

CANANDAIGUA

LOCAL DEVELOPMENT CORPORATION

Regular Meeting

June 18, 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 and joined by Matt Horn and Brooke Mayer from the MRB Group team.

II. Approval of Minutes

Prior to approval of the May 21, 2020 meeting minutes, Mr. Steinbrenner requested that under item (V)(a), it be noted that he raised concerns that if the LDC should proceed with any of the proposed Covid-19 responses, there would be a duplication of services that the Chamber of Commerce / other organizations are already providing. This amendment is indicated in bold as follows:

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 many 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.

On motion by Mr. Taylor, seconded by Mr. Terwilliger, the minutes for May 21, 2020 were approved unanimously, as amended.

III. Financial Report

a. 2020 Balance Sheet and Income Statement YTD

Mr. Taylor provided the Board with the current 2020 Balance Sheet and YTD Income Statement for the period through May 31. Mr. Taylor noted that an additional line item was added to the income statement to document outside contract services. The current year balance on hand stands at \$97,866.31, and total assets stand at \$198,264.12.

b. IRS Code Section 115(1) or Section 501(c)(3) filings (Action Item)

Mr. Taylor presented on the pros and cons of each approach:

501(c)(3):

- Would be listed on IRS website as tax exempt organization, providing clarity for grants, etc.
- Requires an annual fee.

115(1):

- No fee or annual filing is required to maintain status.
- Would require a private letter ruling, which would require a fee.
- May require an amendment to the LDC's Bylaws to state explicitly that if the LDC dissolves, any remaining funds would need to be returned to the controlling entities (the City and Town).

Mr. Horn noted that most LDC's file under the 115(1) status. Mr. Taylor recommended that the LDC plan to obtain the 115(1) status, however, suggested that we confirm this direction with tax professionals. This item will be resolved at the July Board meeting.

IV. Committee Reports

Mr. Steinbrenner noted that committees were formally assigned at the April Board Meeting.

a. Governance Committee

i. Rules of Procedure

Mr. Finch noted the need for the LDC to approve Rules of Procedure, and provided the Board with a copy of the Town's Rules of Procedure as a model. At Mr. Steinbrenner's request, Mr. Finch agreed to draft Rules of Procedure for the LDC for the Board's review and comment. This item will be covered at the July Board meeting.

b. Finance Committee

i. 2022+ LDC Funding and Revenue Plan

Mr. Fogg provided a reminder that the LDC is half way through its three-year committed funding window, and proposed that the Board develop a work plan for funding and revenue beyond the three years. Mr. Finch and Mr. Goodwin noted that there were potential funding partners engaged in the LDC effort very early on. In order to reengage them the LDC will need to show action-oriented results. Mr. Horn suggested that as soon as the Board solidifies a strategic action plan and a series of priority projects, the LDC seek to reengage those partners to inform them of the LDC's direction. Mr. Horn also noted that Civic Facilities bonding for non-profit and civic organizations could be a key part of the revenue strategy.

Mr. Steinbrenner noted that this item will be incorporated as a standing item on the agenda, with the goal of having a plan in place by 2022.

VI. Operations Report

a. June 30 Reports due to NYS Authorities Budget Office (ABO)

Mr. Steinbrenner noted that reporting is due to the ABO by June 30. Mr. Steinbrenner and Mr. Horn confirmed that they would be meeting via teleconference on June 19 to complete this process.

b. 2020-21 LDC Strategic Imperatives Project Plans and Reports

i. Approved Projects:

GTC Canandaigua Waterfront Connector Active Transportation

Grant: Mr. Goodwin noted that the RFP was approved by the Genesee Transportation Council and will be released on June 19. The City anticipates having a consultant in place by August, and to complete the study by August 2021. The LDC Board will be a key part of the steering committee for the study.

Canandaigua Downtown Revitalization Initiative: Mr. Goodwin reminded the Board that while the DRI was included within the NYS budget, the application has yet to be released and the timeline for the release remains unknown. As such, there is no present action on this item.

ii. **Other February 2020 Board-Identified Strategic Initiatives**

Mr. Steinbrenner noted that these initiatives are not yet formally adopted by the Board.

Phoenix Street: Mr. Taylor noted that this is a tremendous opportunity for a Downtown destination – conceived of as a plaza where people can gather outdoors for food, drink and entertainment. Mr. Taylor reported that the City's Task Force on Phoenix Street has convened twice in the last two weeks to discuss project needs. The Task Force will proceed with a pilot installation on Phoenix Street, entailing the vehicular closure of Phoenix Street on July 10-11 (kick-off event), with recurring closures every weekend throughout July. Mr. Goodwin noted that he will be presenting the pilot project plan to City Council on July 2.

To facilitate the pilot plan, Mr. Taylor noted that funding would be required for lighting and for planters/bollards to block the street to vehicular traffic. Mr. Taylor requested an initial \$1,000 contribution from the LDC to support the pilot project.

On motion from Ms. Menikotz, seconded by Mr. Terwilliger, the Board voted to approve the allocation of \$1,000 toward the Phoenix Street Pilot project.

Downtown Ground Floor Retail and Upper Floor Residences: Mr. Goodwin noted that while a NY Main Street Grant to perform a feasibility study to rehabilitate 4-7 Main Street Buildings was awarded in December 2019, NYS has yet to finalize the grant contract. Mr. Goodwin noted that a contractor was selected, but not yet notified or awarded on account of the contract status.

Market-Ready Building and Site Development:

Denise Chaapel, Manager of the Canandaigua Business Improvement District, who joined the meeting as a member of the public, noted that the Market Study that this activity would generate is a critical tool for business recruitment. Mr. Horn noted that a draft Market Study can likely be provided to the Board in July.

Pinnacle North Expansion, Phase 2: Mr. Goodwin noted that development of this project is currently stalled on account of the change in project ownership. LeChase will remove the material staging, stock piles and construction fence and will cover the site

with two feet of clean fill to stabilize the site per NYSDEC requirements.

Chapin Street Development: Mr. Goodwin noted that the existing L-shaped building addition was constructed on the “Public Square,” – a designation dating back to 1940. In accordance with a deed restriction, any building use on the Public Square site must remain a public use. Ontario County is requiring that the current development proposal resolve this issue. At this time, two possible options are on the table: 1) Develop the main buildings, leaving the L-shaped addition as a “historic relic,” or 2) Demo the L-shaped addition, resulting in a huge loss of real estate. In either case, the developer is actively seeking a 30 year PILOT from Ontario County IDA to achieve the necessary ROI.

iii. **Potential Mission Drift from Enabling and Facilitating Economic Development**

Mr. Fogg spoke on behalf of the Chamber of Commerce, noting that in the Chamber's perspective, the spirit behind the LDC is that it should operate as a “macro operator” and a convener that can bring together various constituencies, working on behalf of the collective community.

Mr. Fogg and Mr. Steinbrenner each noted the Chamber's concerns that the LDC's COVID-19 response plans were micro in nature, and potentially conflicting with existing efforts on behalf of other regional partners.

Mr. Horn noted that MRB Group's recommendation at this time is to shelve the Covid-19 response proposal; Given the lag between having made the recommendation and the Board providing direction to act on it - it's now out of date. Mr. Horn advocated for the Board to refocus on the 2020-2021 Strategic Action Plan and the LDC's long-term purpose. Mr. Finch expressed agreement.

The board agreed that a Special Meeting to focus wholly on strategic planning is warranted. The Special Meeting will take place on July 2, 2020 at 10:30am, for which Mr. Steinbrenner will distribute an agenda.

The remainder of the Agenda was truncated, on account of time.

VI. Other Business

No other business was discussed.

VII. Adjourn

On motion from Mr. Steinbrenner, seconded by Mr. Terwilliger, the meeting was adjourned at 12:00 pm.

Respectfully Submitted,

John D, Goodwin
Secretary