



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

Board Members in Attendance

Craig Talmage
Dana Hollenbeck
Martha Davis
Catherine Price (arrived at 12:38)
Jessie Redmond
Maddie D'Amico – via Zoom

Others in Attendance

Liz Toner, Events Coordinator
Nicole Tillotson, City Clerk

Other participants:

John Brennan, City Council
Ryan Davis, Ontario County
Caroline Scutt, URM Geneva General Hospital
Tracy Dello Stritto, Ontario County Chamber of Commerce
Todd Taylor, Hildreth Hill Neighborhood Association

Call to Order:

Chair Talmage called the meeting to order at 12:38pm.

Additions or Deletions from the Agenda

Ms. Price made a motion to add Hildreth Hill Neighborhood Association funding to the agenda, seconded by Ms. Hollenbeck; motion carried unanimously.

Financial Report

Reports provided by Comptroller Blowers, with no recent activity.

Ms. Davis made a motion to approve the June financial report; seconded by Ms. Felde; motion carried unanimously

Geneva Parks Collective @ Richards Park

Gabriella D'Angelo shared Geneva Parks Collective improvement plans. Richards Park Playground equipment and a picnic table were recently removed, due to their age and condition. The Geneva Parks Collective is working to add Adirondack chairs, a little library, a picnic bench, garbage can, dog station and gaga ball pit to the park this summer. The Collective is asking the LDC to purchase four Adirondack chairs, at a cost of \$150 each, which will include a tethering mechanism securing them to a tree in the park. The Collective will look for community help to install the new items in the park. Ms. Hollenbeck explained that she would be interested in a quote for a more durable chair. Ms. Davis suggested approving up to \$2000 for chairs, LDC Plaque, miscellaneous expenses, and report on chairs and other misc. costs for the project. Discussion followed.

Ms. Davis made a motion to donate \$2,000 to the Geneva Parks Collective efforts at Richard's Park to include Adirondack Chairs with LDC plaques and tethering mechanisms, miscellaneous expenses, and a report including costs for the final project, seconded by Ms. Hollenbeck; motion carried unanimously.

Hildreth Hill Neighborhood Association Funding Request

Todd Taylor, the Hildreth Hill Neighborhood Association Leader introduced himself and shared a brief history of the association's activities. The Association would like to do something for families in the community, like roller skating events. Mr. Taylor explained that St. Stephens School uses the DeSales gym for the same activity during the school year. Mr. Taylor will approach Massa about using space as well. The Association is

modeling their proposed roller skating event after Canandaigua's roller skating events at the Civic Center. The Hildreth Hill Neighborhood Association is asking for \$500 assistance to launch the program. Mr. Taylor shared that the Association is also considering bringing back Movies in the Park, at the Brook Street Park tennis courts as a trial run that would hopefully become a regular event. They are requesting \$200 to get the event started. The Association is also seeking funding for the annual Pumpkin Roll in the amount of \$200 for pumpkins from Seedway test plots.

Ms. Davis made a motion to approve funding to the Hildreth Hill Neighborhood Association in the amount of \$1,000 for the Pumpkin Roll, Movie in the Park, Roller Skating and a \$100 buffer, seconded by Ms. Felde; motion carried unanimously.

Approval of Minutes

Ms. Davis made a motion to approve May and June meeting minutes, seconded by Ms. Price; motion carried unanimously.

GRAF and Drumstock Partnership

Ms. Davis shared that the fundraising committee met a few times, and has formulated an action plan. Ms. Davis has taken over as leader of fundraising efforts. The committee will have one more quick meeting then hit fund raising in earnest very shortly. Chair Talmage shared that he will have a giving update soon. He also shared that there will be dollars and in kind donations made, and will make efforts to track in kind giving as well. Discussion followed.

LDC Beautification Upgrades

Chair Talmage asked that the LDC Board, City Staff, and Advisory Members be on the lookout for beautification opportunities. There are many little things around the city that could use repair and refreshment. Chair Talmage asks the Board to come to August meeting with items that need refreshment so the LDC can put in a bulk plaque/sign order at Halix for plaques. Ms. Davis wondered why the pergola by the lake tunnel is there and if the LDC can refresh it? Discussion followed. Ms. Toner suggested creating an inventory of neighborhood signs, and identify those that need refreshing. Chair Talmage shared making Geneva look nice will make Geneva feel nice.

BID Projects and Events

Ms. Price shared that there is a lot coming up in July including:

First Friday this week, limited openings due to the 4th of July holiday

Saturday is PaddleFest at the Lakefront- ADK Genessee Valley Club is helping, the event will be fully accessible

July 12 Art Walk, Ironman weekend. Hoping to draw Ironman family members to this daytime event

Two new planters are in place, now for three planters total near 5 & 20. Two planters were donated by Geneva Community Projects, one fund raised by hanging basket sales.

On the Canals grants coming into effect funding historic bike tours, walking plant tours along the lakefront, and self-guided tours. The BID has been awarded a Habitat Initiative grant encouraging native birds at the lakefront. Corning and HWS will help with grant execution.

City Events and Updates

Ms. Toner shared that July is a busy month.

Firehouse subs is at the Lakefront doing a fundraiser at the Welcome Center, they'll be there through Saturday Ironman staff and volunteers will be in town beginning setup on Monday, the race is on Sunday, July 13

YMCA Summerfest will be held on July 11-12 at the Rec Complex with fireworks on Friday July 11 at 9:45pm

The Lakefront Concert Series kicks off on July 9, and will be held every Wednesday through August

198th Army Band free concert July 5th at 5:30, at the Smith

This Sunday-Thursdays the Community Development Society Conference being held at HWS, 200 people will be infusing this town. Taste of Geneva will be held on Monday 5:30-7:00, anchored at the Bozzuto Center which will be open to give conference attendees passports to visit downtown restaurants.

Next Neighbors Cares Event

Tuesday, August 5 – 6:45-8:00 at the Bozzuto Center

Introductions

Caroline Scutt, Finger Lakes Health. Ms. Scutt shared an interest in birding, and participated in the February Great American Backyard Bird Watch. She also shared that Geneva General Hospital's landscaping needs a little love, hasn't been top of list, brainstorming ideas on how to freshen up as neighborhoods are as well. Ms. Price suggested reaching out to Rotary and other neighborhood groups, as they are great for help.

Todd Taylor, Hildreth Hill Neighborhood Association Leader. Mr. Taylor shared that he's interested in Brook Street Park in particular, working with B&G planting wildflowers by tennis court. He shared that the Association started a nursery, and will put redbud trees along creek. Mr. Taylor also shared that the Association has been upkeeping 9-11 Memorial at Lakefront, do get some support from the City for that. Some signs need refreshment, and they are working on them. They may also establish a festival in the neighborhood. They are also planning for musical porches next year. The Brook Street Park tennis courts are being resurfaced by City this month. Volunteers are ready to put down mulch and stone dust in the park as well, and they are considering memorial bench near tennis courts.

John Brennan, City Council At Large. Clr. Brennan wondered about the two steel sculptures at the Welcome Center. He noted that Andrew Helman is the artist, and his work needs a descriptive plaque; he recommends working with artist to create context. Clr. Brennan also sits on the Parks Collective, pitching in where he can, nothing that the neighborhood itself needs to be involved for success. He is also encouraging creative and thoughtful paint color schemes for homes and roofs in Geneva, contributing to visitor's experience.

Spike Hertzog, Geneva resident since 1995. Mr. Hertzog shared his work in tourism in Florida, Historic Geneva, and The Library Foundation. Mr. Hertzog is hopeful that some of his background will be helpful in bringing people to Geneva to spend money.

Tracy Dello Stritto, Ontario County Chamber of Commerce. Ms. Dello Stritto applaud diving into small projects making a big difference to people in the community walking down the street. She shared a conversation she had last week with state representatives to support and promote business in Ontario County. She hopes to bring the gathering to Geneva next year; it was held in Canandaigua this year. There will be a mixer at Smith in a few weeks, networking for local businesses.

Ryan Davis, Ontario County – echoes energy for small businesses. Mr. Davis applauded Geneva's ideas for economic development and neighborhood enhancement.

County Housing Speaking Event (Ryan Davis)

Mr. Davis has date range, and will work with Ms. Toner to schedule.

Bicycle Repair Station Update

Chair Talmage will follow up with Chuck on funding and logistics

Extend Invitation to Habitat for Humanity

Chair Talmage will follow up and invite

Follow-Up on GCSD Funding Needs

Chair Talmage will follow up

Adjournment:

Ms. Felde made a motion to adjourn at 1:02pm, seconded by Ms. Hollenbeck; motion carried unanimously.

Next Meeting: August 6, 2025

Respectfully submitted,

Nicole Tillotson

Nicole Tillotson
City Clerk