

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 July 27, 2017, noting a quorum was present.

The following Board Members were in attendance:

Present	Absent/Excused	Proxy Voting	
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Kevin Miles, Vice-Chair
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Sue Edinger, Chair
<input checked="" type="checkbox"/>	<input 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 checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Ray Lockwood
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	John Currier
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Kelly O’Hara
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Jeff Dygert
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Denise Dzikowski
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Ryan Pine
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Susan Higgins

Other Attendees:

- Tracy Verrier and Devon Roblee, CEDA

1. Quorum Call:

Mr. Miles, Vice-Chair called the meeting to order at 8:04 a.m. noting that there was a quorum present.

2. Consent Items:

Mr. Lockwood made a motion to approve the consent agenda items as distributed. Mr. Zabriskie seconded, all present voted in favor motion carried.

3. Activities Update:

Ms. Verrier reported that she will be meeting with members of a county legislature regarding the 2018 budget. She also reported that Consolidated Funding Applications (CFAs) for State grant funding are due the following day, July 28. She reviewed the businesses and organizations that CEDA staff have worked with on CFAs and that they expect to apply. She also noted a few businesses that may be looking to apply next year. Staff will continue to work with these companies to prepare for next year. Mr. Pine asked if there has been any progress on Auburn Armature. Ms. Verrier noted that the sale is awaiting court approval, nothing new at this time. Ms. Verrier also noted that the Finger Lakes Mall auction closed the previous day, but to her knowledge the mall was reviewing their options. Ms. Aikman asked about the City loan program, noting that she had heard that the maximum loan amount of \$45,000 noted in the application materials is a deterrent as some businesses are looking for more funding than that. She explained that the maximum had been waived in the past, and would like to know if the paperwork can be changed to remove that amount or reflect the flexibility. Ms. Verrier will discuss with the City Planning Department.

4. Public Authorities Designation:

Ms. Verrier noted that the Authorities Budget Office had provided an extension for response to September 1st. She has continued to discuss the options with legal counsel Justin Miller, the executive committee, stakeholders,

and regional partners. Overall, it appears that most agree that CEDA should not be under ABO oversight. The board discussed possible next steps, including steps to expand openness and transparency with the community.

5. IBA Update:

Ms. Verrier reported that the last time the committee met, they decided to do two things as next steps: 1) categorize the list of manufacturers to identify a focus area based on the type of equipment they may have; 2) develop a one-pager outlining the program and intentions. The latter will help to approach manufacturers to participate and regional economic development organizations regarding deal flow. It was suggested that we start with our friends to get feedback on the one-pager and to hear their concerns and questions about the program, then use the list to get some additional buy in for proof of concept. Mr. Miles asked if the ESD grant that we received could be reallocated to hire a part-time person to help coordinate the early stages of the effort. Ms. Verrier and Ms. Aikman stated that was not possible since it is specifically capital grant funding. Ms. Verrier stated we may be able to utilize an intern to help once we get to the point of doing broader outreach to manufacturers.

6. Committee Reports:

Ms. Aikman explained that the committee had met to discuss filling the seats that John Currier, Steve Zabriskie, and Kelly O'Hara currently occupy as they will be coming off the board at the end of the year. Ms. Aikman had reached out to an individual in the plastics industry that is interested, and Mr. Dacey reached out to an individual with economic development background to fill the County Resident seat that Mr. Zabriskie occupies. The committee is exploring a few options for the agriculture seat. Ms. Aikman noted that they are attempting to maintain or expand diversity of the board from the perspective of gender, race and geography.

7. Website Update:

Ms. Roblee presented to the board on various aspects of www.cayugaeda.org. She explained some changes that had been made recently to the site, including: adding dropdown menus to the top navigation bar, adding a search function, adding CEDA's phone number to the header, removing the agriculture banner that had corresponded with an Area Development advertisement last year, and featuring the quality of life video more effectively. She explained that the dropdown menus were organized to include some of the most commonly visited pages on the site, which makes them easier to find. Ms. Verrier added that Ms. Roblee is able to track the search terms that are used, which will help us better understand what visitors to the site are seeking. Ms. Roblee went on to review a number of referral sources, explaining to the board how visitors are finding our site. The top referral sources are search engines, direct search (typing in the url) and social media. Compared to the second half of 2016, the CEDA site has seen more traffic coming from partner organizations in 2017. For instance, referrals from the City of Auburn's website have increased since a link to CEDA's site was added to their homepage. We are also seeing more traffic coming from the Citizens website, auburnpub.com. CEDA is now running print and digital ads with the Citizen, so Ms. Roblee will be tracking that traffic carefully. Ms. Roblee noted that we did not see much traffic from Area Development as a result of the ad we place with them.

Ms. Verrier explained that the changes that have been made to the site so far were within the website development budget, but there are two additional development opportunities staff would like to pursue by reallocating \$1600 from the publications budget line, specifically from the amount allocated for national publication ad placement, to the website development line. Ms. Verrier and Ms. Roblee explained that these additions would be an interactive map that could show various resources and sites around the county and an interactive logo that could highlight specific information we'd like people to see. Ms. Verrier noted that at the time the budget was developed we were still waiting to see if we got any traction from the Area Development ad, but that we did not see significant impact from it so would likely not utilize as much funding for a national placement again. Mr. O'Hara asked how visitors would know the logo was interactive, and if there should be some wording directing them to hover over the logo. Ms. Roblee outlined some options for how to bring visitors' attention to the logo, but will discuss with the web designer to find the right option. Mr. Pine asked how much money was in the publication budget. Ms. Verrier explained that \$3500 had been set aside for national ad placement, but that was only a portion of the publication budget. Ms. Aikman noted that in her

experience she had more luck with Area Development classifieds than print advertisements, and they are more affordable. Motion to reallocate \$1600 from the publications budget line to the website development budget line by Mr. Lockwood, seconded by Ms. Aikman. All present voted in favor, motion passed.

10. CSS Update:

CSS did not meet. Ms. Verrier explained that the joint meeting will be rescheduled to a later date since many board members were not available in August. She will distribute options for a new date and recommended planning to have a regular meeting on August 24 in place of the joint meeting.

Ms. Gridley reminded the board that Tompkins Insurance will be hosting an event on August 4 at 8am at the Emerson Park Pavilion to explain the Paid Family Medical Leave regulations that are expected. All are welcome to attend.

Motion to adjourn at 9:08 by Mr. Lockwood, seconded by Mr. Pine. All present voted in favor, motion passed.

The next CEDA meeting will take place on August 24, 2017 at 8:00 am.