

Geneva Development Corporation
Meeting Agenda

Title: LDC Monthly Meeting
Location: Teams Room - Second Floor of City Hall Ge
14456
Date: 7/2/25
Time: 12:00 PM



Agenda Item	Potential Outcome	Person Responsible	Time (est. Mins.)
Call to Order		Craig Talmage, Chair	0
Administration			
Additions of Deletions from the Agenda	If Needed -Motion to approve	Craig Talmage, Chair	1
Reports			
Approval of Minutes	Motion to approve	Liz Toner, LDC Director	1
Financial Report	Motion to approve	Adam Blowers, City Comptroller	3
Agenda Items			
Business			
The Geneva Parks Collective @ Richards Park	Discussion and Actions	Craig Talmage, Chair and Gabriella D'Angelo, Guest	10
Advisory Committee Scheduling	Discussion	Craig Talmage, Chair	5
GRAF and Drumstock Partnership	Discussion and Actions	Dana Hollenbeck, Vice Chair and Craig Talmage, Chair	10
LDC Beautification Upgrades	Assign Person to get Quotes and be Point Person	Craig Talmage, Chair	10
Target Area Reports			
BID Projects and Events	Updates	Catherine Price, BID Director	6
City Events and Updates	Updates and Discussion - If Time	Liz Toner, LDC Director	6
Next Neighbors Cares Event	Discussion - If Time	Marty Davis and Craig Talmage, Chair	3
County Speaking Event (Ryan Davis)	Set Date(s)	Craig Talmage, Chair	3
Bicycle Repair Station Update	Craig Will Follow-Up	Craig Talmage, Chair	0
Extend Invitation to Habitat for Humanity	Craig Will Do in August	Craig Talmage, Chair	0
Follow-Up on GCSD Funding Needs	Craig Will Do in August	Craig Talmage, Chair	0
Executive Session	If Needed	Craig Talmage, Chair	
New Business and Final Comments	If Needed	Comments for LDC and Guests	2
Adjournment	Motion to adjourn	Craig Talmage, Chair	0

Next LDC meeting: August 6, 2025

Quorum (Confirmation required)

Craig Talmage
Dana Hollenbeck
Marc Rodriguez
Marty Davis
Catherine Price
Jessie Felde
Maddie Damico
Vacant
Vacant

Staff

Liz Toner
Nicole Tillotson
Adam Blowers

Guests

Gabriella D'Angelo
Councilman John Brennan

Join Zoom Meeting

<https://us02web.zoom.us/j/82506418695>

Dial in: (929) 205-6099

Meeting ID: 825 0641 8695

Council Liaison

Councilman James Petroupolis

Pending Advisory Committee Members

Richard McCarthy
Caroline Scutt
Ryan Davis
Victor Pultinas
Spike Herzog
Tracey Dello Stritto



REGULAR MEETING MINUTES
Local Development Corporation (LDC)
May 7, 2025 at 12:00pm
City of Geneva, Conference Room

Board Members in Attendance

Craig Talmage
Dana Hollenbeck
Martha Davis
Catherine Price
Marc Rodriguez
Jessie Redmond (arrived at 12:10)

Others in Attendance

David West, Director of Planning & Economic Development
Liz Toner, Events Coordinator
Nicole Tillotson, City Clerk

Other participants:

John Brennan, City Council
Ryan Davis, Ontario County
Caroline Scutt, URMG Geneva General Hospital

Agenda Items

Call to Order:

Chair Talmage called the meeting to order at 12:05pm.

Financial Report:

Director West shared that the LDC is spending money on contract services, with no substantial changes from last month. Ms. Price wondered if some funds should be moved to an interest-bearing CD. Discussion followed to include breaking out CDs on a separate line, Director West will relay that request to Comptroller Blowers.

Ms. Price made a motion to approve the Financial Report, seconded by Mr. Rodriguez; motion carried unanimously.

Appointment Liz Toner Executive Director

Chair Talmage shared that he's excited to have Ms. Toner on the LDC team. Ms. Price shared that Ms. Toner is a great choice for Executive Director, and will be good for the continuity of the LDC. All in attendance agreed, and congratulated Ms. Toner.

Ms. Davis made a motion to appoint Liz Toner Executive Director of the Geneva LDC seconded by Ms. Price; motion carried unanimously.

Ms. Price made a motion to add Ms. Toner as a signatory/signer for all bank accounts and legal documents the previous Executive Director of the LDC was a signer for, and to allow her the same access to records, seconded by Ms. Hollenbeck; motion carried unanimously.

Nominations and Advisory Committee

Ms. Toner shared that Maddie D'Amico was interviewed recently for the Private Sector, over 100 Employees seat on the LDC, and brings extensive experience in human resources and the Finger Lakes hospitality industry.

Ms. Price made a motion to appoint Ms. D'Amico to the LDC's Private Sector, over 100 Employees seat on the LDC, seconded by Ms. Davis; motion carried unanimously.

Advisory Committee Bylaw Addition

Ms. Hallenbeck, Ms. Davis, and Chair Talmage met, putting together language to construct an Advisory Committee. Ms. Davis noted that the committee will meet quarterly, with 75% attendance required to retain membership on the committee. Chair Talmage read the charge of the Committee, which is intentionally organized to allow non-city resident membership.

A motion to add the Advisory Committee to the LDC's bylaws was made by Ms. Hallenbeck, seconded by Ms. Davis; motion carried unanimously.

GRAF and Drumstock Partnership

Chair Talmage reviewed the Drumstock 2025 Partnership Proposal for LDC. He explained that the ask is for \$12,000 up front so GRAF can start booking acts for Drumstock. After discussion it was decided to amend the proposal so that any funds generated above \$12,000 for the event will be subject to a 60/40 split, with the LDC receiving \$0.60 on each dollar raised, up to and over the \$20,000 goal.

Ms. Davis made a motion to approve the Drumstock 2025 Partnership Proposal including an initial \$12,000 contribution, and amended to include downtown business participation where possible, an after-action report due by December 31, 2025, and engagement with the partnership with a 60% return with no cap on all LDC fundraising, seconded by Ms. Redmond; motion carried unanimously.

BID Projects and Events

Ms. Price shared that the hanging flower basket fundraiser was successful, with eleven baskets remaining to sell. The fundraiser will support the purchase of planters at the intersection of Lake Street and Routes 5 & 20.

The BID is working to secure extended funding for Placer AI software, and adding Visitor Spend to the platform. Ms. Price will provide a demo of the software to the LDC, as well as holding two seminars in the BID office later this month. Mr. Davis invited Ms. Price to present for the Ontario County IDA and Economic Development as well.

The first First Friday of the year was held last week, with an uptick in foot traffic. Ms. Price shared that the BID is utilizing radio, video, and social media marketing for the monthly event.

Music Mondays will be held at Bicentennial Park once per month in June, July, and August. The events will include music, food trucks, and some farmers market and craft vendors.

City Events and Updates

Ms. Toner shared that the department is gearing up for summer events including the Middle Finger 5k this weekend, the Summer Concert Series which will host its first concert at the gazebo on May 14, a Native Plant Sale will be held on May 17 from 9:00-1:00, HWS graduation is on May 18, the Farmers Market kick off on May 24th for the season, and the Memorial Day Parade which will be held on that day, at 10am.

Future Neighborhood Events

Ms. Davis shared that the next Neighbors Together meeting will be held on May 20 at the Bozzuto Center, mingling begins at 6:45pm, the meeting formally begins at 7:00, and will dismiss at 8:00pm. Discussion followed around inviting Dave Sharman to present on Recreation activities, and scheduling an Ontario County Housing Study presentation, as a separate event.

Introductions

As there were several guests in attendance, Chair Talmage suggested introductions.

Caroline Scutt introduced herself as the Director of Marketing and Digital Strategies for URM Geneva General Hospital. She shared her interest in participating with the LDC as a community partner, looking at better ways to partner the community with the healthcare system.

Councilor John Brennan introduced himself, sharing some projects he's particularly interested including the IDA's exterior renovation awards, encouraging bright house paint colors around the city, and the new resident led not for profit group focused on playground improvement.

Ryan Davis, Ontario County Economic Development Director, shared goals of partnerships and microlending. The Ontario County Board of Supervisors is anticipated to approve funding the EAGLE Loan Fund with an additional \$205,000 at their May meeting. The fund has been well utilized; he expects it to be exhausted by mid-summer. Mr. Davis also shared that the County's Revolving Loan Fund is nearly all lent out. Mr. Davis also thanked those who participated in the County's Economic Development survey. The data collected will shape efforts over the next five years with priorities in housing and infrastructure.

Tracy Dello Stritto introduced herself as the President and CEO of the Ontario County Chamber of Commerce, which recently rebranded, formerly the Canandaigua Chamber, now supporting all municipalities in the County. She shared that the Chamber has nearly 500 business members, most of whom are small businesses. She shared her focus, as the one-year new President, to be getting out in the community. Ms. Dello Stritto is also a voting member on the Finger Lakes Economic Development Council, advocating for businesses. She also committed to promoting Drumstock.

Adjournment:

Mr. Rodriguez made a motion to adjourn at 1:03pm, seconded by Ms. Price; motion carried unanimously.

Next Meeting: June 4, 2025

Respectfully submitted,

Nicole Tillotson

Nicole Tillotson
City Clerk



REGULAR MEETING MINUTES
Local Development Corporation (LDC)
June 4, 2025, 12:00pm
City of Geneva, Teams Room

Board Members in Attendance:

Craig Talmage
Dana Hollenbeck
Marty Davis
Catherine Price
Jessie Redmond
Maddie D'Amico

Necessarily Absent:

Marc Rodriguez

Others in Attendance:

Liz Toner, Events Coordinator
Nicole Tillotson, City Clerk
Adam Blowers, Comptroller

Other Participants:

Caroline Scutt Finger Lakes Health
Ryan Davis, Ontario County
John Brennan, City Council
Jim Petropoulos, City Council

Call to Order

Chair Talmage called the meeting to order at 12:03pm.

Financial Report

Comptroller Blowers presented the May Financial report, highlighting a \$12,000 donation to GRAF for Drumstock, otherwise not much activity at the moment. Comptroller Blowers shared that everything has been transferred to LNB.

Ms. Davis made a motion to approve the May Financial Report, seconded by Ms. Hollenbeck; motion carried unanimously (6-1 absent)

Approval of Minutes

Tabled until the July meeting

Nominations and Advisory Committees

Councilor Brennan and Ms. Price met with Spike Herzig and recommend him to be on an advisory committee. The Nominations Committee will meet later this month to review their recommendation. Chair Talmage welcomed Maddie D'Amico to the board, and began round table introductions.

GRAF and Drumstock

There will be an informal meeting on June 5th at Drumstock to review fundraising and review individual asks of support. The goal is to raise \$20,000 for the event. A \$500 and \$1,000 donation have been made thus far in addition to the LDC's \$12,000 contribution. The fundraising flyer was reviewed, and feedback shared.

Any further feedback should be emailed to Ms. Hollenbeck. Discussion followed around fundraising logistics.

BID Projects and Event

First Friday is this week featuring many food and beverage specials downtown as well as live music. The next Music Monday is on June 16 at Bicentennial Park featuring food vendors, live music, and a farmers' market. Paddlefest will be held on July 5, and is fully accessible. The BID added accessibility to its mission statement at its most recent meeting. Councilor Petropoulos added that Vault Pilates will open on June 14.

City Events and Updates

Ms. Toner shared upcoming City events to include the Relay for Life on June 7, HWS Reunion Weekend this weekend, Rosé Soiree on June 14, Geneva High School Graduation on June 20, Hildreth Hill neighborhood garage sale at McDonough Park on June 21, and the Daughters of the American Revolution reenactment of Mark Lafayette's speech at Pulteney Park on June 8. She also shared that Farmer's Markets are up and running every Saturday, and there will be a free First Sail event on June 14 from 8am to noon.

County Updates

Mr. Davis shared that on Ontario County Housing Ad Hoc presentation will be held today in Gorham. With one scheduled in Canandaigua later this month as well. Mr. Davis will work to schedule a presentation in the City sometime this summer, before students return to Hobard on September 1.

Mr. Davis also shared that The Ontario County Board of Supervisors funded the EAGLE Loan Fund with an additional \$200,000 recently. He received notification from CNB yesterday that the funds are all allocated. Ms. Price wondered about the County's program to rehab vacant rental properties; Mr. Davis shared that this program is also in high demand, funding the rehab of about 25 units this cycle. Discussion followed.

Neighbors Together

After discussion it was decided that the Neighbor's together group will meet on August 5, from 6:45-8:00pm at the Bozzuto Center. Ms. Davis also shared details of a toy library being established for families to share around toys they no longer use.

Bicycle Repair Station Update

Chair Talmage explained that a proposal is being developed for a stationary bike repair station that will include tools and a bike pump. It was suggested that it be placed near the bike rack in front of City Hall. Discussion followed.

Habitat for Humanity

Chair Talmage will connect with Habitat for Humanity and invite them to an LDC meeting.

GCSD Follow-Up on Funding Needs

Chair Talmage will reach out and follow up with the school district to see if there are need the LDC can help them meet.

Open Discussion

Ms. Redmond wondered what the process looks like for the LDC to purchase property to rehab, noting a home on South Main that will be sold as a foreclosure soon. Comptroller Blowers explained the City Owned Property tax foreclosure process, and explained that the LDC would be competing against others in the market for the home, whereas there isn't competition for the LDC in the City process. Comptroller Blowers will share the City owned property for sale list when it is updated later this summer. Discussion followed.

Mr. Davis added that the NYS Consolidated Funding Application for Empire State Development is scheduled on June 17 from 9:30 – noon at the Safety Training Facility.

Adjournment

Ms. Redmond made a motion to adjourn at 12:58pm; seconded by Ms. Davis. Motion carried unanimously.

Respectfully submitted,

Nicole Tillotson

Geneva City Clerk

Balance Sheet

City of Geneva Local Development Corp

As of June 30, 2025

DISTRIBUTION ACCOUNT	TOTAL
Assets	
Current Assets	
Bank Accounts	
Certificate of Deposit	-4,478.59
LDC Checking Account	190,189.99
Total for Bank Accounts	\$185,711.40
Accounts Receivable	
Other Current Assets	
Total for Current Assets	\$185,711.40
Fixed Assets	
Other Assets	
Land and Buildings - Investment	44,567.00
Total for Other Assets	\$44,567.00
Total for Assets	\$230,278.40
Liabilities and Equity	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable (A/P)	0
AP - BID Beautification	2,493.28
Total for Accounts Payable (A/P)	\$2,493.28
Total for Accounts Payable	\$2,493.28
Credit Cards	
Other Current Liabilities	
Total for Current Liabilities	\$2,493.28
Long-term Liabilities	
Total for Liabilities	\$2,493.28
Equity	
Retained Earnings	260,444.85
Net Income	-32,659.73
Total for Equity	\$227,785.12
Total for Liabilities and Equity	\$230,278.40



YOU'RE INVITED

New York State Department of Labor Commissioner Roberta Reardon cordially invites you to a presentation of Governor Kathy Hochul's 2025-26 State Budget accomplishments, hosted by NYSDOL and Finger Lakes Workforce Partners.

Join us to learn more about the Governor's efforts to make the State a safer, more affordable place to live for all New Yorkers.

Date: Monday, July 7, 2025

Time: 2:00 P.M. – 3:00 P.M.

Location: Hobart and William Smith Colleges
Bozzuto Center for Entrepreneurship
22 Castle Street, Geneva, NY, 14456

Please RSVP to elizabeth.morabito@labor.ny.gov
by Wednesday, July 2nd

We hope to see you there!

WE ARE YOUR DOL





On behalf of the Hildreth Hill Neighborhood Association, of which I have recently been elected as the Association Leader, we are contemplating various NEW Community Events for our City Neighborhood that would be open to all City and Town Residents. These would be in addition to our long standing Brook Street Annual Pumpkin Roll Festival.

Two of the proposed new events that the Association has agreed to in principle, include:

1. Family Roller Skating Event, to be held indoors at either the old DeSales Gym (owned by Massa Construction) or either the City of Geneva's Brook St Tennis Courts (the courts are named after our previous Association leader Len DeFrancesco) or one of the GMS/GHS basketball courts. An additional site, if timing works out, might be the City Ice Rink when the turf field is removed (but before the ice rink gets back in session for HWS hockey team). Venue availability and potential costs **TBD**.

Historical Roller Skating Background: Geneva Rollerdrone operated in the city by the DiFederico family for 55 years - from 1955 to 2010. There is no longer a convenient opportunity for City Residents to enjoy roller skating locally. The closest similar opportunity is via the City Of Canandaigua's Civic Center (three open stakes per week in the summer).

Since 2010, Bruce DeFederico has operated Bruce's Mobile Skating, who will provide the advertising posters, roller skates, instructions, safety, DJ Services and family friendly games, along with liability insurance coverage, as may be required. www.brucesmobileskating.com

Target Population:

- City and Town Residents, preferably with parents or grandparents in attendance. Children ages 5-14ish.
- Assistance by Hildreth Hill Volunteers and by a few of the now defunct City Women's Roller Derby Team, called the LunaChicks.

Benefits:

- Family Friendly beginner skating opportunity.
- Promoting family bonding and creating lasting memories.
- Enhancing coordination, balance, motor skills and encouraging physical fitness.
- Boost confidence and promote the Benefits of roller skating or inline skating.
- Hoping this could be continued more than once a year after the initial trial year.

Probable Expenses:

- Bruce's Mobile Skating set up, DJ, safety and games **\$500** for 2-3 hours
- Venue Rental - **\$\$ TBD** and likely paid for from reduced price attendance fees.
- Probably attendee fees: We would like to offer reduced attendee fees with support from LDC to pay for Mobile Skating fees, for this initial event trial. Typical fees for Canandaigua's Civic Center weekly skating is \$15 per person plus rentals. We would like to make it very affordable for families. Maybe \$6 for one, \$10 for two and \$15 three and \$20 for four or more.

Requested Grant Assistance: \$500 to pay for Bruce's Mobile Skating. Other costs and promotional fees to be paid from Hildreth Hill Entrance fees collected. Excess Profit, if any, will go to Hildreth Hill Annual GHS Senior Scholarship fund. One or two \$300-\$500 scholarships have been awarded annually for more than 10 years!

2. Family Movie in the Park, to be held at Brook Street Tennis courts - for an initial trial.

Benefits:

- Family Friendly event, praising a Major event in the City's History in 2008. Entire city block was shutdown for demolition of two structures and two new structures built from the ground up of 1000's of volunteers.
- Many young kids (that were born after 2015) and new residents to the City will not be aware of this monumental undertaking!
Promoting family bonding and Civic Pride.
- Hoping this could be continued more than once a year after the initial trial year.
- Bring a blanket and observe with family or friends,
- Possible consideration for house and gym tour by the Tim Hill family, on William St (in Hildreth Hill Neighborhood)?

Logistics Expenses:

- CBS Movie licensing fee - if applicable (we intend to play the youtube video). We would need to review with the Smith Opera House for Guidance. **\$\$ TBD.**
- Proposed Free Popcorn for attendees. Lake Drum Brewing can donate use of their popcorn machine for onsite popping.
- Venue Rental - No cost for use of the Tennis Courts (as long as a usage request is submitted to the City Events Manager).
- Expenses for popcorn pre-purchase, lunch bags and oil and paper towels, etc - **\$\$ TBD**
- Power - Power is existing at the Tennis Courts. No cost.
- Screen Support - use of the 10' tall existing fence might be adequate to hold a screen. No cost
- Project and Screen - City Recreation had furnished these in years past. To be confirmed. No Cost if still available/operational.
- Attendee fees: None - possible ask for can good /food donation for Center of Concern Collection.

Requested Grant Assistance: \$200 to pay for Popcorn provisioning and print flyers and posters

Video broadcast on CBS in August 2008, that might be appropriate to show:

https://www.youtube.com/watch?v=91cbkr6lfKs&list=PL-k_bjb6negT465L6p_sSSYkRPBM5dNvH&index=5

3. Thirteenth Annual Pumpkin Roll Festival, to be held at Brook Street Park

Benefits:

- Free event for all residents. Attendance has grown steadily, likely surpassing 500 attendees the last few years.
- 1200 Pumpkins picked. washed. rolled, painted, smashed and cleaned up. Composting of all spoils. Substantial discount by regional farmers
- Dozens of games and prizes for each participant.
- Pumpkin and face painting.
- 5 Bushels of apples picked for cider pressing tasting by children. Composting of all spoils.
- Bake Sale
- Spud Chucking slingshots with targets thousands of small potatoes purchased and com collection.
- Cases of food donations provided to Center of Concern.
- Promotion of event primarily with flyers printed and stuffed in childrens book bags in the local schools (save the date).

Requested Grant Assistance: \$200 for misc expenses.

Past PUMKPIN ROLL photo links from Jan Regan Photography

https://www.facebook.com/story.php?story_fbid=751840620290616&id=100063940541544

https://www.facebook.com/story.php?story_fbid=499749842166363&id=100063940541544

https://www.facebook.com/story.php?story_fbid=10230486693804619&id=1038036467

Thank you for your consideration.

I will try and attend tomorrow's LDC meeting, just in case you have questions or concerns.

Todd Taylor
Hildreth Hill Neighborhood Association
585-314-8544 (M)
315-789-2181 (H)