

A meeting of the Board of Directors of the Cayuga Economic Development Agency Inc., (“CEDA”) was brought to order at the Hilton Garden Inn at 74 State Street, Auburn, NY at 10:30 am, Thursday January 24, 2019. The following Board Members were in attendance:

Present	Absent/Excused	Proxy Voting	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Kevin Miles, Chair
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	, Vice-Chair
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Cynthia Aikman, Treasurer
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Kelley Gridley, Secretary
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Ray Lockwood, At Large Executive Committee
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Jim Dacey
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Jeff Dygert
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Brian Hartwell
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Tom Herbert
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Susan Higgins
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Grant Kyle
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Demetrius Murphy
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	J. Justin Woods
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Tom Minicucci
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Crystina Brooks

Other Attendees:

- Tracy Verrier, Teresa Auchman, Derek Simmonds and Maureen Riester (CEDA); Charlie Ripley (Cayuga County)

1. Quorum Call:

Ms. Gridley, Secretary, called the meeting to order at 10:31 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. Kyle seconded. All present voted in favor motion carried.

Ms. Verrier introduced the two new board members; Ms. Crystina Brooks and Mr. Demetrius Murphy.

3. Activities Update:

Ms. Verrier reported that a Downtown Revitalization Initiative LPC meeting was held to start narrowing down the list of projects to be submitted to the State in March. The intention is to submit \$13-\$15m of projects, then the State will make the final determination of the projects to be funded with the \$10m award. The announcement of the final list should come in the summer, then most projects likely won't move forward until spring 2020.

Ms. Verrier provided the following additional updates:

- CEDA and the Chamber are working with BOCES to organize a student Career Fair for March 21st. There will be 9-10 industries represented in clusters. This will encourage students to consider the industries in Cayuga County and to stay local. Mr. Woods inquired if a representative from the government sector would be there. Ms. Verrier stated that BOCES is working on that.
- CEDA staff are organizing an informational session for bankers to inform them of resources and assistance CEDA can offer their business clients, as well as to present information about the DRI to encourage them to assist with bridge financing. This will likely be the first of a series of similar events to help build and engage referral networks to remind them of what CEDA can offer.
- CEDA staff are also organizing an informational session in March focusing on Opportunity Zones. Cayuga County's zone is the north-west corner of Auburn. The program involves a tax incentive that will help to drive investment into the designated zones. Mr. Woods inquired if this would apply to

existing businesses or just new. Ms. Verrier stated that both new and existing businesses could take advantage of the resulting investments.

- Ms. Verrier attended a conference on “Anchor Collaboratives”, which help generate wealth & economic activity, as a way of learning more about community wealth building strategies. One strategy mentioned was incubating worker-owned businesses to fill needs/gaps in the community. Rochester is currently using this practice to incubate a childcare business. This is something we should look into and see if it can be replicated here.
- The development of the CRM is underway and getting close to completion. There is still some work that needs to be done but it looks promising.

4. Committee Reports:

The CSS committee met and established the officers for 2019. They are:

Chair – Ms. Lisa Chase

Vice-Chair – Mr. Kevin Miles

Secretary – Ms. Cynthia Aikman

Treasurer – Ms. Kelley Gridley

5. Discussion Item: 2019 Welcome & Organizational Items:

Board Expectations: Ms. Verrier reviewed the board expectations outline included in the packet, including expectations for meeting attendance, committee participation, and members’ role as ambassadors of CEDA. The board members present were in agreement with the outlined expectations.

Populate Committees: The Vice-Chair seat on the Executive & Finance committee is still vacant and a volunteer is sought for that seat. The Audit Committee was in need of one more member. Ms. Cynthia Aikman offered to remove herself from the Nominating Committee and join the Audit Committee. This committee will be meeting in February with the auditors. Mr. Demetrius Murphy volunteered to join the Long Range Planning committee. The Marketing committee currently has one member (Susan Higgins) and is in need of two more. Ms. Crystina Brooks volunteered to join the committee. Mr. Woods stated that Ms. Monika Salvage would still be able to participate on that committee.

Bank Account Signers: The current signers on the bank account are Ms. Verrier, Mr. Miles and Ms. Aikman. Ms. Aikman made a motion to continue using the current bank signers; Mr. Lockwood seconded. All present voted in favor motion carried.

Conflict of Interest: Ms. Verrier called the board’s attention to the Conflict of Interest Policy is attached to the board packet. They were asked to read this policy, sign the back page and return it to Ms. Verrier or Ms. Auchman today or before the next board meeting.

6. Discussion Item: Derek Simmonds Staff Presentation:

Mr. Simmonds gave the following update:

- Since his start date of June 6, Mr. Simmonds has met with 45 start ups and 17 existing businesses
- The Agriculture Summit in December was well attended with 32 attendees in the morning session and 23 in the afternoon session.
- The Simple Steps series with SCORE had 5-6 participants finish the 5 week series on writing a business plan
- The PITCH competition was a four part series with 5 businesses competing and 3 winners
- Mr. Simmonds joined the Cornell Agriculture Tech Advisory Committee

Mr. Simmonds plans for 2019 include:

- Working with fewer start-ups and more existing businesses

- Build up the capacity of SCORE with better trained and more diverse members to facilitate being able to refer more start-ups and entrepreneurs, thus freeing up capacity to meet with existing businesses
- Create a “happy hour” for entrepreneurs
- Reach out to minority owned businesses and agricultural businesses
- Check in on all start-up businesses from 2016 to see how they are doing now that they’ve been in business for a couple of years
- Develop a referral network for business succession planning

Mr. Woods asked how we will serve start-ups if we are shifting the focus to existing businesses. Mr. Simmonds stated that we would work more closely with and utilize the capacity of SCORE and SBDC.

Mr. Woods stated that the Wells College water issue is more serious than we thought. We need to be promoting and supporting the college. Mr. Herbert asked if any progress had been made in regards to talking to the state? Mr. Woods stated that the study on a 2nd water source was nearly complete, but that does not solve the immediate crisis. The system could go at any time but it will take 3-5 years to secure the grant funding and start building a new system. Mr. Woods is looking for the Legislature to make some decisions in the next 3-6 months.

Ms. Maureen Riester gave a brief update on the work she has been doing

- CNY IBA is hosting a 4 month training program for businesses on exporting, starting in February
- She has been speaking with businesses about the need for a Foreign Trade Zone (FTZ), which helps reduce costs for businesses that import and export
- She is starting to identify potential applicants for the 2019 CFA round of state funding

Ms. Gridley asked if we had contacted Mr. Mike Nozzolio’s group, Locate Finger Lakes, to work with them. Ms. Verrier stated that she had been engaging with the group, which is looking to market the counties directly in the Finger Lakes as a business friendly region, not just a tourism region. A summit was held at Emerson Park, which included presentations on ESD and resources for agricultural businesses. The end goal is to create collaboration for economic development teams throughout this new region.

Board Updates:

Due to time the only update given was by Mr. Woods informing the Board that the new County website would be live by the end of the day.

Motion to adjourn at 11:26 am by Ms. Aikman, seconded by Mr. Lockwood. All present voted in favor, motion passed.

The next CEDA meeting will take place on February 28th, 2019 at 8:00 am at 2 State Street.