



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 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 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