

**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 November 30, 2017, noting a quorum was present.**

**The following Board Members were in attendance:**

<b>Present</b>	<b>Absent/Excused</b>	<b>Proxy Voting</b>	
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<b>Kevin Miles, Vice-Chair</b>
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<b>Sue Edinger, Chair</b>
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<b>Tom Lewis, Treasurer</b>
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<b>Kelley Gridley, Secretary</b>
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<b>Steve Zabriskie</b>
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<b>Cynthia Aikman</b>
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<b>Keith Batman</b>
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<b>Jim Dacey</b>
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<b>Ray Lockwood</b>
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<b>John Currier</b>
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<b>Kelly O’Hara</b>
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<b>Jeff Dygert</b>
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<b>Ryan Pine</b>
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<b>Susan Higgins</b>
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<b>Vacant Seat (BOCES Superintendent)</b>

**Other Attendees:**

- Tracy Verrier and Rhonda Sheffield, CEDA
- Devon Roblee, CSS Marketing Coordinator

**1. Quorum Call:**

Ms. Edinger, Chair called the meeting to order at 7:55 a.m. noting that there was a quorum present.

**2. Consent Items:**

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

**3. Activities Update:**

Ms. Edinger congratulated Ms. Verrier on getting the County budget passed with CEDA’s full funding. She further stated that Ms. Verrier did a great job the previous night at a meeting of Aurora’s Planning Board and Community Preservation Panel regarding the next stage of Inns of Aurora development.

Ms. Verrier reported on a meeting of the Craft Beverage Industry Peer Group, which Bruce Sherman had organized. This panel brought together local representatives from the craft beer and wine industry. Ms. Verrier also reported that the Consolidated Funding Application announcements are scheduled for December 13<sup>th</sup> and she should have an idea of the projects that were awarded funding by the next meeting. Mr. Sherman had recently done a presentation at the Human Services Coalition Luncheon on the economic impacts of the human services industry. This information was very well received by those in attendance. The annual CEDA Luncheon is scheduled for January 25 and two speakers have been confirmed from the Workforce Development Institute.

**4. 2018 Budget Adjustments:**

Ms. Verrier noted a few adjustments to the budget that were needed due to some firming up of figures, particularly in the personnel area. The 2016 401k line had an error as was distributed to the Board, which Ms. Verrier will fix for future review. Ms. Aikman made a motion to approve the adjustments as discussed. Mr.

Miles seconded, all present voted in favor; motion carried.

## 5. Committee Reports:

The Long Range Planning Committee met prior to the Board meeting. Ms. Gridley reported that it was suggested that the first few board meetings of the year focus on Board/committee structures and responsibilities, as well as strategic initiatives for 2018. Ms. Edinger explained that the goal was to decide how to spend money budgeted for “Program Expenses” in the coming year. Ms. Aikman pointed out that January was the luncheon and February is currently scheduled to be a joint meeting. Ms. Verrier and Ms. Sheffield will work to coordinate a meeting time for January, perhaps in conjunction with the luncheon rather than in the morning.

Mr. Dacey reported on the Nominating Committee. He reviewed the three Board seat recommendations- Tom Herbert (Business Representative), Monika Salvage (County Resident), and Grant Kyle (Agribusiness)- and the slate of officers – Kevin Miles as Chair, Sue Edinger as Vice Chair, Cynthia Aikman as Treasurer, Kelley Gridley as Secretary, and Ray Lockwood as At-Large- for 2018. Mr. Lewis asked Mr. O’Hara what major issues are facing agriculture and whether Mr. Kyle would be able to aid in addressing those issues. Mr. O’Hara noted workforce as a major concern, as well as issues around water (both in terms of water quality and supply). Mr. O’Hara noted that Mr. Kyle could likely help to bridge the language gap as agriculture tends to have its own vocabulary just like any other industry. Upon further question about workforce issues in ag, Mr. O’Hara and Ms. Higgins pointed to trouble recruiting skilled labor, difficulties lately with getting migrant labor, and showing agriculture as a viable career opportunity to new generations. Ms. Edinger noted significant recruitment challenges in her industry as well. Ms. Verrier noted that all three new board member candidates had agreed to join the board should they be appointed. Motion to approve the new board members and officers for 2018 by Mr. Dacey, second by Mr. Pine. All present voted in favor, motion carried.

Ms. Verrier requested an executive session to discuss the employment of a particular person. Motion made by Mr. Lockwood, second by Mr. Lewis. All in favor. Motion to come out of executive session by Mr. Lockwood, second by Ms. Gridley. All in favor.

## 6. Marketing Plan for 2018:

Ms. Devon Roblee, Marketing Coordinator for Cayuga Strategic Solutions, presented an overview of the 2018 Marketing Plan and budget. She stated that she would continue to manage a presence on social media sites and monthly articles contributed to the Citizen. In 2018, she would like to see more video production and partnering with local businesses. More digital marketing will occur rather than print, including social media boosting and Google ads. This would include online marketing targeted at specific regions of the US outside of NYS that show strong levels of visitation to the CEDA website already. Updates to the website will include the addition of more data, launching an interactive map, and redeveloping the project page. Ms. Roblee reported that she would be working with staff to develop a one page handout to distribute to municipalities outlining the services provided by CEDA. Mr. Currier asked Ms. Roblee what the target markets would be and she stated that they would be looking at local businesses, elected officials/local stakeholders, and possible attraction leads. Ms. Edinger stated that this is important for us to identify target markets. Mr. Currier feels that we need to be more proactive about choosing the specific types of businesses we want to reach rather than relying solely on who is already showing an interest. Ms. Verrier noted that part of the targeting of outside regions would be industry specific. Ms. Roblee explained that by using Google Analytics we would be able to track areas of traffic and specifically who is using our site and how. Ms. Edinger stated that we could also identify which industry markets we may not be tapping into at this time. It was suggested that an ad hoc Marketing Committee be created to discuss further. Mr. Lewis wants to see how we might be able to tie Mr. Sherman and Ms. Riester’s activities to the marketing budget and asked whether Citizen is the right place to be spending so much of the marketing budget. Ms. Aikman feels that nothing should be changed at this time until a full analysis has been done. Mr. Lewis stated that we need to align strategies with our marketing goals. Mr. O’Hara asked about the possibility of putting a CEDA sign at construction sites for those projects that CEDA has helped with.

Motion to adjourn at 8:58 by Mr. Currier, seconded by Mr. Pine. All present voted in favor, motion passed.

**The next CEDA meeting will take place on December 21, 2017 at 8:00 am.**