

A meeting of the Board of Directors of the Cayuga Economic Development Agency Inc., (“CEDA”) was scheduled at Two State Street, Auburn, NY at 8:00 am, Thursday February 23, 2017, but a quorum was not present.

The following Board Members were in attendance:

Present	Absent/Excused	Proxy Voting	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	John Currier, Vice-Chair
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Sue Edinger, Chair
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Tom Lewis, Treasurer
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Kelley Gridley, Secretary
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Steve Zabriskie
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Cynthia Aikman
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Keith Batman
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Jim Dacey
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Ray Lockwood
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Kevin Miles
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Kelly O’Hara
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Michael Quill
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Denise Dzikowski
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Ryan Pine
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Susan Higgins

Other Attendees:

- Tracy Verrier, CEDA
- Rhonda Sheffield, CSS
- Devon Roblee, CSS

1. Quorum Call:

Ms. Edinger, Chair did not open the meeting as there was not a quorum.

2. Consent Items:

No motion or discussion.

3. Activities Update: Ms. Verrier reported that CEDA staff had recently been involved in helping to resolve an issue between Cayuga Milk Ingredients and the Town of Aurelius over a sewer line. Ms. Verrier and Mr. Sherman brought the parties together, at which time they arranged to series of steps that were satisfactory to both parties. There is still work to be done on all parts, but things are moving forward.

Ms. Verrier informed the board that Ms. Riester is currently working with a developer who is interested in purchasing and repurposing a vacant building in Auburn.

The CEDA Staff has been getting more involved with Advocacy as both organizations have a role to play in advocacy for the business community. Mr. Sherman attended the last Advocacy Committee meeting and after some discussion, the Committee chose to explore infrastructure issues in greater depth. Mr. Batman recommended proceeding with caution because as CEDA staff should not be perceived as advocating against County policies given the contract between CEDA and the County. Ms. Verrier stated that they would be cautious of such issues and would step away when/if needed.

Ms. Verrier and Mr. Sheppard will be meeting with Kelly Anderson at County Real Property to get a better understanding of how tax rates and levies are calculated so as to be able to educate the business community. Ms. Aikman asked about the outcome of the Central Building PILOT extension application. Ms. Verrier reported that the extension had been approved at the last AIDA meeting, and then reported on two other projects before AIDA (Holiday Inn and Nolan Block).

4. 2017 Board and Officers:

No motion due to lack of quorum. A resolution will be distributed to get unanimous written consent.

5. Cayuga IBA Update: Ms. Gridley reported that the IBA committee had met with Rick Clonan from the Syracuse Tech Garden. Mr. Clonan reviewed and reworked the proforma and wasn't confident the IBA could be profitable under the current structure. The committee would like to explore establishing a virtual IBA to start, which would utilize existing excess capacity on machinery that already exists in the community. Under this model, businesses would rent out their machinery when not in use and the IBA would help to coordinate these rentals. The next step is to address the NYS ESD funding incentive proposal and explore whether this excess capacity really exists. Mr. Miles reported that in the beginning, plastics and molding manufacturers were ideal for the IBA but it has now been left open to any and all types of industries. The Committee will continue to meet with Mr. Clonan for further discussion, and Ms. Verrier will communicate with ESD about the best way to handle the incentive proposal at this time.

Mr. Batman inquired as to whether this is a CEDA project, and if so why CenterState is involved and should remain involved. Ms. Edinger responded that at the time we did not have the funds or expertise to move forward so the decision was made to partner with CenterState given the Tech Garden's experience. Ms. Verrier noted that some partnership would likely still be needed in terms of referrals and assistance with building out the programming. Mr. Batman would like to see more information before a final decision is made and voted on. Ms. Gridley stated that the Committee would be looking for more information and feedback before we moved forward with this program.

6. Marketing: Ms. Roblee updated the Board on the current and upcoming marketing activities for CEDA, as well as distributed a time and action plan outlining her activities over the year. The CEDA website was just launched in 2016, but will continue to need updating and restructuring. A good amount of Ms. Roblee's time this year will be spent getting the website into better shape. Ms. Edinger stressed that we keep our audience in mind when making changes.

Ms. Roblee presented a series of analytics for the website and social media. Ms. Edinger asked what we want visitors to do once they are on the site. Ms. Roblee explained that the ultimate goal is to have them complete the "contact us" form. Ms. Edinger suggested setting up benchmarks with comparisons to other EDOs. Ms. Roblee reported that she does have a report with these kinds of statistics and does reference it, using bounce rate as an example.

Ms. Roblee stated that moving forward in 2017 we would look to ramp up our Facebook presence since we have been having great success there. CEDA has a LinkedIn page and Ms. Roblee recommended that all Board members add CEDA to their profiles. She is also working with the City of Auburn to link to the CEDA site from their homepage. Ms. Aikman recommends that we link to the Cayuga County website as well. Ms. Verrier and Ms. Roblee stated that they thought there was already a link, but it was quite difficult to find.

Ms. Edinger suggested the Board create an "ad hoc" committee to assist with feedback and content for the website. She asked Ms. Roblee if this would be helpful to her and Ms. Roblee agreed.

The following items were left for future action items:

1. Set up an ad hoc committee for assistance with the website.

2. Asking businesses that CEDA has helped to link their websites to our page.
3. CEDA staff will check to ensure that CEDA is currently linked from the County and Tourism pages.
4. Ms. Roblee requested feedback on the CEDA marketing folders and hopes to go to print in March.

The next CEDA meeting will take place on Thursday, March 30th at 8:00 am.