

**TOWN OF CLARENCE, ERIE COUNTY
INDUSTRIAL DEVELOPMENT AGENCY**

MINUTES

October 16, 2014

Vice-Chairman Clayt Ertel called the meeting to order at 8:00 a.m.

Elaine Wolfe, Michael Buettner, and Vice-Chairman Clayt Ertel were present at roll call. Mary Powell arrived at 8:07 a.m. David Hartzell, Chris Kempton and David Schuster were not in attendance. Also, present were Larry Meckler, Nathan Neill, Paul Leone, Steven Bengart, Chris Fusco, Assessor, Pam CuvIELLO, Jim Rash and Cynthia Rosel. Guests present were Theresa Carpenter, Controller ECIDA and Robbie Ann McPherson, Marketing & Communication Manager for the ECIDA.

There was not a quorum present at roll call so the agenda was adjusted.

Correspondence

A notice of public hearing was received from the Town of Amherst and e-mailed to the members.

EDO Report.

Mr. Rash secured the web domain “clarencida.com.” He spoke with Steve Miller, Dir. of the NE Hop Alliance regarding the possible availability of Green print land for sale/lease to specialized grain farmers to support the local craft brewing industry. He attended the Leadership Council meeting. He evaluated the proposals for the website and will make his recommendation today; met with Steve Bengart and Paul Leone to discuss the next steps for the LDC and micro-loan program. Since that meeting, there was a question regarding the formation of the LDC and the micro-loan program. The Chairman sent out an e-mail to the members with attachments and Mr. Rash suggested that the members read these before the November meeting. This will be discussed further at the November meeting at the request of Chairman Hartzell. Mr. Rash will attend the Chamber Business Blender on October 21. Mr. Rash announced that the Chairman has suggested the establishment of a small review board for future 485-B projects.

Mr. Leone asked if a review committee would be for the 485-b that the Assessor approves or for the 485-b equivalent that the CIDA approves. Mr. Rash said that he believes, and it is his understanding, that it was for all 485-b’s including the ones the Assessor approves. Mr. Meckler added that there is State Law that governs the 485-b projects that Chris Fusco approves. Mr. Rash said that he is just relaying a message from the Chairman. Mr. Ertel added that maybe the Chairman is confused about the two types of 485-b’s. Mary Powell added that she does not want to review the 485-b projects that go to the Assessor.

Mr. Leone added that the CIDA does not need a review board because that is a CIDA board function, to review the projects and decide what benefit to grant an applicant, either a 10 year or 7 year pilot or the 485-b equivalent that includes town/county and school tax abatements. The 485-b through the Assessor does not include the school tax abatement. Mr. Ertel suggested that maybe the Chairman was confused about the two. Ms. Powell said that she does not want to review the 485-b's that go through the Assessor. She added that there was a discussion before at one of the meetings regarding the 485-b projects. Ms. Powell added that there was an indication that the Chairman wanted to eliminate the 485-b's. Ms. Powell said that the CIDA Board cannot get into reviewing the 485-b that go through the Assessor. This has been a good program for the Town and small business.

Ms. Fusco wanted to know if there was anything that she needs to prepare for the November meeting.

Mr. Rash returned to the topic of the website now that there was a quorum. He said all the proposals were decent proposals and 360 is not the cheapest, they are the second cheapest, but they present the best value. He would recommend that the board move towards negotiating an agreement with 360.

Mary Powell had some concerns as to the ownership of the website. She wants the Board to know and understand that if this does not work out, and we want to move the website and hire another company, the website would have to be re-designed. We would own the content but not the program. We would have to start all over again at further expense. Ms. Powell added that a decision cannot be based only on who is using the company. Mr. Rash said that he made those statements purely to state the health of 360.

Mr. Buettner asked if there was a firm quote. Mr. Rash said this is the quote. This proposal is just for the construction and development of a website. It does not include any marketing or advertising efforts or expense. He does not have a work plan set up for what he wants for that element to be yet. That will be extra. He believes that this has already been approved a few months ago.

Mr. Bengart also asked Mr. Rash about the compatibility with the office equipment that Ms. Rosel is using and potential viruses, etc. Mr. Rash did not know the answer to that.

There was a motion made by Clayt Ertel to begin to negotiate the fee, terms and conditions of an agreement with 360 for the CIDA website and to present same to the Board for review at the next meeting. Said terms and conditions of said agreement will be subject to review and approval of counsel. There was a second by Elaine Wolfe. Nothing further on the question.

Vote: Ayes: Wolfe, Buettner, Powell, Ertel. Noes: None Recuse: None.
Absent: Schuster, Kempton, Hartzell. Motion carried. Unanimous.

Minutes of September 18, 2014.

Vice Chairman Ertel asked if everyone had a chance to review last month's minutes. There was a motion by Elaine Wolfe with a second by Michael Buettner to approve the minutes from September 18, 2014. There was nothing on the question.

Vote: Ayes: Wolfe, Buettner, Powell, Ertel. Noes: None Recuse: None.
Absent: Schuster, Kempton, and Hartzell. Motion carried. Unanimous.

Treasurer's Report.

Pam CuvIELLO gave the Treasurer's Report as the Treasurer, Chris Kempton, was out of town. Ms. CuvIELLO reported the amounts in the checking and money market accounts. The Profit and Loss Statement shows fees received to date as \$23,921.00. Expenses are in the amount of \$57,105.32. Interest earned to date is \$759.00. There is a negative net income of -\$32,425.32. There will be other expenses incurred before the end of the year. There are projects still open. Seal and Design is underway but will most likely not close until 2015. They have already paid the 1/4 of one percent. We have not received anything from the Savant Project or the Buffalo Fork Lift Project. The year will most likely end with a deficit and we will have to take funds out of the capital account to pay the bills if we continue add expenses.

There was a motion by Elaine Wolfe with second by Mary Powell to approve the Treasurer's Report through October 16, 2014. There was nothing on the question.

Vote: Ayes: Wolfe, Buettner, Powell, Ertel. Noes: None Recuse: None.
Absent: Schuster, Kempton, Hartzell. Motion carried. Unanimous.

Robbie Ann McPherson, Marketing & Communication Manager for the ECIDA was invited to speak to the members on the ECIDA marketing strategy. Ms. McPherson began by explaining that the strategy will include a two level campaign...advertising and public relations. She talked about the public's conception and misconceptions of IDA's, how they function and on who to target to help improve the public's perception of IDA's. The idea is to associate IDA's with the business community, that IDA's are a business development engine to bring jobs to the area. The ECIDA will start its campaign on WBEN radio by sponsoring the morning Business Report. Steve Weathers, CEO of the ECIDA, will also be participating once a month on a Saturday night business show. On the WBEN website, there is a business report ticker that the ECIDA will be sponsoring that also. The public relations piece will be getting the message out to associate IDA's with business development. The perception is that IDA's are just giving out incentives. The goal is to develop a better understanding of what the media perceives what the IDA's actually do and how projects are approved to receive incentives.

There will also be a community outreach program to meet with different groups to open up a dialogue to discuss the concerns that these groups have regarding the IDA's and the incentives that are given. There were several groups that met with Mr. Weathers and Ms. McPherson recently. The outcome was that if anyone has concerns or questions regarding projects, to

contact the ECIDA first. The groups did have some constructive suggestions and ideas. The meeting was very productive.

She also discussed the application and the information that is requested. Some of the groups want a better description of, for example, the types of jobs that companies would be bringing to the area...pay scales, types of jobs, etc.

There was also discussion regarding how the local IDA's get along with each other. Mr. Ertel added that there is cooperation amongst the local IDA's...we all work together.

Mary Powell suggested that you have to know who your true audience is...in politics, the constituents are the audience. Ms. McPherson agreed and added that we all want a healthy economic situation

Ms. McPherson feels that progress is being made by opening up the dialogue. We need to deal with each situation on its own. The Board thanked her for coming in and welcomed her back to the area.

New Business:

Mr. Leone reported that there is nothing new.

Elaine Wolfe had two announcements and passed out flyers on two events that she thought might be of interest to the Board members.

The meeting was adjourned at 9:22 a.m.

Respectfully submitted: Cynthia M. Rosel