



LIVINGSTON COUNTY
DEVELOPMENT CORPORATION

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Approved by 
MINUTES

LIVINGSTON COUNTY DEVELOPMENT CORPORATION
OCTOBER MEETING

Friday, October 7th, 2011

Livingston County Government Center, Room 205, Geneseo, NY

Members Attending: P. Brooks, W. Bacon, S. Doerflinger, S. Boscoe, P. Yendell

Staff Attending: P. Rountree, J. Marshall, J. Coniglio, L. Wadsworth, M. LaPoma

Other: C. Oswald, L. Burns – Livingston County Chamber of Commerce

Chairman Brooks called the LCDC Meeting to order at 10:59 a.m.

APPROVAL OF MINUTES

Mr. Yendell moved, seconded by Mr. Boscoe, the approval of the LCDC September 7th, 2011 Meeting Minutes. Carried.

TREASURER'S REPORT

-Financial Reports For Period Ending September 30th, 2011

Ms. Marshall reviewed this for the Board. The balance sheet is similar to the account balance sheet of the IDA. The expenses were minimal. We entered into an agreement for website services and there were office expenses related to Ms. Wadsworth's move. The ITS and Maintenance departments did a phenomenal job with the office relocation. We have begun to disperse funds related to the sign and façade grants. We want to distribute all funds this year. Other income reflects a \$244 refund from the federal government for the healthcare benefits provided by the LCDC. Ms. Marshall reviewed the balance sheet for our guests and commented on Coast's negative balance. It is a Quickbooks entry that needs to be corrected and she still needs to check with Freed Maxick on how to rectify it. Mr. Boscoe said the prior year tax return may need to be amended. *Mr. Boscoe moved, seconded by Mr. Bacon, the approval of the Treasurer's Report for the period ending September 30th, 2011. Carried.*

REVOLVING LOAN FUND

-Aging Report Review

Ms. Marshall reported on this. Dylry Holdings is the Old Madrid and he continues to pay \$100 per month as agreed. The Old Madrid loan closing is pending and then we will be made whole. A Judgment has been filed on Ms. Eadie. *Mr. Bacon moved, seconded by Mr. Boscoe, the approval of the aging report for September, 2011. Carried.*

-Authorization to Enter Into Agreement with Birchwood Consulting for Loan Fund Services

Ms. Marshall stated that Brian Beiger was here last month and presented the loan for the Old Madrid. She asked for feedback on his presentation and the feedback was positive. She would like to enter into an agreement with his company, Birchwood Consulting for loan fund services. We also currently have an agreement with H. Sicherman and Co. She will work with counsel to draft an agreement. The consulting rate is on an hourly basis. The LCDC will have two loan fund consultants similar to the IDA having two transaction counsels to choose from. *Ms. Doerflinger moved, seconded by Mr. Boscoe, authorization to Enter Into Agreement with Birchwood Consulting for Loan Fund Services. Carried.*

OLD BUSINESS

-Web Site Development

The LCDC has executed an agreement with Design FM and have started developing the new site. We are pleased with what Design FM has developed thus far. Design FM requested a 50% deposit upfront. The website for economic development will be up in November. It is www.livingstoncountydevelopment.com. Ms. Marshall has not notified the unsuccessful applicants and needs to.

-Villages Program

Ms. Marshall alluded to this in the Treasurer's Report. The projects are ramping up. We'd like to offer this program again in 2012. She wants the informational meetings to be held by the end of November and still have applications due January 31, 2012. Application reviews will take place in February and the LCDC will make funding awards at their March, 2012 meeting.

-Buy Local Campaign

Staff met with Design FM to discuss this. They are hoping to have the website up before the holiday season, using the same theme as last year with billboards, print ads, etc... They want to put the new website on the marketing materials. Student interns have worked on gathering the information. The Buy Local website will be www.itsinlivingston.com. Mr. Yendell stated the holiday season is already here.

Mr. Rountree stated the database of businesses has been developed by Ms. Wadsworth and the intern. There are 2000+ companies listed and it's divided by the larger Villages and Towns. Ms. Oswald asked if it had information on the products they sell. A decision needs to be made this week on the website for buy local and whether the website will be published on the marketing materials.

We appropriated \$15,000 in our budget for this. Ms. Wadsworth reviewed the advertising categories. Cinema advertising was suggested and pricing reviewed. Creative requests need to be

in by next Thursday. Billboards were the most successful in our survey from last year. She reviewed the costs. There are 6 available for each month. Print ads were done last year as well. The cost was \$7,000 for 4 weeks. Radio spots were \$4500. Mr. Rountree stated we surveyed how people heard about the campaign. He reviewed the results of the survey and recommends doing print and billboard, drop radio and consider the movie spots. They would use much of the same message as last year. Mr. Yendell said he found single page inserts in the Penny Saver to be cheaper and very effective. It is something to consider, maybe for a 2 week period. We need to make decisions on how to market this.

Ms. Oswald stated there's a dilemma as to the website because you can't drive someone to it if it's not complete. They will be driven to the Economic Development website as that one will be complete. She suggests stating that next year web site visitors will be able to shop online. Ms. Burns commented on the website as well. It could be rather active immediately because linking is very popular. There is an active database that could be put in place. The public wants something visual immediately. She believes Design FM could quickly put this together. Ms. Oswald asked if there was a Buy Local page yet. There is not. It's in Livingston is a bit problematic because people need to know they can't put an apostrophe in. She also asked about the color orientation of the slogan. Dixon Schwabl came up with the color scheme that was used. However, the colors are not holiday orientated. Ms. Burns thinks direct mail is the most effective way to advertise. The Penny Saver is probably the most read print publication. Incentivizing would be good i.e. a company could say bring this in and receive 10% discount. Banner ads are another venue. Genesee Sun can constantly change the information. Also, although business owners and residents were surveyed, it really wasn't comprehensive. She feels its good to build on something existing. Mr. Brooks asked if we wanted to form a small committee to work on this. Mr. Rountree wants to form a committee. We have a budget of \$15,000 available. The web address should be on the billboard as well as the QR code for the website. Design FM should be able to provide this. The billboards should have the colors modified and list the website address and the print advertising should just show the banner. *Mr. Bacon moved, seconded by Mr. Boscoe, authorization to budget \$15,000 for the Buy Local project. Carried.*

Ms. Oswald & Ms. Burns departed at 12:03 p.m.

NEW BUSINESS

-2012 Proposed Budget

Ms. Marshall reviewed this for the Board. The only grant income we will receive in 2012 will be from administering the Lima and Dansville Main Street. Grants. Three communities have submitted applications for New York Main Street Grants; they are Geneseo, Nunda and Mt. Morris. The applications have to go through Regional Councils so announcements won't be made until December. There is no predicting interest income. The County is providing \$40,000 to administer Sign and Façade grants. We have been working on our Fast Trac program. Ms. Wadsworth will be going for training this month. We are also looking for sponsors for the program. The expenses were reviewed and appear conservative and consistent. We have no offsetting grant income to run the classroom instruction. Salaries and benefits are the same as this year. The sign and façade grant under the Village program will be combined. We will still keep the maximum grant amount to \$5,000. The total deficit is -\$45,000. The loan fund isn't included in this. Mr. Boscoe asked about the layout of the salary information and stated we don't need all the detail. The IDA will grant \$50,000 to the LCDC to balance the budget. *Mr. Yendell moved,*

seconded by Mr. Boscoe, the approval of the 2012 Proposed Budget as amended. Carried.

-Discussion of Recently Adopted RPTL Section 485-N

Mr. Rountree stated Governor Cuomo signed this bill and he will start visiting the communities to let them know how to utilize this new legislation in their community.

Mr. Boscoe departed at 12:20 p.m.

-Mt. Morris Before and After the New York Main Street Grant

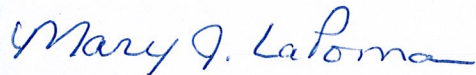
Ms. Marshall discussed the Pratt students visiting Mt. Morris in October. Ms. Wadsworth showed a Power Point presentation of Mt. Morris before and after the New York Main Street Grant.

Mr. Brooks stated he went to Williamsport and saw first hand the Marcellus Shale project. The DEC will be holding a workshop in Dansville on the subject.

ADJOURNMENT

Mr. Yendell moved, seconded by Mr. Bacon, that the meeting adjourn. Carried at 12:47 p.m.

Respectfully submitted,



Mary J. LaPoma
Administrative Assistant