



ECONOMIC DEVELOPMENT CORPORATION

Tuesday, July 13, 2021

Board Members Present	Board Members Excused
Robert Solenne, Chair	David Bunnell, Secretary
Joseph Bridgeford, Vice Chair	Lynn Freid (via Zoom)
Erica Wright	
Supervisor Fred Wille	
Supervisor Peter Ingalsbe	
Supervisor Fred Lightfoote	Guests
Karen Parkhurst	Brian Young, Deputy County Administrator
Walt Matyjas	Jim Cecere, FLX Goods
Kevin Hill, Treasurer	Maureen Ballatori, Port 100
	Maria Rudzinski, Ontario County Planning
	Sage Gerling, City of Geneva Manager
Non-Board Members Present	Ethan Fogg, Canandaigua Chamber of Commerce
Mike Manikowski, Executive Director	
Suzanne Vary, Staff	
Bob Mincer, Staff	Contract Staff
Michael Wojcik, Staff	Ed Russell III, Underberg & Kessler
Brigitte Larson, Staff	

CALL TO ORDER: Chair Rob Solenne called the meeting to order at 8:30 a.m. and performed a roll call. A quorum was present.

NEW BUSINESS:

Finger Lakes Goods:

Sage Gerling introduced Jim Cecere, owner of Finger Lakes Goods. Finger Lakes Good is currently located in downtown Geneva on Linden Street.

Jim Cecere began by stating that Finger Lakes Goods was a business born in the pandemic, through online sales in April of 2020. FL Goods promotes, sells and distributes products made from across the Finger Lakes Region. The website is state of the art, along with a retail store and distribution facility in downtown Geneva which opened in October of 2020. Products include jewelry, artwork and local crafts as well as gift baskets.

Jim continued to present a financial overview from 2020. The average sale has increased from \$25 to \$41, partners has increased from 5 to 25, with around 50 products to over 400.

Vinifera: Finger Lakes Wine Shop, is the next component that will introduce bringing wine into the store and also the online marketplace. The Company plans to rotate wines from 10 to 13

wineries in the Finger Lakes and offer a unique window into the wine industry of the Finger Lakes. Jim also stated that there will be a speakeasy in the basement in the Geneva location. The first phase of the expansion will include the new retail stores, distribution center and tasting room. This phase will include acquisition of equipment and various technology supplies, while the second and third phases will include hiring additional staff and expansion of the website. *Supervisor Fred Wille made a motion to refer the request to the Finance Committee. Kevin Hill seconded the motion. Unanimously approved. Motion carried.*

Manchester Railyard:

Suzanne Vary introduced Maria Rudzinski from the Ontario County Planning Department.

Maria Rudzinski explained that this project started a few years back and that the parcel she will be discussing today is associated with the Manchester Roundhouse, located in the former Manchester Railyard. Maria stated that the Manchester Railyard was one of the largest railyards from Chicago to New York, with over 300 acres. This project originally began as part of the 2010 Economic Development Strategic Plan and was granted funds from the Genesee Transportation Council to complete a freight rail corridor study to analyze opportunities for rail-enabled development. The roundhouse is 62,000 sq. ft. and is not currently not on the tax rolls. Maria shared that funding partners for this project include the Town and Village of Manchester, Finger Lakes Railway, OCLDC, NYS Empire State Development, Rochester Area Community Foundation and the U.S. Environmental Protection Agency. Action items include investigating environmental site contamination, assessing the building condition and its reuse options, as well as a redevelopment strategy for the Manchester Roundhouse. Phase two includes rail car repair and storage facility feasibility analysis and has a preliminary cost estimate is \$80,000; of which \$40,000 will be funded by ESD. Maria is requesting a \$10,000 contribution from the OCEDC, to match other partners.

Karen Parkhurst made a motion to approve a \$10,000 contribution to the Manchester Roundhouse, contingent on other funding. Kevin Hill seconded the motion. Walt Matyjas abstained. Motion carried.

Maria thanked the Board for their support. Maria Rudzinski exited the meeting at 9:19 a.m.

Port 100:

Maureen Ballatori reminded the Board of the co-work facility in Geneva. Maureen gave a brief recap of 2020, sharing that the pandemic forced Port 100 to close for two months. Throughout 2020 there were 26 members working, collaborating and growing their businesses at the Geneva location even though many members lost their jobs due to COVID-19 and had to cancel their leases. Maureen also shared that Port 100 has partnered with Craig Webster and that his co-work space in downtown Rochester, formerly known as Metro Co-work, is now the second Port 100 location. It was discussed that there may be an opportunity for a third location in Canandaigua at the Chamber building.

Maureen spoke about updates in the Geneva building, which include more semi-private workspaces, a phone booth for private phone calls, and seating against the central window. It was also noted that Maureen and Craig have created Metro Collective, a unique marketing and community building tool to help foster growth and connectivity within the Greater Rochester and Finger Lakes region. Collaborative spaces include Port 100, High Falls Business Center, and

Need Suites. Through this partnership the Port 100 community has free access to many more events.

Maureen reminded the Board of the “Digital Marketing Accelerator” program; a hands-on interactive workshop collaborated between Hobart and William Smith Colleges and Port 100. The event was scheduled for last year but, unfortunately, the timing of the Accelerator clashed with the start of the pandemic and it had to be cancelled. Maureen indicated that 60 applications were received from the Geneva community and that she plans to bring the program back in 2022.

Maureen concluded by sharing that they have already started welcoming new members in 2021, including Blueprint Geneva which is doing its community meat buying program pickups. She thanked the OCEDC for their contribution.

Maureen Ballatori exited the meeting at 9:33 a.m.

Poseidon Systems:

Suzanne Vary stated that the Company is purchasing a 20,000 sq. ft. building in Victor and that it is estimated to be a \$2.4 million project. The Company is looking for OCEDC assistance in the amount of \$400,000 and will receive additional funding from GRB and SBA. Poseidon plans to retain 22 FTEs and create 38 new positions over the next three years. It was also noted that the OCIDA has approved benefits for the project.

Karen Parkhurst stated that the Finance Committee met last Friday and recommended the following terms:

- The term of the \$400,000 loan requested is recommended to be 10 years (120 months) at the greater of 3% or 75% of prime at time of closing.
- Third mortgage interest behind Genesee Regional Bank and the SBA on 830 Canning Parkway, Victor, NY.
- Security interest behind GRB and SBA (UCC-1's).
- Unlimited joint and several personal guarantees of Mark Redding and Ryan Brewer.
- Life insurance on key active owner, Ryan Brewer, for the loan amount with the borrower responsible for all premiums and ensuring that the policy remains in force for the life of the loan. The insurance may be decreased during the life of the loan but never below the existing loan balance.
- Semi-annual (June and December) compiled statements or better due 30 days following the close of the month.
- Copy for federal tax return - Form 1165, if financial statements provided at year end are compiled. No tax returns due if financial statements provided are reviewed or audited.
- Employment reporting due at the end of January and July of each year the loans are outstanding.

It was discussed that the rate should be reset every three years.

Walt Matyjas made a motion to fund the Poseidon Systems request in the amount of \$400,000 contingent on the above mentioned terms, along with the amendment of the rate being reset every three years. Joe Bridgford seconded the motion. Unanimously approved. Motion carried.

OLD BUSINESS:

Finger Lakes Extrusion:

Suzanne Vary stated that about a year ago the EDC authorized a forgivable loan to Finger Lakes Extrusion. Conditions for forgiveness were to retain its current employees (22) and create 2 FTEs, as well as to train employees on use of newly acquired production equipment. The pandemic has made it difficult to new employees for many businesses, Finger Lakes Extrusion included. Erica reached out to Suzanne and indicated that the Company has been able to retain all employees, however; hiring two new employees has been a challenge. The Finance Committee met to discuss options and recommended an extension of a year, bringing the deadline to the end of July 2022. At that time, the Board can reassess if necessary. *Supervisor Fred Wille made a motion to extend the term to the end of July 2022. Supervisor Fred Lightfoote seconded the motion. Erica Wright abstained. Motion carried.*

CDBG CARES Act funding:

Mike Manikowski shared that the OCEDC has been invited to submit a full application. The funds will be used to assist businesses in the hospitality and tourism sector with rehabilitation. The deadline for the application is in August. Staff is working with Valerie Knoblauch and hope to have more information for the Board at the August meeting.

The Harrison Studio:

Suzanne Vary informed the Board that an RFP was prepared and distributed for technical assistance for various funding. The Harrison Studio was the only response and was highly rated by Staff.

Michael Wojcik clarified that this would be an hourly contract with the Harrison Studio for services.

Supervisor Fred Lightfoote made a motion to authorize an hourly contract with the Harrison Studio for services pertaining to CDBG funding assistance. Kevin Hill seconded the motion. Unanimously approved.

At 9:46 a.m. Supervisor Fred Lightfoote moved that the Board enter Executive Session. Karen Parkhurst seconded the motion. Motion carried.

Chair Rob Solenne exited the meeting at 10:20 a.m. and asked Vice Chair Erica Wright to chair the rest of the meeting.

The Board exited Executive Session at 10:20 a.m.

Vice Chair Erica Wright informed Staff that while in Executive Session the Board discussed Joe Bridgeford's position on the Department head selection committee.

Supervisor Peter Ingalsbe made a motion to authorize Joe Bridgeford's position on the selection committee. Karen Parkhurst seconded the motion. Unanimously approved. Motion carried.

It was also discussed that the Board wants the Governance Committee meet and come up with a succession plan.

Karen Parkhurst made a motion to refer the request to the Governance Committee. Supervisor Fred Wille seconded the motion. Unanimously approved. Motion carried.

ADMINISTRATION:

May 11, 2021 Minutes:

Vice Chair Erica Wright presented the May 11, 2021 minutes for approval.
Supervisor Fred Lightfoote made a motion to approve the May 11, 2021 minutes as presented. Kevin Hill seconded the motion. Karen Parkhurst abstained. Motion carried.

Invoices for Payment:

Michael Wojcik reviewed and submitted the invoices for payment for approval, which included 8 invoices totaling \$12,841.32.

Supervisor Peter Ingalsbe made a motion to approve the invoices for payment. Supervisor Fred Lightfoote seconded the motion. Motion unanimously carried.

Financial Statements:

Michael Wojcik presented the updated financial statements.

Supervisor Fred Lightfoote made a motion to approve the financial statements as presented. Kevin Hill seconded the motion. Unanimously approved. Motion carried.

Char 500 and 990:

Michael Wojcik presented the Char 500 and 990 forms, stating that the deadline to file is in November. There were no questions.

Walt Matyjas made a motion to approve the Char500 and 990 forms. Joe Bridgeford seconded the motion. Unanimously approved. Motion carried.

Open Discussion:

Michael Wojcik suggested that instead of going through each report in detail at Board meetings that the Board can ask questions should there be any. This would apply to the financial statements and invoices for payment.

It was also discussed that Modern Manufacturing, located in Farmington has been sold. Jim Russell was the former owner and continues to work for the new owner. Jim Coniglio will look into the terms and communicate any necessary information to the Board.

It was stated that the next meeting will take place on August 10th.

ADJOURNMENT:

Karen Parkhurst made a motion to adjourn at 10:40 a.m. Joe Bridgeford seconded the motion. Unanimously carried.

Respectfully submitted,

Brigitte Larson, Staff