

# CANANDAIGUA

## LOCAL DEVELOPMENT CORPORATION

### Regular Meeting

September 17, 2020; 10:00a

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

*To unlock economic opportunities in Canandaigua and steward investment in order to foster an inclusive, vibrant, and sustainable community.*

*--CLDC Mission Statement*

## RECORD OF PROCEEDINGS

### 1. Call to Order

Mr. Steinbrenner called the meeting to order at 10:00 a.m.

### 2. Roll Call

Mr. Steinbrenner noted that all members were present except Mr. Taylor who was excused.

### 3. Privilege of the Floor

There were no requests for privilege of the floor.

### 4. Approval of Meeting Minutes

Mr. Steinbrenner asked that the minutes of August 20<sup>th</sup> be corrected to note that he requested a clean copy of the MRB contract for signature, as the one provided by the firm was redlined. Mr. Fogg noted that "The Hub" has been renamed to "Central on Main." With those changes, Mr. Terwilliger moved approval. The motion was seconded by Mr. Griffith, and carried unanimously.

## 5. Financial Report

Mr. Taylor provided financial statements to the Board under separate cover, and will review with the Board at the October meeting.

## 6. Committee Reports

### a. Finance Committee

- Funding and Revenue Strategy                      Matt Horn, MRB Group
  - Mr. Horn provided an overview of the membership model of revenue generation leveraged by many EDOs around the country. He cited statistics from the International Economic Development Council that showed a significant number of EDOs have shifted to this model, and cited case studies regionally, including Greater Rochester Enterprise and Centerstate CEO. Mr. Terwilliger suggested bringing representatives from GRE in to present to the Board, and Mr. Horn advised that he would reach out.

Ms. Menikotz suggested that future presentations on this topic should more closely align with the public nature of the CLDC. Mr. Horn noted that the final presentation in the series was "contract for services" which is used by most public LDCs.

## 7. Operations Report

### a. Strategic Action Plan updates

- S1: Central on Main [FKA Phoenix Street]  
Mr. Fogg noted that the most recent installment in this program was cancelled due to weather. The steering committee is considering ways to engage in cooler temperatures, including unique programming and outdoor heaters.
- S2: Downtown Ground Fl. Activation  
Mr. Horn noted that a survey is in development, and should be released in the next several weeks. He also advised that a series of roundtables would be held in October to discuss observations of current business owners relative to business climate.
- S3: Market-Ready Buildings  
Mr. Horn noted that an inventory is underway of priority buildings and sites, and a review of regulatory frameworks is underway. Once these two elements are complete, the Board will be consulted for inventory calibration and industry prioritization.
- S4: Downtown Residential Dev.  
Mr. Horn noted that, similarly to strategy two, a building owner survey and series of roundtables are in development.

- S5: Waterfront Active Transportation  
Mr. Goodwin noted that Bergmann Associates of Rochester was recommended by the selection committee for this work, and the City Council will consider approval at their upcoming meeting. Mr. Fogg and Mr. Griffith were on the selection committee, and were pleased with the number and quality of RFP responses.
- S6: Pinnacle North  
Mr. Horn advised that he will provide a report on this project in executive session.
- S7: 10 Chapin Street  
Mr. Goodwin advised that the developers on this project have approached the IDA regarding a PILOT agreement, but have not yet provided information needed by the IDA for consideration. Ms. Menikotz noted that the County is evaluating an easement request, and she will provide additional information on that under separate cover. Mr. Horn offered that MRB Group may be able to help developers through the IDA process.
- S8: Virtual Canandaigua  
Mr. Horn noted that he, Mr. Fogg, and Ms. Chaapel will be meeting in the coming weeks to scope this project.

## **8. Other Reports and Priority Business**

There were no further reports before the Board.

## **9. Resolutions and Motions**

No additional action was requested.

## **10. Other Business**

Mr. Horn requested that the Board enter executive session to discuss the creditworthiness of a particular corporation. On motion from Mr. Terwilliger, seconded by Mr. Griffith, and with unanimous consent, the Board entered executive session at 10:50.

On motion by Ms. Menikotz, seconded by Mr. Terwilliger, and with unanimous consent, the Board exited executive session at 11:05.

## **11. Adjournment**

On motion by Ms. Menikotz, seconded by Mr. Terwilliger, and with unanimous consent, the Board adjourned at 11:05.