



REGULAR MEETING MINUTES
Local Development Corporation (LDC)
April 2, 2025 at 12:00pm
City of Geneva, Conference Room

Board Members in Attendance

Craig Talmage
Dana Hollenbeck
Martha Davis
Catherine Price
Marc Rodriguez

Others in Attendance

David West, Director of Planning & Economic Development
Nicole Tillotson, City Clerk

Other participants:

Jim Petropoulos, City Council
John Brennan, City Council
Ryan Davis, Ontario County
Victor Pultinas, GRAF
John Manion, GRAF (via phone)
Jessie Redmond

Agenda Items

Call to Order:

Chair Talmage called the meeting to order at 12:13 pm.

Additions to the Agenda

Chair Talmage added approval of February Minutes to the agenda, after the financial report.

Financial Report:

One transaction occurred in March, interest income. Net income loss of \$17,000 will be offset by interest earned throughout the year. Ms. Price noticed that under AP, BID Beatification is paid quarterly, however the contract is bi-annual. Comptroller Blowers explained that it all comes out the same in the end.

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

Approval of Minutes:

Ms. Price made a motion to approve minutes from the February 5, 2025 and February 13, 2025 meetings, seconded by Ms. Hollenbeck; motion carried unanimously.

Budget

Chair Talmage noted that the budget is a good guide. Director West explained that the LDC will be getting in the habit of adjusting the budget when more money is spent than budgeted. It was noted that there is funding in the budget for neighborhood events, should the group need funds. \$5,000 is allocated, at \$500 per event, with a goal of 10 events.

More support for larger events was discussed, including creating criteria for the process.

Chair Talmage suggested taking recommendations, using this budget as a base, adding new lines and making adjustments as necessary. It was also noted that the Gateway property needs to be removed from the budget.

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 KOZCENT ('23) ~ DAVID LINGER ('23) ~ MARC RODRIGUEZ ('23) ~ PETER GILLOTTE ('23)

Ms. Davis made a motion to approve the 2025 budget, seconded by Mr. Rodriguez; motion carried unanimously.

Nominations and Advisory Committee

The Advisory Committee brought forward Jessie Redmond to be appointed to the vacant Public, Neighborhood Leader seat on the LDC board.

Ms. Davis made a motion to appoint Jessie Redmond to the LDC (Public, Neighborhood Leader), seconded by Ms. Price; motion carried unanimously.

The Advisory Committee will reconvene soon, they are currently looking for a banker, finance professional, and private sector, over 100 employees' candidates.

Neighbors Together

Ms. Davis shared that the Neighbors Together group will meet tomorrow evening at the Bozzuto Center. Chair Talmage reported that this informal networking has led to community projects. Ms. Davis explained that a process will be developed to request funds for events, if needed.

LDC Presence at Community Meetings and General Outreach Strategies

Chair Talmage shared that he attended the March City Council meeting, and is now on the BID board. He explained that it's helpful to have an LDC presence at other group meetings. He suggested putting together a list of the other boards and groups board members serve on, and use the LDC's network to create an asset map catalogue.

Follow up with GCSD

Chair Talmage will ask for the district's list of what didn't make the capital improvement list, to help fund a boiler or something else the district needs.

Upcoming Meetings

Director West shared some upcoming meetings to include:

- 4/16 – Rink open house / study community meeting 6:00pm, rink lobby
- Date TBD – Home Leasing community meeting at the library
- Date TBD – OEO Project Committee meetings

BID Projects and Events

Ms. Price shared that the BID just submitted a grant application for a Lakefront Walking Tour. The grant would fund plaques for plants, matching the plaques downtown. Discussion followed around the LDC funding some part of a lakefront project, and including their logo on the plaques. Ms. Price will put a proposal together.

GRAF and Drumstock Partnership

Victor Pultinas, Ms. Hollenbeck, and Chair Talmage got together recently to develop action items and meeting schedule. John Manion joined by phone, and thanked the LDC for their assistance with the TMobile grant. They expect to hear back on that grant in June. This grant is offered four times per year, and the ask is for funding for a mobile stage to support music and arts events. A covered stage will help attract bigger acts with more equipment to protect from the elements. Chair Talmage noted that funding is crucial, and will help make connections. He suggested engaging Cornell, HWS, etc. and suggested a joint fundraiser with GRAF. Mr. Pultinas explained that funding is crucial to creating another Drumstock level event, something they imagine as being a community project. John explained that the stage is its own long-term goal, while GRAF's top priority is funding for another Drumstock type of event. He wonders about logistics the City might be able to help with including offering two stages, shutting down Castle Street, and how late music will be allowed. Chair Talmage will forward logistics questions to the City's Events Coordinator. Chair Talmage wondered if the LDC's special status might help with funding, offered to help find volunteers, and perhaps have a station at the event selling cotton candy or something along those lines to fund raise. The group was encouraged to brainstorm community partners to get excited about the opportunity. Chair Talmage recommended forming an

advisory/task committee for Drumstock. Ms. Price suggested looking at the marketing budget, suggesting pushing the event out in Syracuse and Rochester to draw larger crowds to the City. Discussion followed around marketing and current funds. It was suggested that Drumstock be brought to the Neighbors Together gathering tomorrow night, to network. A fundraising goal of \$10,000 was set, which Chair Talmage explained is attainable, if 1,000 people each donate \$10. It was noted that the LDC can float their funds to have in place 4-6 weeks before the event, and pay themselves back, if need be.

Marketing

Chair Talmage shared that the marketing interns provided a nice deck, and more discussion will occur at the May meeting.

Chair Talmage suggested inviting Ontario County Economic Developer Ryan Davis to speak about partnering with Ontario County Economic Development. Ms. Davis wondered if a date had been set for Mr. Davis to present the Ontario County Housing Study to the community. Director West shared that although a date hasn't been set, there have been discussions.

City Events and Updates

Liz Toner shared that the second Indoor Market was held on March 8th, with over 1,100 attendees. The last Indoor Market is scheduled for April 12, from 10-3 featuring 35 vendors, an Easter Bunny, and egg hunt.

Recreation's indoor egg hunt will be held April 12 at the Rec Complex.

Mission Zero will be held at the Rec Complex from 10-2 on April 26. The Shade Tree Committee will be giving away saplings, and there will be many other booths.

Seneca Seven Relay Race will be held on April 27

BID is holding a hanging basket fundraiser, each basket is \$45. The fundraiser will support adding a planter to the intersection of Lake Street and 5&20.

Adjournment:

Ms. Davis made a motion to adjourn at 1:03, seconded by Ms. Hallenbeck; motion carried unanimously.

Respectfully submitted,

Nicole Tillotson

Nicole Tillotson
City Clerk