



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

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BOARD OF DIRECTORS

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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