

CANANDAIGUA

LOCAL DEVELOPMENT CORPORATION

Special Meeting

July 2, 2020; 10:30a

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 10:30 a.m. by President Steinbrenner. All members were in attendance and joined by Matt Horn and Brooke Mayer from the MRB Group team, and Karen Dworaczyk, Executive Board Chair, Canandaigua Chamber of Commerce.

II. Review and Discussion of Strategic Imperatives

a. Approved 2020 Strategic Projects

Mr. Steinbrenner reviewed the list of LDC-sponsored projects formally adopted by resolution:

- GTC Waterfront Active Transportation Grant
- Downtown Revitalization Initiative Application
- Phoenix Street Pedestrian Zone Development

b. Chamber of Commerce Requested Strategic Imperatives

This item was moved to the top of the agenda, on account of Karen Dworaczyk's availability.

Mr. Steinbrenner yielded his time to Ms. Dworaczyk, who gave a presentation on the Chamber's vision for the LDC's strategic direction. Chief among the ideas that Ms. Dworaczyk presented were the need for the LDC to support:

- Aggregation of data and resources for the City and the Town to create a single marketplace view
- Business development
- Promotion of tourism, hospitality

- Connectivity to the waterfront (via GTC Waterfront Active Transportation Grant)
- Downtown revitalization
- Outdoor dining
- Development of an Innovation Hub / Coworking Space
- Leveraging of existing organizations and systems

The Board took no specific action on the presentation.

c. Business Improvement District Suggested Strategic Imperatives

Mr. Steinbrenner yielded his time to Mr. Taylor, who gave a brief overview of a Virtual Downtown Canandaigua platform, a strategic initiative that the Canandaigua Business Improvement District requests LDC assistance with and partnership on. Broadly, this platform would serve to provide interactive, virtual promotion of Downtown Canandaigua's local businesses – potentially including virtual tours of Downtown, interviews with business owners, promotion of events, ecommerce channels and beyond.

Mr. Taylor noted that additional study would be needed to determine the logistics, roles and costs for such a platform. Mr. Horn noted that due diligence and development of a framework proposal is within scope of MRB Group's current contract.

On motion by Mr. Taylor, seconded by Ms. Menikotz, the Board unanimously approved MRB Group to develop a framework proposal for a Virtual Downtown Canandaigua platform.

d. Other February Board-Identified Strategic Initiatives

The board discussed the Draft 2020-2021 Strategic Action Plan (Draft Action Plan) prepared by MRB Group based on input from the February Board Retreat. Mr. Goodwin noted the Draft Action plan is reflective of the priorities set out at the retreat by the Board, and advocated for the plan to serve as the roadmap for the LDC's work. The Board and MRB Group acknowledged, as discussed at previous meetings, that the Draft Action Plan is a living document to which additional detail and projects can be added to. Mr. Terwilliger noted that a great deal of work and consideration had gone into the creation of the Draft Action Plan, and should be formally adopted. Mr. Steinbrenner voiced a dissenting view, noting his opinion that the Draft Action Plan is a preliminary document which includes projects that the LDC does not have influence over – namely, the Chapin Street and Pinnacle North developments.

On motion by Mr. Terwilliger, seconded by Ms. Menikotz, the Board approved the Draft 2020-2021 Strategic Action Plan prepared by MRB

Group, as informed by the February Board retreat. Mr. Griffith, Ms. Menikotz, Mr. Terwilliger and Mr. Taylor voted in favor and Mr. Steinbrenner voted against the motion.

e. Other Suggested 2020 Strategic Projects

This item was not covered on account of time limitations.

III. Other Business

Mr. Terwilliger put forth a series of suggestion for the Board's next regular meeting, slated to take place on July 16:

- a. Provide MRB Group with an opportunity to review the Draft 2020-2021 Strategic Action Plan and progress, to-date.
- b. Meet in person, with the provision of video capability for anyone unable to join in person.

The Board did not voice any objections to these suggestions.

IV. Adjourn

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

Respectfully Submitted,

John D, Goodwin
Secretary