

**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.)
<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>			
Approval of Minutes	Motion to approve	Liz Toner, LDC Director	1
Financial Report	Motion to approve	Adam Blowers, City Comptroller	3
<b>Agenda Items</b>			
<b>Business</b>			
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
<b>Target Area Reports</b>			
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
<b>Executive Session</b>	If Needed	Craig Talmage, Chair	
<b>New Business and Final Comments</b>	If Needed	Comments for LDC and Guests	2
<b>Adjournment</b>	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

Join Zoom Meeting

<https://us02web.zoom.us/j/85060583345>  
 Dial in: (929) 205-6099  
 Meeting ID: 850 6058 3345

**Staff**

Liz Toner  
 Nicole Tillotson  
 Adam Blowers

**Council Liaison**

Councilman James Petropoulos

**Pending Advisory Committee Members**

Richard McCarthy  
 Caroline Scutt  
 Ryan Davis  
 Victor Pultinas  
 Spike Herzog

**Guests**

Gabriella D'Angelo  
 Councilman John Brennan



**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, URMC 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 24<sup>th</sup> 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 URMC 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

**Local  
Development  
Corporation**  
G E N E V A , N Y

**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

**Others in Attendance:**

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

**Necessarily Absent:**

Marc Rodriguez

**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 Herzog 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 5<sup>th</sup> 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 Jue 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
<b>Assets</b>	
Current Assets	
Bank Accounts	
Certificate of Deposit	-4,478.59
LDC Checking Account	190,189.99
<b>Total for Bank Accounts</b>	<b>\$185,711.40</b>
Accounts Receivable	
Other Current Assets	
<b>Total for Current Assets</b>	<b>\$185,711.40</b>
Fixed Assets	
Other Assets	
Land and Buildings - Investment	44,567.00
<b>Total for Other Assets</b>	<b>\$44,567.00</b>
<b>Total for Assets</b>	<b>\$230,278.40</b>
<b>Liabilities and Equity</b>	
<b>Liabilities</b>	
Current Liabilities	
Accounts Payable	
Accounts Payable (A/P)	0
AP - BID Beautification	2,493.28
<b>Total for Accounts Payable (A/P)</b>	<b>\$2,493.28</b>
<b>Total for Current Liabilities</b>	<b>\$2,493.28</b>
Long-term Liabilities	
<b>Total for Liabilities</b>	<b>\$2,493.28</b>
<b>Equity</b>	
Retained Earnings	260,444.85
Net Income	-32,659.73
<b>Total for Equity</b>	<b>\$227,785.12</b>
<b>Total for Liabilities and Equity</b>	<b>\$230,278.40</b>



# 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](mailto:elizabeth.morabito@labor.ny.gov)  
by Wednesday, July 2nd

**We hope to see you there!**

**WE ARE YOUR DOL**



Department  
of Labor