

**Geneva Development Corporation****Meeting Agenda****Title:** LDC Monthly Meeting**Location:** Council Chambers - Second Floor of  
City Hall Geneva NY 14456**Date:** 4/2/25**Time:** 12:00 PM

<b>Agenda Item</b>	<b>Potential Outcome</b>	<b>Person Responsible</b>	<b>Time (est. Mins.)</b>
<b>Call to Order</b>		Craig Talmage, Chair	0
<b>Administration</b>			
Additions of Deletions from the Agenda	If Needed -Motion to approve	Craig Talmage, Chair	1
<b>Reports</b>			
Financial Report (including updated signatories and CDs)	Motion to approve	Adam Blowers, City Comptroller	4
<b>Agenda Items</b>			
<b>Business</b>			
Budget	Discussion and Vote	David West, ED	8
Nominations and Advisory Committee	Updates and Vote on New Member	Craig Talmage, Chair	8
Neighbors Together- Care, Create and Celebrate! Thursday, April 3rd from 6:45pm to 8pm at Bozzuto Center (22 Castle St.)	Discussion	Marty Davis and Craig Talmage, Chair	8
LDC Presence at Community Meetings and General Outreach Strategies	Discussion	David West, ED and Craig Talmage, Chair	8
Follow Up with GCSD	Discussion	Craig Talmage, Chair	1
<b>Target Area Reports</b>			
BID Projects and Events	Updates	Catherine Price, BID Director	6
GRAF and Drumstock Partnership	Updates and Homework	Dana Hollenbeck, Vice Chair and Craig Talmage, Chair	6
Marketing (Logo Survey and Marketing Interns Update)	Updates	Craig Talmage, Chair and Dana Hollenbeck, Vice Chair	1
City Events and Updates	Discussion - If Time	David West, ED	6
Financial Partnerships (Connect with Ryan Davis of Ontario County Economic Development)	Discussion and Set Dates	Craig Talmage, Chair	1
Future Neighborhood Events	Discussion and Set Dates	Marty Davis and Craig Talmage, Chair	1
Housing (Invite Habitat or BluePrint?)	Discussion and Set Dates	Craig Talmage, Chair	1
<b>Executive Session</b>	If Needed	Craig Talmage, Chair	
<b>New Business and Final Comments</b>	If Needed	Comments for LDC and Guests	0
<b>Adjournment</b>	Motion to adjourn	Craig Talmage, Chair	0

**Next LDC meeting: May 7, 2025****Quorum (Confirmation required)**

Craig Talmage  
Dana Hollenbeck  
Marc Rodriguez  
Marty Davis  
Catherine Price  
Vacant  
Vacant  
Vacant  
Vacant

**Join Zoom Meeting**<https://us02web.zoom.us/j/85060583345>

Dial in: (929) 205-6099  
Meeting ID: 850 6058 3345

**Staff**

David West  
Liz Toner  
Nicole Tillotson

**Guests****Pending Advisory Committee Members**

Kyle Ackart	Richard McCarthy	Ryan Davis	School District
Josh Miller	Caroline Scutt	Victor Pultinas	



**REGULAR MEETING MINUTES**  
**Local Development Corporation (LDC)**  
**February 5, 2025 at 12:00pm**  
**City of Geneva, Conference Room**

**Board Members in Attendance**

Craig Talmage  
Dana Hollenbeck  
Martha Davis  
Catherine Price (arrived at 12:13)

**Others in Attendance**

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

**Other participants:**

Jim Petropoulos, City Council  
John Brennan, City Council  
Caroline Scott, U of R  
Victor Pultinas, Geneva Rising Artists Foundation  
John Manion, Geneva Rising Artists Foundation

**Agenda Items**

**Call to Order:**

Chair Talmage called the meeting to order at 12:00pm with no quorum present.

**Administration:**

Attorneys have advised that LDC board members must be residents of the City per NYS.

**Financial Report:**

Tabled for the March meeting

**Nominations Committee Update**

The Nominations Committee has four applications, they would like more. Representatives from the hospital and banking are being sought for the advisory board. Also looking into interested parties who would act in a consulting role. Discussion followed.

**Next Neighborhood Event**

Ms. Davis reviewed the November Neighborhoods meeting. There will be a gathering on February 8<sup>th</sup> at 1:00 at the Presbyterian Church, which will include a cookie exchange and crafts.

The next gathering of Neighbors Together will be held on February 12 at the Bozzuto Center. Refreshments will be available beginning at 6:45, and the meeting will formally begin at 7:00. The group will review the City of Rochester initiative called ROC Blocks in Bloom, to gain inspiration.

**Partnerships with Funding Local Development and Fundraising Brainstorm**

Victor Pultinas and John Manion of Geneva Rising Arts Foundation (GRAF) shared their new not for profit, born out of Drumstock, which held its fifth annual event last summer at the Lake Drum Brewery. They shared the goals of the GRAF, and explained how they intend to keep building on Drumstock. Goals include increasing the quality of production at the annual event, seeking grants for an art and mural project for kids at the Boys and Girls Club, and other future plans.

**GENEVA LOCAL DEVELOPMENT CORPORATION**

CITY HALL- 47 CASTLE STREET- GENEVA, NEW YORK 14456

Executive Director- David West 315-835-0436 [dwest@geneva.ny.us](mailto:dwest@geneva.ny.us)

**BOARD OF DIRECTORS**

ROBERT SOLLENNE ('23) ~ CHEVANNE DEVANEY ('24) ~ DANA HOLLENBECK ('23)

PAULA BUCKLIN ('24) ~ ROBERT KOCZENT ('23) ~ DAVID LINGER ('23) ~ MARC RODRIGUEZ ('23) ~ PETER GILLOTTE ('23)

Chair Talmage complimented the incredible event pulled off with a \$15,000 budget, and explained the LDC's goals of supporting economic development and revenue generation. He further expressed that the LDC would like to know how they can work with GRAF to support the capacity building engine. Some thoughts discussed include a larger stage, a craft coffee beverage fundraiser at Monaco's as a fundraiser, and partnering with other local businesses.

### **Marketing and Logos**

Ms. Hollenbeck shared that the marketing interns are on track to deliver a plan for an LDC social media existence. The logo project has been abandoned for the time being.

### **Housing**

Land Trust and Housing Trust briefly discussed

### **Updates**

Director West shared that the MAP grant program is closing out, and the Public Hearing for the next application will occur this evening.

Discussion followed around looking for partner agencies for micro lending opportunities. Appointing LDC members to the Revolving Loan Committee was discussed, Director West explained the process of the RLC granting loans to participants in the MAP program.

Director West shared that there are several property offers that will go before City Council, getting property back on the tax rolls, including an offer from Habitat for Humanity.

Ms. Toner shared that the first Winter Market will be held this Saturday at the Welcome Center.

Ms. Price shared details about this weekend's Art Walk and Film Festival.

Councilor Petropoulos shared that on June 8<sup>th</sup> the Daughters of the American Revolution will be sponsoring a reenactment of Mark Lafayette's speech given in Geneva on that day 200 years ago. He also reminded everyone of America's 250<sup>th</sup> Birthday coming up next year, and wondered if the Fireman's Parade can be enhanced for the occasion.

Mr. Manion shared that Keen Ventura will be making a film about Geneva, which will be filmed in the City next year.

Ms. Price reminded everyone to bring back bid idea fundraiser ideas next month for revenue generation.

### **Adjournment:**

The meeting was adjourned at 12:56pm

Respectfully submitted,

*Nicole Tillotson*

Nicole Tillotson  
City Clerk



**REGULAR MEETING MINUTES**  
**Local Development Corporation (LDC)**  
**February 13, 2025 at 12:00pm**  
**City of Geneva, Conference Room**

**Board Members in Attendance**

Craig Talmage  
Dana Hollenbeck  
Martha Davis  
Catherine Price  
Marc Rodriguez  
Josh Miller

**Others in Attendance**

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

**Other participants:**

Jim Petropoulos, City Council  
John Brennan, City Council  
Victor Pultinas, Geneva Rising Artists Foundation

**Agenda Items**

**Call to Order:**

Chair Talmage called the meeting to order at 1:00pm.

**Administration:**

Chair Talmage explained that Mr. Ackart and Mr. Miller can't continue at LDC Board members, as there is a City residency requirement. He suggested establishing an advisory committee for non-residents to provide input and share expertise. The Nominating Committee will convene, draft language for review and develop a process to accomplish this.

**Financial Report:**

Tabled for the March meeting

**YMCA Update**

Chair Talmage shared that the YMCA mortgage paperwork has been signed.

**Big Event Planning**

Victor Pultinas of the Geneva Rising Arts Foundation (GRAF) shared that they would like to explore handing Drumstock off to the LDC, to use as their big event. GRAF would collaborate with the LDC, discussion followed around elevating the event via local economic development. Mr. Miller explained that although the event basically breaks even, it brings people to Geneva, which is a profit, a win. Mr. Pultinas suggested the Jazz Fest as another collaborative opportunity.

**Neighborhood Event**

Ms. Davis shared details of the Neighbors Together meeting held on February 12. She shared that the meeting was well attended, and the group talked about neighborhood needs including building community, family friendly activities, caretaking and supporting each other, and beatification of neighborhoods. Events to bring people together were brainstormed to include a holiday lights extravaganza at the lakefront, lake monster parade, dragon day, paper mâché day, toy swap, film fest/art walk, Drumstock, blocks in bloom, bike fix it shop, air pumps at the welcome center, Green committee lakefront gardens, weeding weekends with free

**GENEVA LOCAL DEVELOPMENT CORPORATION**

CITY HALL- 47 CASTLE STREET- GENEVA, NEW YORK 14456

Executive Director- David West 315-835-0436 dwest@geneva.ny.us

**BOARD OF DIRECTORS**

ROBERT SOLLENNE ('23) ~ CHEVANNE DEVANEY ('24) ~ DANA HOLLENBECK ('23)

PAULA BUCKLIN ('24) ~ ROBERT KOCZENT ('23) ~ DAVID LINGER ('23) ~ MARC RODRIGUEZ ('23) ~ PETER GILLOTE ('23)

coffee, elevation of the pumpkin roll, roller skating event, restoring historic markers, more musical events, bar crawl, dog park fundraiser, Halloween weekend events with BID, pushing city updates registration, and BID weeding. Chair Talmage shared that three Councilmembers attended the meeting, and thanked them for their participation. Councilor Petropoulos suggested local students commissioning images to use for future downtown design inspiration, and Councilor Lavin suggested a similar idea, in the form of a competition for designs at the plaza. Councilor Brennan suggested painting a house in bright colors to stand out. Ms. Davis wrapped up by sharing that the group has agreed to meet every other month.

### **Marketing and Logos**

Ms. Hollenbeck shared that the marketing interns are looking for clear direction again, wondering what to work on first. After discussion it was decided that each intern will be delegated a specific task.

### **Housing**

Land Trust and Housing Trust alignment with Neighbors Together was discussed. Housing trust models in other communities that may align well in Geneva were discussed, including Ithaca Neighborhood Housing, and it was noted that Habitat will have a land trust structure with the properties they are developing in the City. Mr. Rodriguez shared that Seneca County has a housing trust. Mr. Miller suggested a shared subcommittee between the LDC and the IDA that could include non-residents to accomplish some goals. Discussion followed around establishing a model of enthusiasm that will be contagious, and drive the effort, that will be attractive to employers looking for a community with a quality of life that should be the core of Geneva's economic development future.

### **Annual Adoption of Policies Resolution**

Director West presented the resolution Adopting Policies, Standards, and Procedures in Connection with the Public Authorities Accountability Act of 2005 and the Public Authority Reform Act of 2009.

Motion was approved by affirmation, unanimously.

### **Approval of Minutes**

Minutes from the January 8, 2025 meeting were approved by affirmation, unanimously, with Mr. Rodriguez abstaining.

### **Adjournment:**

The meeting was adjourned at 1:35pm

Respectfully submitted,

*Nicole Tillotson*

Nicole Tillotson  
City Clerk

# City of Geneva Local Development Corp

## Balance Sheet

As of March 27, 2025

	TOTAL
<b>ASSETS</b>	
Current Assets	
Bank Accounts	
Certificate of Deposit	-4,478.59
LDC Checking Account	206,181.10
<b>Total Bank Accounts</b>	<b>\$201,702.51</b>
<b>Total Current Assets</b>	<b>\$201,702.51</b>
Other Assets	
Land and Buildings - Investment	44,567.00
<b>Total Other Assets</b>	<b>\$44,567.00</b>
<b>TOTAL ASSETS</b>	<b>\$246,269.51</b>
<b>LIABILITIES AND EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable (A/P)	0.00
AP - BID Beautification	2,493.28
<b>Total Accounts Payable (A/P)</b>	<b>2,493.28</b>
<b>Total Accounts Payable</b>	<b>\$2,493.28</b>
<b>Total Current Liabilities</b>	<b>\$2,493.28</b>
<b>Total Liabilities</b>	<b>\$2,493.28</b>
Equity	
Retained Earnings	260,444.85
Net Income	-16,668.62
<b>Total Equity</b>	<b>\$243,776.23</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$246,269.51</b>

# City of Geneva Local Development Corp

## Profit and Loss

January 1 - March 27, 2025

	TOTAL
Income	
Other Types of Income	281.38
<b>Total Income</b>	<b>\$281.38</b>
Expenses	
Contract Services	
Accounting Fees	6,950.00
<b>Total Contract Services</b>	<b>6,950.00</b>
Operations	
Contribution to City of Geneva	10,000.00
<b>Total Operations</b>	<b>10,000.00</b>
<b>Total Expenses</b>	<b>\$16,950.00</b>
NET OPERATING INCOME	\$ -16,668.62
NET INCOME	\$ -16,668.62

**Geneva Development Corporation**  
**DRAFT 2025 Operating Budget**

Final Approved \_\_\_\_\_

<b>Revenues</b>	<b>2022 Actual</b>	<b>2023 Est.</b>	<b>2024 Budget</b>	<b>2025 Budget</b>
Agency Fees	\$ -	\$ -	\$ -	\$ 150,000
Interest on Investments	\$ 404	\$ 2,300	\$ 2,000	\$ 2,000
Other Income	\$ -	\$ -	\$ 85,000	\$ -
Appropriation from Fund Balance	\$ -	\$ -	\$ -	\$ -
<b>Total</b>	<b>\$ 404</b>	<b>\$ 2,300</b>	<b>\$ 87,000</b>	<b>\$ 152,000</b>
 <b>Expenditures</b>				
<i>Administrative</i>				
Legal	\$ -	\$ -	\$ -	
Audit	\$ 6,700	\$ 6,800	\$ 7,250	\$ 7,600
City/Administrative Support	\$ 17,041	\$ 23,891	\$ 15,000	\$ 15,000
Other	\$ 69	\$ -	\$ -	
<i>Subtotal</i>	<i>\$ 23,810</i>	<i>\$ 30,691</i>	<i>\$ 22,250</i>	<i>\$ 22,600</i>
 <i>Programming</i>				
Gateway Expenses	\$ -	\$ -	\$ -	
Quality of Life/Beautification	\$ 30,950	\$ 6,500	\$ -	\$ 13,050
Marketing	\$ -	\$ -	\$ -	\$ 2,000
Other	\$ -	\$ 25,000	\$ 20,000	\$ 20,000
<i>Subtotal</i>	<i>\$ 30,950</i>	<i>\$ 31,500</i>	<i>\$ 20,000</i>	<i>\$ 35,050</i>
 <b>Total Expenditures</b>	<b>\$ 54,760</b>	<b>\$ 62,191</b>	<b>\$ 42,250</b>	<b>\$ 57,650</b>
 <b>NET INCOME</b>	<b>\$ (54,356)</b>	<b>\$ (59,891)</b>	<b>\$ 44,750</b>	<b>\$ 94,350</b>

<b>Estimated Cash (12-31-2024)*</b>	\$ 220,000
<b>Add to/Draw on Reserves</b>	\$ 94,350
<b>Anticipated Cash (12-31-2025)</b>	<b>\$ 314,350</b>

\*includes checking and CD

## Nicole Tillotson

---

**From:** noreply@civicplus.com  
**Sent:** Thursday, October 3, 2024 9:19 AM  
**To:** Nicole Tillotson  
**Subject:** Online Form Submittal: Apply for a Board or Commission

**Caution:** This message originated from outside the City of Geneva email system. Do not click links or open attachments unless you recognize the sender and know the content is safe. When in doubt, contact your IT Department

### Apply for a Board or Commission

Engage Geneva!

The digital front door for volunteer opportunities for the City of Geneva's Boards and Commissions.

First Name	Jessie
Last Name	Felde
Address	820 South Main Street
Address Line 2	<i>Field not completed.</i>
City	Geneva
State	New York
Zip Code	14456
Phone	3042769607
Email	jafelde@gmail.com
Are you registered to vote in the City of Geneva?	<i>Field not completed.</i>
What is your political affiliation?	No Party Affiliation
Which of the following opportunities interests you?	Historic Districts Commission* (Resident), Local Development Corporation (Resident), Planning Board* (Resident), Recreation Advisory Board* (Resident)

Are you currently serving on any City Boards or Commissions?	No
Please list any educational attainment beyond high school:	B.S Mechanical & Aerospace Engineering (dual degree, West Virginia University) MBA Cornell University
Please list any volunteer or other community activities you have engaged in:	Women's Impact Network at my employer; Parks and Recreation Dept. in Ithaca, NY
Are you currently involved in any legal action with the City?	No
Do you have any racial, ethnic or cultural attributes that may help us expand the diversity of Boards and Commissions?	No
Is there any additional information that you would like to share?	<i>Field not completed.</i>
Please list any ownership interests in properties or companies that may present future conflicts in your service:	None
Please share any related experience you have or reason for interest to the board, committee or commission you are applying for today:	I have lived in the Geneva area for the last 4 years and am very passionate about volunteering and leading in my communities. My skillsets in critical thinking, developing financial models, assessing business value, and consulting for diverse stakeholders enables me to bring a unique and valuable perspective to the City of Geneva. As a former engineer, I have a deep understand of thinking critically and creatively to find solutions to problems; as a former consultant, I have a strong ability to work with business leaders to expand strategic initiatives and think sustainably about growth; as a current product consultant at an energy start-up company, I know have to be scrappy with resources and solve problems quickly and effectively. I reside in the Historic South End District of Geneva and am very keen on preserving the historic appeal of Geneva, while helping the community grow and prosper sustainably. I am very interested in helping Geneva find and implement sustainable ways to bring in new residents

and expand local businesses and community events for all age groups, economic backgrounds, and interests.

---

Email not displaying correctly? [View it in your browser.](#)



As we prepare for Drumstock 2025, Geneva's free community-driven music and arts festival, we are reaching out to explore how the Local Development Corporation (LDC) of Geneva can play a key role in helping us grow this event into an even greater asset for our city. With your support, we aim to strengthen local partnerships, enhance economic impact, and ensure the long-term sustainability of this uniquely Geneva-centric celebration.

Drumstock, has become a pillar of community engagement, bringing together musicians, artists, local businesses, and residents in a shared creative space. In 2024, we saw firsthand how this festival boosts downtown foot traffic, supports local vendors, and provides a stage for homegrown talent, all while remaining free for the public. To build on this success, we are seeking the LDC's expertise and assistance in the following key areas:

- Securing Funding & Sponsors – Your experience in fostering relationships with Geneva's banks and businesses would be invaluable in helping us secure sponsorships that will sustain the festival's growth and increase its economic impact.
- Navigating City Logistics – As Drumstock takes place on public property, we would greatly benefit from LDC's guidance in coordinating necessary approvals, permits, and city services to ensure a smooth and successful event.
- Fostering Collaborations with Neighborhood Associations – We envision a multi-faceted festival that integrates local organizations, the farmers market, youth activities, and even a community mural. Your connections could help us coordinate these partnerships and create a unified, city-wide event.
- Marketing Support for GRAF's Community Dollar Initiative – We would like to work with the LDC to promote GRAF's efforts in supporting local artists through a community-backed donation model, while also providing LDC cross-promotional opportunities at local businesses and establishments in and around Geneva.
- T-Mobile Grant Assistance for a Portable Stage – We are preparing to apply for a T-Mobile grant to fund a portable stage that would serve Drumstock and other Geneva events. Given the LDC's experience in grant applications, we would love to work with you to ensure our submission is as strong as possible and ready to go at the time of submission.

Your partnership in these areas would elevate Drumstock to new heights, ensuring it remains a free, accessible, and thriving cultural event for years to come. We welcome the opportunity to discuss these ideas further and explore how the LDC's involvement can bring additional value to Geneva's creative economy.

Thank you for your ongoing support of Geneva's arts and culture scene—we look forward to working together to make Drumstock 2025 our most impactful festival yet.

Per your request, please see the spreadsheet below containing our financial wishlist to make this year's Drumstock the ultimate community experience.

<b>Item</b>	<b>Cost</b>
Stage 1 (stage, sound, lights, staff)	\$2,800
Stage 2 (awning, sound, lights, staff)	\$1,700
Headliners	\$10,000
Supporting Acts	\$6,000
Photographers/Videographers	\$3,000
Event staff	\$12,000
Security	\$1,000
Mural	\$3,000
Live Art	\$1,000
Performing Arts	\$1,000
Marketing Budget	\$3,000
Operations Stipend	\$3,000
Directors Stipend	\$10,000
Green Room	\$1,000
Bathrooms	\$500
<b>TOTAL</b>	<b>\$59,000</b>

# Local Development Corporation Marketing Plan

Prepared by the Bozzuto  
Center Marketing Coordinators



Estd 2023

# Table of Contents

- I. Mission and Objectives
- II. Example Brand Kit
- III. Social Media Strategy
  - I. Best Practices
  - II. Pilot Post
- IV. Newsletter Strategy
  - I. Newsletter Best Practices with Examples
  - II. Newsletter in Email
  - III. Email Marketing Platform Comparison
- V. Implementation Timeline
- VI. Additional Future Recommendations

# Mission and Marketing Objectives

## MISSION

To drive positive change in the Geneva real estate market by undertaking catalyst projects in and around the City. Facilitate sustainable, aesthetically pleasing, and environmentally appropriate development in key areas. Ameliorate conditions contributing to, or threatening neighborhood decline. Buy, sell, hold, or when necessary develop property to facilitate a healthy, functioning real estate market in the City of Geneva. Engage residents in catalyst projects aimed at improving market conditions.

## MARKETING OBJECTIVES

1. Marketing Economic Development Successes
  - Increase LDC's visibility by sharing LDC's "success stories"
2. Promote LDC Neighborhood Projects
  - Share information on upcoming events and projects to boost stakeholder engagement.
3. Promote LDC Community Partnerships
  - Share information on upcoming events and deepen community engagement.



#### COLOR PALETTE



#bca050



#243e62



#d2c9ad



#000000

#### INDIVIDUAL FONTS

Aa  
DM Serif Display

Aa  
Lato

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

*Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla non malesuada nisi. Praesent diam lorem, convallis sit amet tellus sed, luctus euismod libero. Quisque ac lorem velit. Donec dignissim feugiat ipsum sit amet tempor.*

# Brand Kit Best Practices

## Logo

For the purpose of this brand kit, we are using an initial logo design. The logo should reflect LDC's commitment to the Geneva community, featuring Geneva's historic buildings. Using a simple color scheme that can easily transition to grayscale is best for printing.

## Color Palette

The color palette should be chosen based on tints and shades of colors used in the logo. Using blue in their color scheme will tie the LDC to the City of Geneva, whose logo utilizes different shades of blue.

## Font

The LDC should choose a brand font that is simple and easy to use. Fonts should be consistent across any communication materials.

# Social Media Best Practices

1. **Identify and Engage Your Audience** – Using platforms like Instagram and Facebook will be best for reaching community members. The LDC can post in Geneva community specific Facebook groups to advertise their events.
2. **Use hashtags** – Using hashtags such as #Geneva or #FLX will help LDC's posts specifically reach Geneva's community.
3. **Partner with Local Businesses** – Partner with local businesses, such as Lake Drum, to cross post about events and opportunities.
4. **Share success stories** – Post pictures of LDC projects and achievements so community members can better understand the LDC's mission.
5. **Interact with your followers** – The LDC can run photo contests where users submit their favorite photos of Geneva neighborhoods. Additionally, the LDC can post their “Neighbor Spotlight” that is included in their newsletter to both advertise the newsletter and further showcase Geneva community members.
6. **Posting frequency** – The LDC should post at least twice during the week before an upcoming event, once on their story, and once on their actual feed. When there are no upcoming events, the LDC should post at least 1-2 times/week to advertise their neighbor spotlights, any contests, and highlight any LDC achievements.

# Social Media Pilot Post



## What Is Our Mission?

To drive positive change in the Geneva real estate market by undertaking catalyst projects in and around the City.

## What does the LDC do?

- Facilitates sustainable, aesthetically pleasing, and environmentally appropriate development in key areas.
- Ameliorates conditions contributing to, or threatening neighborhood decline.
- Buys, sells, holds, or when necessary develop property in order to facilitate a healthy, functioning real estate market in the City of Geneva.
- Engages residents in catalyst projects aimed at improving market conditions.



Make an initial post that details what the LDC is and what it does. This post can later be pinned to the top of the LDC's profile (at least on Instagram). This ensures that anyone who comes to the LDC's social media page understand what the LDC is and what they do in the Geneva community.



# COMMUNITY UPDATE

APRIL 2025

## NEWS



### The LDC Neighbors Together Event - a Night of Creativity and Celebration

The LDC had a successful neighbors together event. Neighbors came together to share their ideas on ways their neighborhoods and the larger Geneva community can be improved.

READ MORE

# Newsletter Best Practices – News Section

### Logo and Banner

Include the LDC logo and a banner with the title and date at the top of every newsletter to ensure consistent branding across LDC marketing materials. Utilize the brand kit colors to create the design of this banner.

### News Section

Use this section to relate the LDC's recent news. Articles about the LDC's successes, events, and achievements can be displayed here along with a picture. Keep the article's synopsis brief, and if you'd like to make the article longer, include a link where the recipient can read more. Ideally, these articles will be on a website that the newsletter can link to.



# Newsletter Best Practices – Upcoming Events

**UPCOMING EVENTS**



The image shows a flyer for a neighborhood gathering. At the top, the words "NEIGHBORS TOGETHER" are written in a large, white, sans-serif font, curved along the top edge of a dark blue background. Below this is a circular illustration of five diverse people (three adults and two children) in a social gathering. Underneath the illustration, the text "Care, Create and Celebrate" is written in a smaller, white, sans-serif font. Below this, a white speech bubble contains the event details: "Thursday, April 3rd", "6:45pm – 8:00pm", "Bozzuto Center", and "22 Castle St.". The text is in a black, sans-serif font. The bottom of the flyer contains a paragraph of text: "The City of Geneva's Local Development Corporation (LDC) invites Geneva residents to a neighborhood gathering to brainstorm ideas for fun, family-friendly events to be held in their neighborhood. Bring your ideas & enthusiasm. All are welcome!" The text is in a black, sans-serif font.

**NEIGHBORS TOGETHER**

Care, Create and Celebrate

Thursday, April 3rd  
6:45pm – 8:00pm  
Bozzuto Center  
22 Castle St.

The City of Geneva's Local Development Corporation (LDC) invites Geneva residents to a neighborhood gathering to brainstorm ideas for fun, family-friendly events to be held in their neighborhood. Bring your ideas & enthusiasm. All are welcome!



## Upcoming Events Section

Use this section to detail any upcoming events. As was done here, previously created flyers or posts can be reused for this section to communicate event details.

## NEIGHBOR SPOTLIGHT

### • Craig Talmage •



Craig Talmage is a Professor at Hobart and William Smith Colleges. In March 2025 he...

Want to be featured in the next LDC newsletter?

Submit your story below:

[SUBMIT HERE](#)

## HAVE ANY INPUT?

The LDC values the opinion of their community stakeholders. Please fill out the survey below if you have any projects you'd like the LDC to work on.

[LINK TO SURVEY](#)

STAY UPDATED WITH THE LDC!



# Newsletter Best Practices – Community Engagement

## Neighbor Spotlight

To increase community engagement with the LDC newsletter, include a neighbor spotlight section that showcases a Geneva community member and a short story about how they've been involved in the Geneva community. Include a link where people can self-submit stories or have stories submitted about them. Responses can be collected via Google Forms or any other survey platform (ex. Survey Monkey).

## Input Section

Prompt the community to provide their feedback on projects the LDC should focus on or fund in the future. Linking a survey in this section of the newsletter can be a great way to passively gather input from the community.

## Links

Make sure to link any LDC social media pages and the LDC website at the bottom of the newsletter. This will attract social media followers, helping to build a community around the LDC.



# Email Marketing Platform Comparison

	Base Level Pricing	Email Template Design	Relevant Features Included	Reporting and Analytics
 <a href="#">Mailchimp</a>	Free: \$0/month (will include watermark in email) Essentials: \$13/month	Hundreds of templates, drag-and-drop editor.	Limit of 500 contracts, 24/7 email/chat support, SMS add-on, automations are included.	Track performance and optimize campaigns with basic reporting that makes it easy to understand your data.
 <a href="#">Constant Contact</a>	Lite: \$12/month (up to 500 contacts)	Over 200 templates, drag-and-drop editor.	Create polls within the platform, can send automated emails, integrates with social media.	Easily know what's best by seeing views, clicks, bounces, and unsubscribes.
 <a href="#">Get Response</a>	Starter: \$19/month	Over 150+ templates, drag-and-drop editor, responsive design focus. Includes AI email generator in both plans.	Unlimited monthly emails, click tracking, scheduling, automated welcome/thank you emails, 24/7 chat support.	Extensive analytics and integrates with Google Analytics.

Based on this analysis, we recommend the LDC uses Mailchimp's free plan, as it has all the features the LDC will need for its initial newsletter launch.

# Implementation Timeline

## 1) Establish Social Media – April 2025

Create an LDC Instagram account, using the logo as a profile picture.

## 2) Post Pilot Post – April 2025

Post the pilot post with the LDC's mission statement.

## 3) Newsletter – May 2025

Release a newsletter at the beginning of each month, starting in May 2025.

## Maintenance

Maintain the LDC's visibility by continuing to send newsletters monthly. Additionally, post for upcoming events on all social media platforms. Post 3-5 times/month. Create a website using a free service (ex. Wix.com) to store more information on the LDC, and its newsletters. Consider bringing on a fulltime time Social Media Intern through HWS to continuously curate posts.

# Additional Future Recommendations

## Create an LDC Website

Eventually the LDC should aim to create an independent website for themselves. This can be done through website platforms such as Wix.com or Squarespace. The LDC can use their website to advertise upcoming events, post news stories, and display more information about the LDC.

## Partner With Local Businesses

The LDC can run a campaign where they partner with local businesses. For a small fee, the LDC can sell local businesses a window sticker (these can easily be customized and made through Amazon). Local businesses can then put that sticker in the window, spreading visibility for the LDC and showing that the local business supports non-profits. Lake Drum would be a good first partner, given that they already have a relationship with the LDC. These partnerships can be advertised on social media as well.



# What Is Our Mission?

To drive positive change in the Geneva real estate market by undertaking catalyst projects in and around the City.

# What does the LDC do?

- Facilitates sustainable, aesthetically pleasing, and environmentally appropriate development in key areas.
- Ameliorates conditions contributing to, or threatening neighborhood decline.
- Buys, sells, holds, or when necessary develops property in order to facilitate a healthy, functioning real estate market in the City of Geneva.
- Engages residents in catalyst projects aimed at improving market conditions.



LOCAL DEVELOPMENT CORPORATION

GENEVA, NY

# COMMUNITY UPDATE

APRIL 2025

## NEWS



### The LDC Neighbors Together Event - a Night of Creativity and Celebration

The LDC had a successful neighbors together event. Neighbors came together to share their ideas on ways their neighborhoods and the larger Geneva community can be improved.

[READ MORE](#)

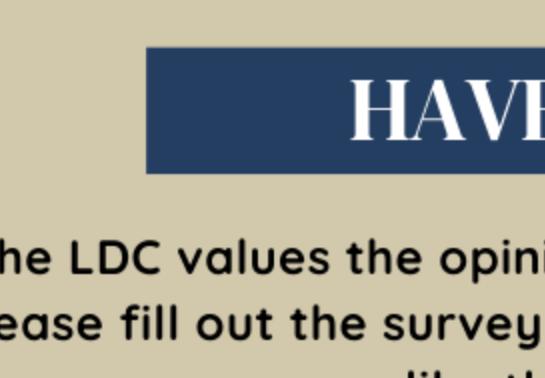
### UPCOMING EVENTS



The City of Geneva's Local Development Corporation (LDC) invites Geneva residents to a neighborhood gathering to brainstorm ideas for fun, family-friendly events to be held in their neighborhood. Bring your ideas & enthusiasm. All are welcome!

### NEIGHBOR SPOTLIGHT

#### • Craig Talmage •



Craig Talmage is a Professor at Hobart and William Smith Colleges. In March 2025 he...

Want to be featured in the next LDC newsletter? Submit your story below:

[SUBMIT HERE](#)

### HAVE ANY INPUT?

The LDC values the opinion of their community stakeholders. Please fill out the survey below if you have any projects you'd like the LDC to work on.

[LINK TO SURVEY](#)

STAY UPDATED WITH THE LDC!

