



Notice of Board Meeting

Date: September 28, 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, October 4th, 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@mrbgroup.com.

Join Zoom Meeting

<https://us02web.zoom.us/j/82424953044?pwd=VHNES2NvZ3IRTfdVZDlaaVZrME9MUT09>

Meeting ID: 824 2495 3044

Passcode: 487818

Dial-in: (929) 205-6099

Cc:

Mayor Steve Valentino

Amie Hendrix, City of Geneva

David West, 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@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) ~ CRAIG TALMAGE ('25)

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

Title: LDC Monthly Meeting
Location: Geneva BID Conference Room
 1 Franklin Street, Geneva
Date: October 4, 2023
Time: 12:00pm



Agenda Item	Potential Outcome	Person Responsible
Call to Order		Dave Linger, Chair
Administration		
Minutes Sept 2023, Regular and Audit Committee	Motion to approve minutes	Dave Linger, Chair
Financial Report Sept 2023	Motion to approve financial report	Tracy Verrier
Reports		
City of Geneva	Informing the board	Amie Hendrix
Agenda Items		
Tech Farm Request	Motion to approve request	Tracy Verrier
BID 2024 Request	Motion to approve request	Tracy Verrier
Board Member Terms	Informing the board	Tracy Verrier
Executive Session		
Executive Session	Regarding sale/lease of real property	Dave Linger, Chair
Adjournment	Motion to adjourn	Dave Linger, Chair

Next LDC meeting: November 1, 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

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REGULAR MEETING MINUTES
September 6, 2023 at 12:00 PM
BID Conference Room

Board Members in Attendance

Dana Hollenbeck
Craig Talmage
Josh Miller
Marc Rodriquez
Dave Linger
Kyle Ackart
Paula Bucklin
Chevanne DeVaney*

Others in Attendance

Tracy Verrier, MRB Group
Harry Sicherman, Harrison Studio*
Michael Manikowski, TechFarm*
Amie Hendrix, City of Geneva
David West, City of Geneva
*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 July regular meeting minutes (no August meeting) by Kyle Ackart, second by Josh Miller. Motion carried unanimously.

Financial Report:

Tracy Verrier reviewed the July and August financial report noting the MRB Group contract fees as well as another disbursement to BID.

- Motion to approve the July and August financial report by Craig Talmage, second by Marc Rodriquez. Motion carried unanimously.

City of Geneva Report:

Amie Hendrix Introduced David West as the new Director of Planning and Economic Development. Amie provided an update on City Council, noting that they would be meeting later that evening to go over short-term rentals, City property disposition processes, and City events.

TechFarm Request:

Michael and Harry presented their request for TechFarm. The research and technology park devoted to agribusiness and food technology sits on 72 acres of land, noted by Michael as the last medium- to large-scale economic development site in the City of Geneva. The building on the site is operating at full capacity and they are about to begin construction on the second building. Not having space available has made businesses look elsewhere, including in Monroe County. They have identified the solution as making the site more shovel-ready, so that either private developers can sublease the land or so they can add additional buildings. They need updates to their strategic plan (Harry notes this is mostly done), site plan evaluation, and building design guidelines to be approved by Cornell University from whom the site is leased. Michael explained that the project will cost \$56,000. They are requesting \$25k from Ontario County Economic Development Corporation (OCEDC), \$25k from the LDC, and the remaining \$6k will be paid with equity.

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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)

Dave requested postponing a decision until October meeting, pending a decision by the OCEDC. Michael and Harry confirmed that would be fine.

Executive Session

- Motion to enter Executive Session for the proposed sale or lease of real property at 12:25pm by Craig Talmage, second by Kyle Ackart. Motion carried unanimously.
- Motion to exit Executive Session at 1:12pm by Paula Bucklin, second by Marc Rodriguez. Motion carried unanimously.

Gateway Parcel

Tracy proposes that subject to IDA agreement and approval, they will counter with a straight sale with full identification to close by January 31st. The price will be either \$285,000 (removing the retail space) or \$250,000 with the retail space and maintaining a right of refusal at a locked subsidized rate (to be determined) for the first 5 years after the certificate of occupancy is issued for the retail space. No escrow.

- Motion to counter the Gateway Parcel buyer with a straight sale (no escrow) with full environmental identification to close by January 31st at a price of \$285,000 removing the retail space requirement OR \$250,000 with the retail space and maintaining a right of first refusal at a locked subsidized rate (to be determined) for the first 5 years after the certificate of occupancy is issued for the retail space by Kyle Ackart and seconded by Dana Hollenbeck. Motion carried unanimously.

2022 Audit

Tracy pointed out that the Audit includes an account payable balance of \$30,000, which is the amount that the LDC approved to support the BID in December 2021. The prior account payables had been had addressed and removed.

- Motion to approve audit by Dave Linger, seconded by Dana Hollenbeck. Motion carried unanimously.

BID Request:

Tracy explained that BID had submitted a new funding request for 2024. They requested to carry over about \$30k from the current contract into 2024, and then requested an additional \$13k to be split between the LDC and IDA. Dave requested pushing discussion on this topic to the October meeting, noting that BID will need to know where the LDC stands prior to creating their budget later this year.

Adjournment:

- Motion to adjourn by acclamation at 1:17pm.



AUDIT COMMITTEE NOTES
September 5, 2023 at 4pm

Board Members in Attendance

Craig Talmage
Paula Bucklin*

Others in Attendance

Tracy Verrier, Executive Director, MRB Group
Michael DeBadts, MMG
*denotes remote attendance

Agenda Items

Call to Order: The meeting could not be called to order as there was not a quorum present.

2022 Audit Review:

Michael DeBadts noted that there was not much financial activity in 2022. The total net assets of the LDC at the end of the year were \$219,000, a decrease of about \$54,000 from 2021. The primary reason for this decrease was the LDC's contribution to the Business Improvement District. The only income was from bank interest.

Michael noted that the financial statements were not submitted prior to the due date, primarily due to issues on MMB's end. However, Michael believes that timeliness should not be a problem for 2023.

Michael mentioned that a representation letter needs to be signed, which he will send to Stefanie Newcomb. Once the signed letter is returned, the audit will be finalized.

Tracy noted that the attendees cannot vote to approve the audit, but approval is recommended.

Policy Review:

No discussion of the policy review due to lack of quorum.

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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)

Geneva LDC
Balance Sheet
As of September 28, 2023

	Sep 28, 23	Sep 28, 22	\$ Change
ASSETS			
Current Assets			
Checking/Savings			
Certificate of Deposit	81,623.05	81,622.91	0.14
LDC Checking Account	97,611.87	153,939.42	-56,327.55
Total Checking/Savings	179,234.92	235,562.33	-56,327.41
Total Current Assets	179,234.92	235,562.33	-56,327.41
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	223,801.92	280,129.33	-56,327.41
LIABILITIES & EQUITY			
Liabilities			
Current Liabilities			
Accounts Payable			
Accounts Payable (A/P)			
AP - BID Beautification	20,117.63	0.00	20,117.63
Accounts Payable (A/P) - Other	0.00	26,980.00	-26,980.00
Total Accounts Payable (A/P)	20,117.63	26,980.00	-6,862.37
Total Accounts Payable	20,117.63	26,980.00	-6,862.37
Total Current Liabilities	20,117.63	26,980.00	-6,862.37
Total Liabilities	20,117.63	26,980.00	-6,862.37
Equity			
Retained Earnings	219,498.80	274,098.70	-54,599.90
Net Income	-15,814.51	-20,949.37	5,134.86
Total Equity	203,684.29	253,149.33	-49,465.04
TOTAL LIABILITIES & EQUITY	223,801.92	280,129.33	-56,327.41

12:51 PM

09/28/23

Accrual Basis

Geneva LDC
Profit & Loss YTD Comparison
September 1 - 28, 2023

	Sep 1 - 28, 23	Jan 1 - Sep 28, 23
Ordinary Income/Expense		
Income		
Investments		
Interest-Savings, Short-term CD	0.00	76.52
Total Investments	0.00	76.52
Total Income	0.00	76.52
Expense		
Contract Services		
Outside Contract Services	0.00	15,891.03
Total Contract Services	0.00	15,891.03
Total Expense	0.00	15,891.03
Net Ordinary Income	0.00	-15,814.51
Net Income	0.00	-15,814.51



IDA & LDC

2024 REQUEST FOR FUNDING

GENEVA BID



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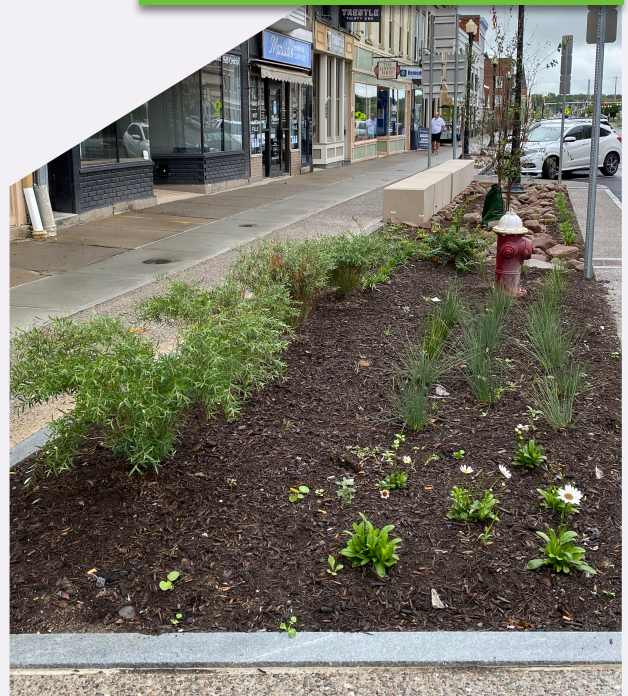
ABOUT THE GENEVA BID

The Geneva Business Improvement District (GBID) was formed to promote an attractive and economically viable 18.5 acres in downtown Geneva. The GBID office works to ensure that our downtown district maintains high standards in appearance, quality and design, while remaining attractive to property owners, tenants, patrons, and visitors.

The City of Geneva's financial support of the GBID has been consistent over the years but variable in the amount of funding. This fluctuation has depended on the programs initiated by the GBID. As time has gone on both the quantity and quality of programming has improved and the physical landscape of downtown has changed.

We are so excited about the amazing things we will achieve in 2024. Our goals will continue to focus on economic planning and development; business recruitment and retention; DEI initiatives; planning and coordinating events; and of course promoting and marketing our downtown businesses.

Since its inception in 1986, the City of Geneva and the GBID have worked together strengthening our common goals to benefit the community, residents and business.



WHY WE **WORK**

We are committed to working collaboratively with the City of Geneva to enhance the maintenance, beautification and economic development strategies for downtown Geneva. Our goal at the Geneva Business Improvement District is to provide resources to expand on the services provided by our City. The GBID services do not replace those provided by the City. We help brand our Downtown District and market the small businesses in our area. We facilitate networking among merchants, host community events and advocate for improvements to the district. We also serve as a liaison between local businesses and stakeholders and the City Government. In doing so, the GBD provides a collective voice for the Downtown District and helps inform City policy based on our unique understanding of the needs of downtown.



HOW WE WORK

As we plan for 2024, it is useful to see how we are working now. Here is a brief summary of our partnership as we move through 2023.

ECONOMIC DEVELOPMENT

Provide ongoing programmatic support for the City and downtown businesses: Commercial Design and Advisory Team; Downtown Event Review Committee; business & owner recruitment and retention supporting DEI Initiatives; mentoring and support for existing and new businesses; facilitate events that bring business to our merchants downtown.

MAINTENANCE

Provide services over and above what the City of Geneva is able to do for the businesses and owners in the Downtown District. The GBID team removes garbage and trash, cleans sidewalks, removes weeds from sidewalks, curbs & in landscaping beds, mows, cleans storm debris, and removes deceased animals & problem animals.

BEAUTIFICATION

Supply & maintain hanging baskets & planters, supply & maintain holiday decorations, clean & maintain new tables and chairs in inviting arrangements , event support.



EXPANDED 2024



In 2023 we exponentially expanded our maintenance services for the City to encompass the new DRI improvements (37 new landscaping beds just in the downtown!) and portions of the lakefront.

It has been a pleasure to work with the wonderful volunteers from the Green Committee to help support a beautiful and well maintained lakefront park.

We received additional funding in 2023 from both the IDA and the LDC to explore what it will take to manage the new landscape architecture, both with the increase in staff and additional supplies. We have learned that the combined staffing budget from the LDC and IDA budgeted for 2023 can be cut and we can still provide the same maintenance service for 2024.

In addition, we can add some services and still come in with a reduced budget!

Beautification & Maintenance

Expanded hanging baskets, art & mural initiatives, continued support at the lakefront, continued staff and volunteer training with a professional landscaper.

Economic Development

New Initiatives include: workforce development; Grants with On the Canals and Ontario County; Collaboration with the Finger Lakes Visitors Connection including the Discover Downtown Geneva Free Passport encouraging tourism; special events like Total Solar Eclipse, and a Finger Lakes Vintage Release Tasting.

Be a better employer

Employment expectations have changed, especially since Covid. We need to be able to offer health benefits and paid time off to our full time employees to stay competitive and keep our staff.

CHANGES IN SERVICE **PRE-2022**

At the Geneva Business Improvement District we provide resources to expand on the services provided by the the City of Geneva. See how we have grown!

BEAUTIFICATION & MAINTENANCE

The GBID maintenance team went from 1 annual full-time and 1 seasonal employee in 2022, to 2.5 annual employees, 5 seasonal employees (a combination of full-time and part-time), and a contracted 1099 landscaper in addition to volunteers

ADMINISTRATIVE STAFFING

Mid 2022, we grew to 3 full-time administrative staff so that we were able to do all that we could to support out Downtown businesses as we emerged from the Covid-19 pandemic. As we realized the positive impact we could have on Downtown with additional staff, we have made it a priority to keep a team in place to continue to effectively fulfill our mission.

BE A BETTER EMPLOYER

The GBID has never offered any benefits to its employees. We have put together a solid team and are working to pay fair wages and offer benefits. In 2023 we added paid time off for our salaried employees. Our goal for 2024 is to include paid time off for full-time hourly employees and some form of Health Insurance reimbursement for full-time employees who wish to participate in a program.

FUNDING OBJECTIVES

The BID asks for your support to continue auxiliary funding to help maintain the Beautification projects in Downtown Geneva through 2024. As you know, with the addition of the DRI landscaping beds the volume of work for the downtown district increased over 150%. Added to the physical expansion the herbicide ban exponentially increased the labor needed to keep the district free of weeds. With the larger volume of work comes an increase in the labor needed, equipment needed, supplies needed, fuel needed, and administration needed.

The City of Geneva, in the effort to reduce spending, has asked us to reduce our 2024 Budget by 12%. The 2023 funding from the City was not enough to cover the increased maintenance expenses. With a 12% reduction in City funds, we will need to determine what services we will be reduce or eliminated. In addition, lack of benefits for our employees will cause turnover.



CONTINUED SCOPE OF WORK

With your assistance in 2023 we have been able to increase our scope of services to include:

- 37 new landscaping beds (or 62 beds total)
 - drainage that needs constant cleaning and purging
- Expansion of services beyond the GBID district scope of work, including but not limited
 - lakefront & lakefront park
 - trash pickup, weeding, watering, and general landscaping maintenance
- Expansion of services past the corner boundary of Castle St. and Main St.
 - landscaping & weeding around Byrne Dairy and the Library.
- Expansion of services into Pultney Park

Continuing GBID services: remove garbage and trash, cleans sidewalk, remove weeds from sidewalks, curbs & in landscaping beds, mow, clean storm debris, remove deceased animals & problem animals, supply & maintain hanging baskets & planters, supply & maintain holiday decorations, clean & maintain new tables and chairs in inviting arrangements , event support.

BUDGET

The collaboration with the LDC & IDA has allowed the GBID to create programs that engage community support to keep our city beautiful. We are working to educate residents and tourists about the thoughtful selection of the new plantings in the DRI project with visual aids as well as professional landscaper guided education opportunities. Our volunteer interface, where community members can sign up to volunteer their time and select which areas they would like to foster, is up and running. By the fall, we will have a self guided tour / layout of all of the beds and their plantings as well as information about how and why the beds are planted the way they are.

FUNDING OUTLINE

In 2024, the aid provided is about maintaining the beautiful new landscaping that we worked so hard to establish and promote.

- Support seasonal employees, the equivalent of 2 full-time individuals and Jill Byington landscaping, to continuing to train and help our team and the volunteers.
- Support for the administrative staff that expends quite a bit of time managing the larger Maintenance crew.
- Supplemental non-labor supplies such as weed eater line, gloves, rain gear, safety glasses, ear plugs, trash grabbers, trash bags, trash receptacles, cleaning supplies, watering equipment, hoses. Essentially the equipment we go through ensuring our team and volunteers are properly outfitted to do their jobs and replacement for broken equipment.
- Plants (\$500), additional hanging baskets (\$1,000)

UNUSED 2023 RESOURCES

During the first half of 2023, we discovered that the with the right people, it is possible to accomplish more with less staff. We have a few excellent employees who are accomplishing what I anticipated it would take double the man power to achieve. That, combined with being frugal, we were able to cut our expected spending by almost half.

Non-Labor savings came from spending less on the graphic artist, training video, and volunteer interface; a total savings of \$4,400. But of course the bulk of the savings will come from labor; a savings of approximately \$24,744.

Our hope is that you will please consider giving us what we didn't use in 2023 to help us provide for our maintenance needs in 2024 as laid out below. If we can roll the unspent \$29,177 to 2024, we will only need approximately \$13,000 in addition funds in order to continue the scope of our services, and retain employees.

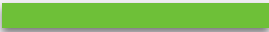
PROPOSED:
2024 PROPOSED SUPPORT FOR THE GBID

DESCRIPTION (ALL LABOR IS ON A REIMBURSEMENT SCHEDULE)	REQUESTED FUNDS
Staff benefit support (reimbursement to help cover health insurance for full-time employees. The GBID currently offers no benefits) *	\$6,000.00
Non-labor supplies (for Maintenance & Beautification) **	\$5,000.00
Labor for Supervisor (10% of time supervisors spend managing maintenance staff)	\$5,000.00
Labor	\$26,100.00
TOTAL REQUEST FOR FUNDING 2024	\$42,100.00

* Staff benefit support: with proof of insurance, 50% of documented coverage with a maximum benefit of \$300 per employee.

** Non-labor supplies:

Non-Labor Suppies	Estimated Cost
Equipment repair & replacement (for example, weed eater line, gloves, rain gear, winter gear, safety glasses, ear plugs, trash grabbers, trash bags, trash receptacles, cleaning supplies, snow blower, sweeper for atv, watering equipment, hoses, plants, additional hanging baskets (in addition to the ones purchased through fundraising), volunteer interface	\$5,000.00
Total	\$5,000.00



REVIEW:

2023 SUPPORT FOR THE GBID FROM THE LDC & THE IDA

DESCRIPTION (ALL LABOR IS ON A REIMBURSEMENT SCHEDULE)	APPROVED FUNDS
LDC / IDA: Non-labor supplies (volunteer interface, tools for volunteers & greatly expanded team)	\$14,200.00
LDC / IDA: Labor	\$46,720.00
TOTAL AVAILABLE SUPPLEMENTAL FUNDING FOR 2023	\$60,920.00

2023 YEAR TO DATE EXPENSES

DESCRIPTION (ALL LABOR IS ON A REIMBURSEMENT SCHEDULE)	APPROVED FUNDS
LDC / IDA: Non-labor supplies (volunteer interface, tools for volunteers & greatly expanded team)	\$7,384.07
LDC / IDA: Labor (Includes ytd Q3 labor cost)	\$7,087.41
YEAR TO DATE EXPENDITURES	\$14,471.48
ESTIMATED EXPENDITURES FOR THE REMAINDER Q3 & Q4	
Labor	\$8,000
Non-Labor	\$2,800.00
TOTAL EXPECTED 2023 EXPENDITURE	\$31,742.96
UNUSED APPROVED FUNDS	\$29,177.04

**1 Franklin Street Suite 211
Geneva, NY 14456**

www.genevadowntown.com