

A meeting of the Board of Directors of the Cayuga Economic Development Agency Inc., (“CEDA”) was brought to order at 2 State Street, Auburn, NY at 8:00 am, Thursday September 26th , 2019. The following Board Members were in attendance:

Present	Absent/Excused	Proxy Voting	
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Kevin Miles, Chair
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Grant Kyle, Vice-Chair
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Cynthia Aikman, Treasurer
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Kelley Gridley, Secretary
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Ray Lockwood, At Large Executive Committee
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Jim Dacey
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Jeff Dygert
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Brian Hartwell
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Tom Herbert
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Susan Higgins
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Demetrius Murphy
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Tom Minicucci
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Crystina Brooks
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Vacant (County)
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Vacant (Tourism)

Other Attendees:

- Tracy Verrier, Jessica Hargarther (CEDA/CSS)

1. Quorum Call:

Mr. Miles, Chair, called the meeting to order at 8:00 am noting that a quorum was present.

2. Consent Items:

Mr. Miles noted a minor adjustment to last month’s minutes that he did not motion to adjourn the end of the meeting; Mr. Lockwood had motioned to adjourn the end of the meeting. Ms. Aikman made a motion to approve the consent agenda items with the amendment to the minutes, second by Mr. Lockwood. All present voted in favor, motion carried.

3. Activities Update:

Ms. Verrier provided the board with updates regarding personnel matters. She noted that summer is winding down as far as activities, there was a ribbon cutting at DuMond Farms and that Ms. Brooks provided a video testimonial that will gain some nice press and conversation on CEDA.

Ms. Verrier noted that she had started initial interviews to fill the Economic Development Specialist position. There are some good applicants with varying experience, including real estate, sales, and economic development. She plans to bring two to four finalists in for interviews with a stakeholder group including one or two CEDA board members, as well as one or two representatives from each of the following: CCIDA, AIDA, Cayuga County, and City of

Auburn. Mr. Miles noted that it would be helpful to have the finalists complete a personality assessment along the lines of DiSC. Ms. Verrier said they used one from the Inns of Aurora last time they hired for this position and that she would check with them to see if they would help again.

Ms. Verrier noted that the county budget season is approaching and that there will need to be some PR work done in regards to CEDA's budget. Mr. Miles stated that the board will be asked to get involved to help do outreach and share information. Ms. Brooks asked whom to reach out to? Mr. Lockwood suggested she reach out to Legislator Paul Pinckney since DuMond is located in his district. Ms. Verrier noted that outreach to legislators throughout the county would be helpful. Ms. Verrier explained that she would be seeking help to put together a series of talking points so that everyone is providing the same message. The board discussed some talking points that may be helpful, as well as how communication with the legislature can improve as projects progress. Mr. Dygert noted that confidentiality is very important to many development projects. Ms. Verrier also noted that some businesses prefer to discuss confidential projects with a third party non-for-profit. Ms. Brooks agreed saying that there can and should be a balance of confidentiality and communication as some people like being notified ahead of time about new projects happening. Mr. Lockwood mentioned that Cayuga Community College gives quick updates at the start of every full legislature meeting and asked if that would be possible for CEDA. Ms. Aikman agreed that presenting at a meeting of the full legislature would be helpful. Ms. Aikman noted that she hears businesses saying how important CEDA really is to the community, so word of mouth could be a mechanism as well. Ms. Verrier also suggested letters to the editor in the Citizen as a communication tool. The board agreed that advocacy from the board and businesses in the community through various medias would be helpful and appropriate. Ms. Aikman suggested providing information about growth in sales tax and property values, as well as lists of projects and testimonials. Ms. Verrier said she would put that together.

4. Discussion Item: Ex Officio Board Seats

The board discussed the structure of the Ex Officio seats on the board, noting that lately there had been some issues with the individuals in certain seats not being able to attend meetings. Ms. Verrier noted that in order to improve representation from these important partners, it would be helpful to make the descriptions of the Ex Officio seats more flexible. Ms. Verrier asked Dr. Hartwell what structure would be helpful for BOCES. He stated that he has a standing meeting that conflicts with the CEDA meeting and travels often. He agreed to think about who at BOCES might be more available for these board meetings. The board expressed that it is important to have representation from the County at these meetings. Ms. Verrier will reach out to Chair Whitman to ask his advice, and see if he is comfortable with her inviting Lloyd Hoskins, who is acting in some ways as an interim Administrator, to sit in at the next October board meeting. The board agreed that was a good next step.

6. 2020 board

Ms. Verrier stated no one is terming off of the board for 2020, but the Tourism seat is still vacant. Ms. Verrier offered Ms. Karen Kuhl, the Director for the Office of Tourism, as an option. Mr. Miles recommended asking Sue Edinger at the Inns of Aurora to return to the board now that she has been off for a year. Mr. Lockwood and Mr. Minicucci agreed that they would both be good options.

Mr. Lockwood motioned to go into executive session at 8:45am, Mr. Murphy seconded. All present voted in favor.

Motion by Mr. Lockwood to come out of executive session at 9:05am, second by Mr. Murphy. All present voted in favor.

The board stressed to Ms. Verrier that outreach to legislators must be a priority leading into the budget season.

Motion to adjourn at 8:9:15am by Mr. Lockwood, second by Mr. Murphy. All present voted in favor. Motion passed.

The next CEDA meeting will be on Thursday, October 26th, 2019 at 8:00 am at 2 State St.