

CANANDAIGUA

LOCAL DEVELOPMENT CORPORATION

Regular Meeting

August 20, 2020; 10:00a

Canandaigua Town Hall, 5440 Route 5 & 20 West
Onalinda Meeting Room

RECORD OF PROCEEDINGS

1. Call to Order

President Steinbrenner called the meeting to order at 10:00.

2. Roll Call

All members were noted as present, with the exception of John Goodwin, who was represented by Rob Richardson, Assistant City Manager

3. Privilege of the Floor

Maureen Ballatori of 29 Design Studio provided an overview of the branding process, and conducted a branding exercise.

In terms of the process, Ms. Ballatori noted that the visual brand will be developed initially, after which the website will be created. She talked the Board through the development process for the visual brand, and shared examples of branding typologies, including futuristic/minimal, friendly/human, and stately/traditional.

The conversation moved to target audience—who is the Board working to reach with the branding. Board members weighed in on a number of factors:

- Mr. Finch suggested that the designers look to previously developed plans, including Uptown Canandaigua's master plan and the concept mapping exercise. The community was heavily involved, so concepts rooted in these exercises will ring true.
- Mr. Griffith wanted to ensure that the brand reinforces the live, work, play lifestyle elements that are critical in attracting firms.
- Ms. Menikotz noted the interesting dichotomy in Canandaigua between larger businesses, smaller businesses, and a great sense of place. She suggested a mix between futuristic and stately styles.

- Mr. Fogg suggested that elements of futuristic and stately may be considered, as our architecture presents a stately feel, while we've got cutting edge businesses carrying us into the future.
- Mr. Taylor wants the brand to reinforce quality of life. People look for great places to live. He suggested elements of friendly/human styles.
- Mr. Richardson reinforced the presence of agriculture and outdoor recreation opportunities.
- Mr. Horn noted the diversity of businesses we are seeking to attract—corporate, small business, etc.
- Mr. Fogg wants the brand to showcase our aspirations relative to diversity and creating a culture of incubation of entrepreneurial ventures.

Ms. Ballatori advised that she will assemble this feedback and feed it into the brand development process. In October, she will bring forward two to three visual brand concepts. Once the logo is finalized, she will begin work on the website.

4. Approval of Meeting Minutes

Carl Steinbrenner, President

Ms. Menikotz moved to approve the June 18th, July 2nd, and July 16th minutes. Mr. Griffith seconded the motion. Mr. Steinbrenner requested a change to the June 18th minutes noting his concern about possible duplication with “many COVID-19 response proposals.”

With that change, the Board approve the minutes unanimously.

5. Financial Report

Bob Taylor, Treasurer

Mr. Taylor noted that MRB Group has been paid for start-up services completed in April. He has additional invoices for work completed in the LDC operational phase, which appear to be tracking within budget for the year.

Mr. Steinbrenner requested that MRB Group provide a clean copy of the services agreement for his signature. The version he has is redlined.

The GTC project has not commenced, but Mr. Taylor reminded the Board of its \$25,000 commitment there. He advised that the YTD income stands at \$91,386, and the LDC has approximately \$125,000 in cash assets on hand.

On motion by Ms. Menikotz, seconded by Mr. Steinbrenner the report was approved unanimously.

6. Committee Reports

a. Governance Committee

- Mr. Finch provided the Board with a clean copy of the rules and procedures, which has been amended from the initial draft with Board feedback. Mr. Taylor raised concern with the procedure for calling the question. He suggested that a motion and second should be required to commence that action, with ensuing vote by the Board. With that change, Mr. Taylor motioned for approval, which was seconded by Mr. Terwilliger. The motion carried unanimously.

b. Finance Committee

- Tax-Exempt Status: Mr. Taylor noted that the Board is awaiting legal guidance on the best approach for pursuing tax exempt status. Mr. Steinbrenner will seek pro bono support.
- Funding and Revenue Strategy: Mr. Horn provided a presentation on asset-based approaches to sustainable revenue, along with relevant case studies. Additional approaches will be presented at future meetings.

7. Operations Report

a. Strategic Action Plan updates

- S1: Central on Main: Mr. Taylor noted that this effort has been relocated to the Main Street parking area between the Visitor Center and Simply Crepes. The owners of Simply Crepes have taken a leadership role and invested heavily in the concept. The Business Improvement District is considering doubling its investment to \$2,000. There is a request for the LDC to do the same. Following clarifying discussion, Mr. Taylor made a motion to approve the request, seconded by Mr. Terwilliger. The motion carried unanimously.
- S2: Downtown Ground Fl. Activation: Mr. Horn noted that this, along with strategies 3 and 4 are in the market analysis phase, which will be discussed later in the agenda.
- S5: Waterfront Active Transportation: Mr. Richardson noted that proposals have been received for consultant services, and the scoring team is reviewing now. Interviews will be conducted in September, with work beginning in October.
- S6: Pinnacle North: Mr. Horn noted that an update will be provided in executive session.
- S7: 10 Chapin Street: Mr. Richardson noted that there is no action for the LDC to take at this point. Further updates will be provided.

8. Other Reports and Priority Business

- a. Market Study Overview: Mr. Horn provided an overview of the recently released market analysis. A copy of the presentation is appended to these minutes.
- b. Virtual Main Street Initiative: Mr. Horn provided an update on the Virtual Main Street initiative. He advised that there are three legs to the strategy. First is enhanced coordination with our partners at the BID and Chamber. A regular meeting will be established between the three executive directors. Second, a series of short video podcasts will be developed. The team is exploring a relationship with FLCC's new media program to minimize costs of this effort. Finally, direct technical assistance to businesses will be developed in alignment with findings of a needs assessment to be conducted with businesses in the community. Mr. Taylor requested that the name of the initiative be changed to reflect a broader focus. Mr. Horn advised that he will update this. Mr. Steinbrenner requested that this be added as a strategy, and that staff provide a monthly update on progress. The Board concurred.
- c. Chamber Coworking Hub: Mr. Fogg presented a concept currently under review by the Chamber Board. The Chamber has office capacity at its Main Street location and is considering the development of a coworking space at this location. This provides an opportunity to support entrepreneurs and to embrace new work styles advancing in the corporate world as a result of the pandemic. He will continue to brief the LDC as the Board evolves the concept.

9. Resolutions and Motions

No additional resolutions or motions were noted.

10. Other Business

Mr. Horn noted that an executive session is requested by staff to discuss the financial performance and creditworthiness of a particular corporation. On motion by Mr. Terwilliger, seconded by Mr. Griffith, the Board unanimously approved the motion.

11. Privilege of the Floor

12. Adjournment

On conclusion of the executive session, Mr. Steinbrenner declared the meeting adjourned.