

CANANDAIGUA

LOCAL DEVELOPMENT CORPORATION

Regular Meeting

May 21, 2020; 10:00a

DIGITAL/REMOTE MEETING

Public Dial-In info published as required by Executive Order

RECORD OF PROCEEDINGS

I. Call to Order

The meeting was called to order at 10:00 a.m. by President Steinbrenner. All members were in attendance.

II. Approval of Minutes

Prior to approval of the minutes, board members requested amendments to two items within the draft minutes – indicated in bold as follows:

In Item III, b:

“Additionally, Mr. Taylor provided an update on the Treasurer Processes document which has been updated to add the Audit Internal Controls recommendation that two **account holder** signatures be required on any check greater than or equal to \$500.

In Item VI, b:

“John Goodwin asked the Board whether they would provide **financial** support for a City application to the 2020 Downtown Revitalization Initiative. Under the proposed approach, MRB would complete the work within their existing LDC contract.

On motion by Ms. Menikotz, seconded by Mr. Taylor, the minutes for April 16, 2020 were approved unanimously, as amended, with Mr. Steinbrenner abstaining based on his absence from the 4/16 meeting.

III. Reports/Presentations

a. Financial Report

Mr. Taylor provided the Board with financial statements covering the period through April 30, 2020. Mr. Taylor noted that the only new expense during this period was accounting fees (\$1,508.25), which were paid accordingly. The current year balance on hand stands at \$97,866.31, and total assets stand at \$197,866.31.

Mr. Taylor made a recommendation to transition the financial statement format of the Corporation from a cash basis of accounting (where revenues are recorded when received and expenses are recorded when paid), to accrual basis accounting (which notes receivables and payables).

On motion by Mr. Steinbrenner, seconded by Ms. Menikotz, the Board unanimously approved the recommendation to transition the financial statement format to accrual-basis accounting.

Mr. Taylor noted the need to confirm the Corporation's tax-exempt status, either as a 501(c)3 or as a government entity under Internal Revenue Code section 115. A vote on this item was tabled in order to obtain additional information.

IV. Pending Board Matters

a. 2020-2021 Action Plan Update

Ms. Mayer provided an update regarding the adjusted timeline of the 2020-2021 Strategic Action Plan, in light of the COVID-19 pandemic. Mr. Steinbrenner asked whether the Action Plan had been formally adopted by the Board. Ms. Mayer confirmed that the plan remains in draft form and is presently a living, working document open for review and comment from the Board.

b. Waterfront Active Transportation Plan (UPWP project) Update

Ms. Mayer provided a brief update regarding the status of the Waterfront Active Transportation Plan - a grant-funded project awarded to the City of Canandaigua and administered by the Genesee Transportation Council (GTC). Ms. Mayer confirmed that the proposed scope of work had been approved by the GTC Planning committee on May 14, 2020, and that the Corporation Board, as an instrumental part of the future steering committee,

should be prepared to engage in the consultant selection process in June / July of this year.

V. New Board Matters

a. COVID-19 Survey Summary and Response Recommendations

In follow-up to the directive laid out at the April 2 Board of Directors meeting, at which the Board directed MRB Group to proceed with launching a business needs survey and to explore opportunities to support local businesses impacted by COVID-19, Mr. Horn and Ms. Mayer presented on the survey results as well as a series of potential responses that the Corporation could adopt. They detailed the four key needs that the business needs survey revealed: 1) Marketing + promotion, 2) Community coordination throughout economic reopening, 3) Business development guidance, and 4) Financial assistance. The presentation focused on 4 of 9 potential response programs:

1. Launch a Highly Visible "#Commit2CDGA" Campaign to help businesses communicate their commitment to health and safety as customers return to their establishment upon reopening (*proposed as work under contract with 29 Design Studio*).
2. Launch a Collaborative "Reimagine Tourism" Campaign in coordination with Ontario County's Finger Lakes Visitors Connection, to ramp up awareness of continued business activity and provide for / coordinate social distancing-compliant events and programming (*proposed as work under contract with 29 Design Studio*).
3. Develop and Launch an interactive COVID Kickstart Toolkit to help small business owners navigate a pivot to the "new normal" by leveraging ecommerce and key marketing and operational strategies (*proposed as work under contract with 29 Design Studio*).
4. Pursue a Community Partnership with the Small Business Solutions Center and the Ureeka Platform, on which businesses can a) exchange best practices and guidance in real time on topics ranging from access to capital and financing, HR, Health + Safety, liability, etc. and b) engage with industry-specific, 1:1 mentorship and strategic business planning services.

After considerable discussion, the Board charged MRB Group with briefing the BID and Chamber of Commerce Executive Committees to obtain their input, buy-in and support on the potential programming and strategic direction. Of particular note is that Mr. Steinbrenner voiced concern that if the LDC should proceed with any of the proposed Covid-19 responses, there would be a duplication of services with those that the Chamber of Commerce / other organizations are already providing.

VI. Other Business

No other business was discussed.

VII. Adjourn

On motion from Ms. Menikotz, seconded by Mr. Terwilliger, the meeting was adjourned at 11:45 a.

Respectfully Submitted,

John D, Goodwin
Secretary