

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

**MINUTES**

**September 18, 2014**

Chairman David Hartzell called the meeting to order at 8:00 a.m.

Present at roll call were Elaine Wolfe, David Schuster, Michael Buettner, Chris Kempton, Mary Powell (arrived at 8:05 a.m.), Clayt Ertel and David Hartzell. Also, present were Larry Meckler, Nathan Neill, Paul Leone, Steven Bengart, Pam CuvIELLO, Jim Rash and Cynthia Rosel. Guests present were Amy Schultz, Account Representative Eagle Systems, Robbie Ann McPherson, Marketing & Communication Manger for the ECIDA and Councilman Robert Geiger.

**David Mingoia, Town of Amherst IDA Deputy Director**

Paul Leone arranged for David Mingoia, Deputy Director of the Amherst IDA. Mr. Mingoia gave a brief presentation on the Town of Amherst IDA website. The Town of Amherst sent out a 2 page RFP. The main goal was to set up a marketing brand for the front of the Agency. Visitors to the website want to see a professional organization that is in line with private business expansion and taut the positive aspects of the area. Secondly, was to make sure there was enough of a backend infrastructure to list the information that the State requires on the website for transparency of the Agencies. They received several proposals. They picked an Amherst firm. They use 360 and are very happy with the company. Mr. Mingoia continued to explain what is included in the package. They also receive an analytical report every month so see how many and where the hits are coming from. It also indicates what pages are being looked at. This program also has mapping module. Not every firm can do that. The contract is pay as you go agreement. They own the program but do not own the content. There is an on-going maintenance plan. It is about \$100 per month. This includes the mapping module. The discussion continued. Mr. Schuster asked who owns the domain name. Mr. Schuster suggested it be for 3 years. Mr. Mingoia added that he is available if any one has any further questions. Mr. Hartzell thanked Mr. Mingoia for coming in.

**Minutes of August 21, 2014.**

Mr. Hartzell asked for a motion to approve the minutes of August 21, 2014 meeting. There was a motion by David Schuster to approve the minutes of the August 21, 2014 meeting with a second by Elaine Wolfe. There was nothing on the question.

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

### **Treasurer's Report.**

Mr. Kempton went over the Treasurer's Report through September 18, 2014. He reported on the account balances. Revenues received to date are in the amount of \$23,921.00. Expenses are in the amount of \$53,388.88. Interest earned to date is \$679.16. The net income to date is -\$28,738.52. Mr. Kempton gave everyone the chance to review the detail sheet.

There was a motion by Chairman Hartzell with second by Clayt Ertel to approve the Treasurer's Report through September 18, 2014. There was nothing on the question.

Mr. Kempton said that the 2015 Budget needs to be adopted today. It was decided that any compensation increases will be discussed in December.

There was a motion by Clayt Ertel to adopt the CIDA 2015 Budget with a second by Elaine Wolfe.

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

### **Correspondence.**

None.

### **New Business.**

Mr. Leone had nothing new other than meetings regarding the Industrial Parks.

### **EDO Report.**

Mr. Rash reported as follows: spoke to Anthony Cimato, they are still awaiting materials costs from his engineer related to sewer lift station (for potential sales tax abatement) for the Cimato Industrial Park; spoke again with Greg Zorn, home brewer interested in starting small commercial brewing operation in Hollow regarding meeting with R. DelGrosso of Krislyco, LLC development discussing interest in old church at Salt and Main; luncheon meeting at Hayes with Rocco DelGrosso and his son along with D. Hartzell, P. Leone, E. Wolfe regarding possible purchase of properties in Hollow for commercial development, possible craft brew pub/restaurant; attended the Hollow/Main St. Corridor revitalization committee meeting 9/17. Guest was Tom Messana, representative from NYS DOT; discussed methods for slowing traffic patterns on Main in Hollow, as well as new marketing initiatives (media ads) for Main St. businesses, presented by Paul Stephen. Next mtg. scheduled for 11/13/14; met with P. Leone, prepared and conducted strategic planning session 9/11, focused on use of CIDA funds, including possible establishment of LDC for micro-loan programs, as well as new website development; followed up with website development bidders to update validity of previously submitted proposals. (from 2013). He plans to continue organization of elements needed for

LDC/ Micro-loan program and evaluate website development proposals, recommend selection at Oct. CIDA meeting.

Mr. Schuster said that it is important to secure a domain name for the CIDA website so that the CIDA owns it. There was motion by Chairman Hartzell to authorize Mr. Rash to purchase the domain name for the CIDA for an amount under \$100. There was a second by Clayt Ertel. On the question, Mr. Bengart suggested that it be for 3 years. The motion is amended to include the purchase for 3 years. There was nothing further.

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

Mr. Rash added that on the Micro Loan/LDC he was not clear on what the next steps were. Mr. Bengart thought a meeting was going to be set up to meet with Hamburg to discuss their programs. Mr. Leone said that he has information. Mr. Bengart and Mr. Neill will review the information. Mr. Neill added that he would still like to have a meeting with the ECIDA and Hamburg to discuss what the issues they have that could be avoided when this is set up. Mr. Hartzell suggested that a lunch meeting be set up with the Hamburg and ECIDA to discuss this after the material that was provided by Mr. Leone is reviewed.

Mr. Leone introduced Robbie Ann McPherson the new Marketing & Communication Manger for the ECIDA. Ms. McPherson and the Board discussed some of the issues the CIDA Board members are concerned about regarding local IDA's, the ECIDA, the County Executive's view on local IDA's, the re-establishment of the Leadership Council, and the Policy Committee Meetings. Ms. McPherson will return to discuss her Marketing and Communications strategies for the ECIDA and some of the misconceptions that the public and business community has regarding the IDA's.

Meeting adjourned at 9:25 a.m.

Next regular meeting is October 16, 2014.

Respectfully submitted: Cynthia M. Rosel