



Notice of Board Meeting

Date: October 25, 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, November 1, 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=VHNES2NvZ3lRTFdVZDlaaVZrME9MUT09>

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
 Geneva BID Conference Room
Location: 1 Franklin Street, Geneva
Date: November 1, 2023
Time: 12:00pm



Agenda Item	Potential Outcome	Person Responsible
Call to Order		Dave Linger, Chair
Administration		
Minutes October 2023	Motion to approve minutes	Dave Linger, Chair
Financial Report Oct 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
Committee Reports	Governance & Finance	Dave Linger, Chair
Agenda Items		
2024 Budget	Motion to approve budget	Tracy Verrier
BID Q3 Report & Disbursement	Motion to approve Adobe exp.	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: December 6, 2023

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

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 Dial in: (929) 205-6099
 Meeting ID: 824 2495 3044
 Passcode: 487818



REGULAR MEETING MINUTES
October 4, 2023 at 12:00 PM
BID Conference Room

Board Members in Attendance

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

Others in Attendance

Tracy Verrier, MRB Group
Emma Falkenstein, MRB Group
David West, City of Geneva
*denotes remote attendance

Agenda Items

Call to Order:

Dave Linger called the meeting to order at 12:02 pm with a quorum present.

Minutes Approval:

- Motion to approve the September regular meeting minutes by Dana Hollenbeck, second by Kyle Ackart. Motion carried unanimously.

Financial Report:

Tracy Verrier reviewed the October financial report noting the MRB Group contract fees. She noted that the LDC will need to submit a 2024 budget in November and that Emma Falkenstein scheduled finance and governance committee meetings. She also noted that she's in conversations with the City regarding the administration transition.

- Motion to approve the October financial report by Peter Gillotte, second by Josh Miller. Motion carried unanimously.

City of Geneva Report:

David West provided an update on the City of Geneva. He noted that the City is considering a short-term rental ordinance and intends to complete the zoning update by the end of 2023. He stated that the zoning updates are intended to be adaptable based on what's working. He noted that the short-term rental ordinance does not include a cap, but does include a license that is revokable, and defines short-term rental use. He stated that the City estimates about 100 short-term rental properties with about 80 that are currently active. He indicated that the implementation of the short-term rental ordinance will be a big lift for the City.

Dave Linger inquired about how the zoning updates will impact single family property owners/people in the historic district.

David West indicated that there is a proposal to extend the TUD (traditional urban design district) to capture Pulteney Street and the adjacent areas, and remove the requirements for short-term rentals in the downtown. The TUD expansion will likely be a separate ordinance and will thus be on a different timeline than the short-term rental ordinance.

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Dave Linger inquired about parking minimums for single-family homes looking to be short-term rentals. David West indicated that there will be parking requirements for single-family short-term rentals, but that the total number of required parking spots is something that can be negotiated during the planning board review process. He indicated that one parking space per room is the current requirement.

David West also noted that the City is in the 2024 budget process. He stated that the guiding principle behind the 2024 budget is to not raise the tax rate. He noted that City Departments had to reduce expenses by 12% to meet this budget goal.

Dave Linger inquired about any reshuffling of City staff to help with the budget. David West indicated that there had been some movement within City Hall. He stated that there was a proposed full-time grant person and a proposal for the City Management Office and Department of Planning and Economic Development to share a public outreach person. David also noted that he included more money for grant writing services in his department budget.

David West also indicated that the City is working on processes to dispose of excess City-owned property. There is a committee that will meet annually to review the City's properties and discuss best uses. Dave Linger inquired about the City's process for helping City Council determine the best use for the properties and selecting the buyers. David West indicated that highest price wasn't the only factor the City would consider.

David West noted that the City sponsored a design project for building 12 near the farmer's market on the lakefront. The project proposed creating an indoor/outdoor space between the Welcome Center and the hotel. The proposal seeks to maximize use of the space including the construction on a pavilion, a parking lot, a low-energy building, etc. The goal of the project is to get the farmer's market away from the boat ramp along the lakefront. David indicated that the plan will be presented in November.

School District Report:

Tracy noted that Bo Wright intends to attend the November meeting.

TechFarm Request:

Tracy noted that she's been in communication with the folks from the techfarm and is waiting on the official package of terms and conditions. The request asked for \$25,000 from the LDC, \$25,000 from the County, with the organization matching \$5,000. Tracy stated that the IDA is unable to assist given the bylaws of NYS IDAs. Tracy noted that she hasn't seen the terms from the County, including their discussions regarding a forgivable loan.

Dave Linger inquired if the LDC was in a position to discuss a forgivable loan. Craig Talmage indicated that the project supports the LDC's mission and helps with the optics of the LDC supporting more than just downtown/waterfront businesses/development. Craig stated his desire for Ontario County to take the lead.

- Motion to support the Cornell Agricultural and Technology Corporation's funding request with the same terms as Ontario County EDC pending review from Dave Linger and David West by Craig Talmage, second by Dana Hollenbeck. Motion carried unanimously.

Kyle Ackert stated that the IDA should be aware of the financial resources at the LDC's disposal. Tracy noted that the LDC's usual expenses include administrative services, the audit fees, and then project related costs.

BID Proposal for 2024: Tracy noted that the proposal hadn't changed from the prior month. The BID is requesting a rollover of left-over funding from 2023 and an additional \$7,500 each from both the LDC and IDA. Josh Miller indicated that the BID should be aware that the IDA and LDC won't provide funds in perpetuity. Tracy noted that the conversation all along has been that the LDC and IDA would be willing to help for 1-2 years while the BID and City determine a more long-term solution for the recent improvements.

- Motion to roll over remaining 2023 funds, add an additional \$7,500 for 2024, and require the BID to continue to provide reports regarding use of funds by Josh Miller, second by Marc Rodriguez. Motion carried unanimously.

Peter Gillotte inquired if the City's 2024 budget will include additional BID funding. David West indicated that he hadn't heard anything regarding additional BID funding requests.

Kyle Ackert inquired about the original BID ask for landscaping services. Dave Linger stated that the BID wasn't able to handle the increased scale of downtown maintenance following the DRI streetscaping projects.

Board member Terms: Tracy noted that the LDC is coming up to the end of its fiscal year. She noted that Dave Linger will be terming off after 2023 and that the LDC will need to think about officers for 2024 including the chair position. Tracy noted that she will be contacting the nominating committee in the coming weeks. She stated that Marc Rodriguez and Peter Gillotte will need to be reappointed. Dave Linger reminded the board that the City Council may need to approve the new chair and position reappointments.

Executive Session

- Motion to enter Executive Session for the proposed sale or lease of real property at 12:48 pm by Josh Miller, second by Dana Hollenbeck. Motion carried unanimously.
- Motion to exit Executive Session at 1:03 pm by acclamation. Motion carried unanimously.

Adjournment:

- Motion to adjourn by acclamation at 1:04 pm.



GOVERNANCE COMMITTEE MEETING MINUTES
October 24, 2023 at 12pm

Board Members in Attendance

Craig Talmage
Josh Miller
Kyle Ackart

Others in Attendance

Tracy Verrier, Executive Director, MRB Group
Emma Falkenstein, MRB Group*
**denotes remote attendance*

Agenda Items

Call to Order: Craig Talmage called the meeting to order at 12:31pm with a quorum present.

2024 Budget Review:

Tracy provided a brief overview of the proposed 2024 budget, noting little change from 2023. Craig Talmage inquired about the audit figures. Tracy noted that the 2024 figure is a quote from the audit firm. Tracy noted \$20,000 is reflected for unspecified programming costs in 2024 and \$85,000 is reflected as estimated income from the property sale.

Kyle Ackart inquired about how other LDCs generate revenue. Tracy stated that many LDCs struggle with cash flow because they are project based, and that different LDCs do a wide range for things. Tracy noted that one unique character of LDCs is that a municipality can transfer land to them at below market rates, so perhaps there is a role for the LDC as the City examines their excess property. All members present concurred that the LDC needs to be more proactive in generating revenue to be able to conduct more community projects.

- Motion to approve the proposed 2024 budget by Craig Talmage, second by Josh Miller. Motion passed unanimously.

2024 Policy Review:

Tracy reviewed the LDCs policies, noting no changes. Kyle Ackart inquired about how Tracy typically runs the CDs and accounts. Tracy noted that the board has recently been choosing rolling over the CD as it reaches maturity. The committee engaged in discussion regarding potentially putting more money in the CD when the current one matures.

- Motion to approve 2024 LDC policies by Craig Talmage, second by Josh Miller. Motion passed unanimously.

The committee engaged in discussion regarding refining the LDC's strategic vision and mission to better serve the community.

Adjournment:

The meeting adjourned by acclamation at 12:48.

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GOVERNANCE COMMITTEE MEETING MINUTES
October 24, 2023 at 12pm

Board Members in Attendance

Dave Linger
Craig Talmage
Peter Gillotte

Others in Attendance

Tracy Verrier, Executive Director, MRB Group

Agenda Items

Call to Order: Dave Linger called the meeting to order at 12:01pm with a quorum present.

Review of Organizational Policies / Documents:

Tracy provided a brief overview of the LDC's organizational policies and bylaws provided in the packet. The committee engaged in discussion regarding the bylaws, specifically #4 under the Governance section. The committee recommended amending at item to say "...one representative of downtown" instead of the "...one designee of the downtown businesses district".

- Motion to recommend ratification of policies and approve bylaws as amended by Dave Linger, second by Craig Talmage. Motion carried unanimously.

Review of Governance Policies:

Tracy overviewed the LDC's governance policies, noting no changes from 2023.

- Motion to recommend ratification of the LDCs policies by Peter Gillotte, second by Craig Talmage. Motion passed unanimously.

Adjournment:

The meeting adjourned by acclamation at 12:06pm.

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1:02 PM

10/25/23

Accrual Basis

Geneva LDC
Balance Sheet
As of October 25, 2023

	Oct 25, 23	Oct 25, 22	\$ Change
ASSETS			
Current Assets			
Checking/Savings			
Certificate of Deposit	81,623.05	81,622.91	0.14
LDC Checking Account	95,620.00	151,972.27	-56,352.27
Total Checking/Savings	177,243.05	233,595.18	-56,352.13
Total Current Assets	177,243.05	233,595.18	-56,352.13
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	221,810.05	278,162.18	-56,352.13
LIABILITIES & EQUITY			
Liabilities			
Current Liabilities			
Accounts Payable			
Accounts Payable (A/P)			
AP - BID Beautification	28,617.63	0.00	28,617.63
Accounts Payable (A/P) - Other	0.00	25,000.00	-25,000.00
Total Accounts Payable (A/P)	28,617.63	25,000.00	3,617.63
Total Accounts Payable	28,617.63	25,000.00	3,617.63
Total Current Liabilities	28,617.63	25,000.00	3,617.63
Total Liabilities	28,617.63	25,000.00	3,617.63
Equity			
Retained Earnings	219,498.80	274,098.70	-54,599.90
Net Income	-26,306.38	-20,936.52	-5,369.86
Total Equity	193,192.42	253,162.18	-59,969.76
TOTAL LIABILITIES & EQUITY	221,810.05	278,162.18	-56,352.13

Geneva LDC
Profit & Loss YTD Comparison
October 1 - 25, 2023

	<u>Oct 1 - 25, 23</u>	<u>Jan 1 - Oct 25, 23</u>
Ordinary Income/Expense		
Income		
Investments		
Interest-Savings, Short-term CD	<u>0.00</u>	<u>84.65</u>
Total Investments	<u>0.00</u>	<u>84.65</u>
Total Income	0.00	84.65
Expense		
Contract Services		
Outside Contract Services	<u>2,000.00</u>	<u>19,891.03</u>
Total Contract Services	2,000.00	19,891.03
Operations		
Program Expense	<u>0.00</u>	<u>6,500.00</u>
Total Operations	<u>0.00</u>	<u>6,500.00</u>
Total Expense	<u>2,000.00</u>	<u>26,391.03</u>
Net Ordinary Income	<u>-2,000.00</u>	<u>-26,306.38</u>
Net Income	<u><u>-2,000.00</u></u>	<u><u>-26,306.38</u></u>

Geneva Development Corporation
2024 Operating Budget

Draft 10/17/2023

Revenues	2022 Actual	2023 Budget	2023 Est.	2024 Budget
Agency Fees	\$ -	\$ -	\$ -	\$ -
Interest on Investments	\$ 404	\$ 200	\$ 2,300	\$ 2,000
Other Income	\$ -	\$ -	\$ -	\$ 85,000
Appropriation from Fund Balance	\$ -	\$ 29,800	\$ -	\$ -
Total	\$ 404	\$ 30,000	\$ 2,300	\$ 87,000
Expenditures				
Administrative				
Legal	\$ -	\$ -	\$ -	\$ -
Audit	\$ 6,700	\$ 5,000	\$ 6,800	\$ 7,250
City/Administrative Support	\$ 17,041	\$ 10,000	\$ 23,891	\$ 15,000
Other	\$ 69	\$ -	\$ -	\$ -
Subtotal	\$ 23,810	\$ 15,000	\$ 30,691	\$ 22,250
Programming				
Gateway Expenses	\$ -	\$ 5,000	\$ -	\$ -
Quality of Life/Beautification	\$ 30,950	\$ 10,000	\$ 6,500	\$ -
Marketing	\$ -	\$ -	\$ -	\$ -
Other	\$ -	\$ -	\$ 25,000	\$ 20,000
Subtotal	\$ 30,950	\$ 15,000	\$ 31,500	\$ 20,000
Total Expenditures	\$ 54,760	\$ 30,000	\$ 62,191	\$ 42,250
NET INCOME	\$ (54,356)	\$ -	\$ (59,891)	\$ 44,750

Estimated Cash (12-31-2023)*	\$ 145,040
Add to/Draw on Reserves	\$ 44,750
Anticipated Cash (12-31-2024)	\$ 189,790

**includes checking and CD*



BID Q3 2023 Request Summary

Requested Disbursement Amount:

Item	Q3 Amount	2023 Budget	YTD (inc Q3)	Remaining
Graphic Artist		\$3,000	\$2,500	\$500
Signage		\$1,300	\$0	\$1,300
Volunteer Interface		\$1,200	\$656.76	\$543.24
Training Video		\$3,000	\$0	\$3,000
Equipment & Tools	\$460.53	\$2,000	\$2,082.09	-\$82.09
EarthPlanters		\$2,200	\$2,541.00	-\$321.00
Supplemental Annuals		\$500	\$500.17	-\$0.17
Volunteer Appreciation	\$813.02	\$1,000	\$813.02	\$186.98
Labor	\$11,740.87	\$46,720	\$12,350.96	\$32,208.38
Subtotal	\$13,014.42	\$60,940	\$23,604.66	\$37,335.34
FOR APPROVAL				
Adobe Creative Suite	\$386.87	Consider use of Volunteer Interface or Graphic Artist left-over to cover this.		
Grand Total	\$13,401.29			

BID has requested that a subscription to the Adobe Creative Suite be reimbursed using the leftover funds from the Graphic Artist or Volunteer Interface budget lines. They intend to use the software for the following uses:

For promotional and volunteer purposes, we have been using a graphic artist to help with promotions and design elements. We were able to get the Adobe suite with a special not-for-profit rate so we can do this work in house.

Thank you for bringing Adobe to them. The Graphic artist is so expensive and we kept having to go back for adjustments. Now we are able to do the work in house and it looks clean and professional. We will also be using the Adobe suite to put together maintenance schedules for both Downtown and the Lakefront (i.e. when do we trim the grasses, when should we mulch, how much should we mulch, what has to be done for winterizing, etc) If it helps, we were also under \$500 in the budget for the graphic artist.

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**GENEVA
DOWNTOWN**
BUSINESS IMPROVEMENT DISTRICT



Quarter 3 Report

Prepared for: LDC / IDA

Prepared by: Catherine Paulson Price, Executive Director

October 2, 2023

EXECUTIVE SUMMARY

Staffing / Labor

Total Labor \$31,765.19

LDC / IDA reimbursement \$11,740.87

3rd Quarter is the height of our busy season here in Geneva. This is the time when our maintenance teams, including all seasonal hands, are working hardest to make sure our streets are clean and beautiful. It was so great to see our staff really gel this July and August. We developed routines / schedules to systematically work through downtown while we are ensured the high traffic areas were clean and weeds were under control. Our partnerships with Anne Hoyt and the Green committee also helped ensure the lakefront stayed weeded and maintained. We are so lucky to have such a solid group of volunteers that help week after week. We have been solidly under our labor budget with the efficiency of our team and the addition of the part time maintenance supervisor.

On September 16th we had a volunteer appreciation dinner and got all the volunteers t-shirts (in safety green). It will be great to see them out and about all in shirts that say "I dig weeds." PS Jill Byington chose the slogan!

Working with our landscaping team, we are in the process of fall plantings for our Seneca Street beds and the lake front beds by 41 Lakefront. This project began in Sept and will continue through November. We still need volunteers!! <https://www.genevadowntown.com/>

We have been working with Bryan Brown, PhD with Cornell, an Integrated Weed Management Specialist, to find a more efficient way to handle the weeds downtown. He met with us and team from Cornell to show us new flame weeding technology. I have been giving him feed back on the practicality of their proposed solutions when applied to a municipality. This coming year we will set up a few test and control areas to try sand and buckwheat hulls as a potential deterrent.

Concerns: Railroad tracks; need for targeted spraying; businesses using city garbage cans instead of hiring a service (working with Code to fix this issue); bus stop cleanliness and safety.

Note: Next year - BID water the flowers in Pultney Park?

Reminder - Services including but not limited to:

- Beautifying Geneva with additional planters
 - Hanging baskets
 - Watering - approximately 16 hours of labor a week
- Maintenance of Landscaping beds
- Weeding curbs & sidewalks - weed growth was aggressive this summer
- Exploration of different types of weed management (flame weeding)
- Mowing
- Trash & garbage pickup
- Maintenance of new tables & chairs (missing 2 chairs from in front of Char Burrito)
- Volunteer management
- Hanging downtown banners & promotions
- Event support
- Deceased animal cleanup
- Swarming bee removal

Economic Development

- **Zoning:** Reviewed all new zoning code, viewed recommendations from previous BID members and city staff, and made adjustments with city staff where appropriate. We have presented a BID position on this Zoning Draft to Council. As executive director, I would very much like to see this passed, even if it just as it is.
- **CDAT:** The committee meets the 1st and 3rd Tuesday of every month. In the third quarter CDAT approved signage for Atelos Corp; and rebranding signage for Community Bank; hanging signs for BTK; Om Yoga.
- Continuing joint work with Finger Lakes Visitors Connection and **Rove** looking at tourism demographics for Geneva and how our events impact downtown.
- **Events** have been exceptionally well attended so far this year. Events we hosted or cohosted for the 3rd quarter: Garlic Festival - amazing turnout! Wheels on the Seneca (co-sponsor).
- Continuing to work with **Event Review Committee** and provide information to individuals coming into town to promote downtown to their guests
- **Classes** for downtown businesses to learn marketing techniques begin the end of October. Feedback from merchants was that they were too busy in the 3rd quarter.
- **Discover Downtown Geneva** - Bandwango passport is going live on Friday October 6.
- **Promotional video** - Brand USA will be using our Geneva promotional video to market us internationally.
- **Partnering** with NYPA program "On the Canals" and the Erie Canalway National Heritage Corridor to promote activity along the lake front paths and on Seneca Lake.
- **Adobe Suite:** For promotional and volunteer purposes, we have been using a graphic artist to help with promotions and design elements. We were able to get the Adobe suite with a special not-for-profit rate so we can do this work in house.
- **Website improvements** - continuing improvement. We are trying to create a community hub.

GENEVA BUSINESS IMPROVEMENT DISTRICT

ACCOUNTS PAYABLE

Labor

Our team really worked well in July and August! We started to cut down the hours of our seasonal the last week of August. We will pair down to just 2.5 employees by December.

Payroll / Labor Q3	Employees	Hours	Cost
Liberatore, Don	1	89	\$2,160.66
Ferrell, Debbie	1	290.77	\$7,058.01
Hoyt, Daisy	1	0	0
Schmit, Jimmy	1	60	\$1,312.00
Byington, Jill	1	30	\$800.00
Calk, Chad	1	21.87	\$410.20
Total	6	491.64	\$11,740.87

Non-labor

3rd Quarter expenses were mainly comprised of restocking in order to for the team to execute. We unfortunately had to replace one weed eater unexpectedly. Next year we will most likely have to replace the other and buy 2 more so that our teams can function more efficiently. At this point, we have found that weed eating the curbs and cracks in the sidewalks is the most effective and efficient process (We are looking at some targeted spraying next year with the Green Committee consulting). Of course, that is very hard on the weed eaters and uses a lot of line.

Non-Labor - July	Cost
Oil for Lawn Equipment - North Main Lumber	7.99
Gas for Lawn Equipment - Lowe's	76.72
Total	\$84.71

Non-Labor - August	Cost
Weed Eater Line - Amazon	35.85
Total	\$35.85

Non-Labor - September	Cost
Weed Eater - Martin's	315.99
Gas for Lawn Equipment - Lowe's	23.98
Creative Cloud Apps- Adobe (Volunteer Interface)	386.87
Volunteer Appreciation - Linden Social	\$553.00
Viatran - Volunteer appreciation t-shirts	\$260.02
Total	\$1,539.86

Total Q3	Cost
Labor	\$11,740.87
Non-Labor - July	\$84.71
Non-Labor - August	\$35.85
Non-Labor - September	\$1,539.86
Total	\$13,401.29