and landscaping team and volunteers. Having the right tools to do the job is making a huge difference! We still need a few tools to make us more efficient for both the team and the volunteers. Check out our signups on the home page of our website: <https://www.genevadowntown.com/>

We have also added care of the new tables & chairs, as well as the game boards. We are wiping them down and reconfiguring as needed to make our space look neat and organized. We have QR codes on order to go on the game boards so that people can link to Lake City Hobby and there is a link on our website as well.

Services including but not limited to:

- Beautifying Geneva with additional planters, like the one on the cover of this document are making the downtown really stand out.
 - Hanging baskets
 - Watering - approximately 16 hours of labor a week
- Maintenance of Landscaping beds
- Weeding curbs & sidewalks
- Mowing
- Trash & garbage pickup
- Maintenance of new tables & chairs (none have gone missing!!)
- volunteer management
- Extensive storm cleanup
- Hanging downtown banners & promotions
- Event support
- Deceased animal cleanup
- Swarming bee removal

ACCOUNTS PAYABLE

Labor

Because of the lack of snow and rainy weather. I cut the hours of the maintenance team in April. In May the weather was still iffy and didn't justify adding the extra manpower at that point, although I was actively looking for staff. June we really started to hit our stride!

Labor	Employees	Hours	Cost
April - no additional hours needed	0	0	0
May	1	5	\$121.39
June	4	98.12	\$2,273.06
Total			\$2,394.45

Non-labor

We have been able to update & replace equipment for the maintenance and landscaping team and volunteers. While a few things have been over anticipated cost, many have been under. For example we budgeted 1,200 for the Volunteer interface and it ended up only being \$269.89.

Non-Labor - June	Quantity	Unit Price	Cost
Weeding Knives	2	\$32.00	\$64.00
Fan Spray nozzle for watering	3	\$6.49	\$19.47
Turbo extension for watering	1	\$46.20	\$46.20
Buckets for weeding, sponges for cleaning, etc (HEP)		varied	\$35.96
Weed eater line	1	\$48.55	\$48.55
Total			\$214.18

Non-Labor - May	Quantity	Unit Price	Cost
Leaf Blower - Martins (it went up!)	1	\$619.99	\$619.99
Hornings - extra plants	129	varied	\$500.17
pump for watering	1	\$565.07	\$565.07
Work Gloves & Safety Goggles		varied	\$34.48
Safety Vests (CPPindustries)	12	\$9.99	\$125.79
Volunteer Interface - upgrade current subscription		varied	\$269.89
Total			\$2,115.39

Non-Labor - April	Quantity	Unit Price	Cost
Work Gloves, Ear Plugs & Safety Goggles / Varying price and quantity.		varied	\$62.05
Total			\$62.05



Programmatic Areas of Interest

August 2023

Past and Potential Program Areas

- Neighborhood beautification and stabilization
- Affordable housing
- Economic development
- Workforce development
- Community / Economic Development Marketing
- Lakefront beautification and utilization

Partners – Current and Potential

- City of Geneva
- Geneva IDA
- BID
- Habitat for Humanity
- Geneva Area Chamber of Commerce
- Geneva Housing Authority
- Visit Ontario County
- OCEDC
- HWS

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