

# CANANDAIGUA

## LOCAL DEVELOPMENT CORPORATION

### **Annual Member Meeting January 21, 2021; 10:00a MEETING HELD BY ZOOM**

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

*--CLDC Mission Statement*

## **MEETING MINUTES**

### **1. Call to Order**

The meeting was called to order at 10:00 a.m. by Mr. Steinbrenner.

### **2. Roll Call**

All members were in attendance. Also in attendance were Matt Horn and Brooke Mayer from MRB Group, Canandaigua Chamber of Commerce Chair Sal Pitti, and member of the public Mike Yarger.

On request from Mr. Steinbrenner, Mr. Taylor provided a 2020 financial overview. Mr. Taylor reviewed the 2020 Profit and Loss statement, noting total income of \$101,100 (inclusive of \$100,000 in direct public support and \$1,100.46 in interest) and total expenses of \$75,733 (inclusive of \$ 20,000 in support for the Genesee Transportation Council lake connectivity grant, \$2,000 in support for the Central on Main project, \$50,797 for outside contract services, \$1,658 in accounting fees, and \$1,277 for 2 years of property insurance) for a current year balance of \$25,367. Mr. Taylor also reviewed the balance sheet, noting that total assets are \$134,406.

### **3. Acknowledgment of 2021 Member Appointments**

On request from Mr. Steinbrenner, Mr. Goodwin and Mr. Finch reported on member appointments for the City and the Town, respectively, in fulfillment of the vacancies resulting from the year 1 term expirations. Mr. Goodwin confirmed that the City Council, at its January 7, 2021 meeting, moved to reappoint Councilmember-at-Large Jim Terwilliger as the City Council Elected appointee to

the LDC for a one-year term expiring on December 31, 2021. Mr. Finch confirmed that the Town Board, at its December 21, 2020 meeting appointed Cathy Menikotz, Town Supervisor, as the Town Board Elected appointee for a one-year term expiring on December 31, 2021. Mr. Finch and Mr. Goodwin noted that the current terms for the elected positions of Town Supervisor and Councilmember-at-Large expire on December 31, 2021; accordingly, the member appointments are limited to 1-year terms expiring on December 31, 2021.

Mr. Steinbrenner invited general comments from the Board.

Mr. Finch and Mr. Goodwin noted that continued funding from the Town and City, respectively, is not a foregone conclusion; the LDC will need to demonstrate why it is deserving of a renewed funding commitment. Board members expressed broad consensus around the need to identify additional funding sources above and beyond the City and Town contributions, and to focus 2021 efforts on project implementation.

#### **4. Adjournment**

With no other business for discussion, Mr. Steinbrenner adjourned the meeting at 10:30 a.m.

# CANANDAIGUA

## LOCAL DEVELOPMENT CORPORATION

### January Organizational Meeting

January 21, 2021; 10:35a

MEETING HELD BY ZOOM

### MEETING MINUTES

**1. Call to Order**

The meeting was called to order at 10:35 a.m. by Mr. Steinbrenner.

**2. Roll Call**

All members were in attendance. Also in attendance were Matt Horn and Brooke Mayer from MRB Group, and member of the public Mike Yarger.

**3. Privilege of the Floor**

No presentations or comments were made.

**4. Organizational Meeting Items**

**a. Election of Officers**

Mr. Steinbrenner asked all five voting members to comment on their interest and willingness to serve in an elected role. Ms. Menikotz, Mr. Taylor and Mr. Griffith each noted a willingness to continue serving in their current capacity, while noting they would also be open to change.

Mr. Finch thanked Mr. Steinbrenner for his work as president and leadership through the LDC's formational period, noting that the organization might benefit from a fresh perspective as it moves into its next phase. Mr. Finch nominated Mr. Terwilliger in the role of president. Mr. Terwilliger accepted the nomination.

Mr. Steinbrenner clarified that non-voting members can serve in the Secretary role. Mr. Goodwin nominated Mr. Fogg for this role and Mr. Fogg accepted the nomination.

Hearing no disagreement, Mr. Steinbrenner asked for a vote on the slate of nominations for the 2021 LDC elected positions:

President – Jim Terwilliger

Vice President – Cathy Menikotz

Treasurer – Bob Taylor  
Secretary – Ethan Fogg

On motion by Mr. Steinbrenner, all voting members voted in favor of the nominated candidates.

Mr. Steinbrenner congratulated the elected officers on their new and continued roles and turned the meeting over to President Terwilliger.

**b. Board Evaluations**

Ms. Mayer noted that all members should complete and return these prior to the February Meeting.

**c. Review of Policies, Bylaws and Mission Statement**

Mr. Horn noted that the bylaws were developed at the organization's formation just 14 months ago, and the policy documents were developed in the first quarter of 2020, so all documents remain current and relevant. Mr. Horn noted that there are no proposed amendments to the policies at this time.

Mr. Finch recommend that the board adopt the policies by motion, however, noted that a number of bylaws amendments have been proposed and should be considered in greater depth. Mr. Finch asked whether the Board would consider forming a committee to review the bylaws and policies under Mr. Steinbrenner's leadership.

Mr. Terwilliger asked Mr. Steinbrenner as to whether he'd lead the aforementioned committee. Mr. Steinbrenner indicated his willingness to spearhead this effort; Mr. Fogg and Mr. Finch indicated a willingness to assist. MRB Group agreed to convene a committee meeting and report back at the February meeting.

Mr. Steinbrenner asked whether there was a term on the policies. Mr. Horn confirmed that there is not.

Mr. Horn confirmed that in providing the board with copies of the bylaws and policies, the LDC is compliant with the statutory requirement for annual review; no additional action is required.

**5. Resolutions and Motions**

No motions / resolutions were put forth.

**6. Other Business**

No Other Business was discussed.

**7. Privilege of the Floor**

No additional comments or presentations were made.

**8. Adjournment**

On motion by Mr. Griffith and seconded by Ms. Menikotz, the meeting was adjourned at 10:50 a.m.

# CANANDAIGUA

## LOCAL DEVELOPMENT CORPORATION

### Regular Meeting January 21, 2021; 10:50a MEETING HELD BY ZOOM

#### Meeting Minutes

**1. Call to Order**

The meeting was called to order at 10:50 a.m. by Mr. Terwilliger.

**2. Roll Call**

All members were in attendance. Also in attendance were Matt Horn and Brooke Mayer from MRB Group, and member of the public Mike Yarger.

**3. Privilege of the Floor**

No presentations or comments were made.

**4. Approval of Meeting Minutes**

On motion by Mr. Steinbrenner, seconded by Ms. Menikotz, the minutes for the December 17, 2020 meeting were approved.

**5. Financial Report**

Having already presented the financial overview during the Member's meeting held at 10 a.m. on January 21, 2021, Mr. Taylor noted that there was nothing additional to report.

**6. Committee Reports**

Mr. Horn confirmed that the Governance and Finance committees both act as committees of the whole, and noted that neither committee has taken any action since the December meeting.

Mr. Steinbrenner noted that a review of committee formation and assignment should be within the purview of the aforementioned organizational committee's purview.

**7. Operations Report**

a. Strategic Action Plan updates

- S1: Central on Main

Mr. Horn noted that a New York Main Street application was submitted in support of the Central of Main project. The timeline for a notice of award is TBC, but anticipated this Spring. Ms. Menikotz requested that a copy of the application be circulated.

Mr. Terwilliger asked whether there was clarity around NYS funding for a 2021 Downtown Revitalization Initiative. Mr. Horn noted that it is in the Governor's proposed budget and MRB will continue to monitor the status as the budget is finalized. Mr. Terwilliger asked whether timing is known for the 2021 funding round. Mr. Horn confirmed that the funding announcement typically comes out in May, with applications due in the Summer; the 2021 timeline is TBC pending finalizations of the NYS budget.

- S2: Downtown Ground Fl. Activation

S3: Market-Ready Buildings

S4: Downtown Residential Dev.

Mr. Horn and Ms. Mayer confirmed that the New York Main Street Grant application requested \$494,500 to assist in the renovation of 4 mixed-use downtown buildings, including the renovation of 8 residential units on upper stories; in addition to funds to improve Central on Main. The timeline on a notice of award is TBD.

- S5: Waterfront Active Transportation

Mr. Horn noted that the second steering committee meeting took place in January and planning will continue over next several months. Mr. Horn noted that this study should tee us up for a federal Transportation Alternatives Program (TAP) grant. Mr. Goodwin noted that this study will also coordinate and connect to the Middle Cheshire Active Transportation Plan, which can be leveraged in pursuing TAP funds.

- S6: Pinnacle North

Mr. Horn noted that there are no updates on the site plan, but we continue to stay in touch with the development team, who continues to button up financing on phase 2 and evaluate strategies for phases 3-5.

- S7: 10 Chapin Street

Mr. Horn noted that there is continued work and collaboration to navigate the deed restriction issue. Ms. Menikotz noted that the Board of Supervisors continues to work through some of the legal issues. Mr. Goodwin noted that the County is also engaging directly with the City to

explore various options, which will be discussed at an upcoming committee meeting in executive session.

- S8: Virtual Canandaigua  
No update.

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

### **a. Canandaigua Beverage Trail**

Mr. Horn noted that MRB Group has met with Denise Chaapel, Canandaigua BID and Val Knoblauch, Finger Lakes Visitors Connection, along with a group of Breweries who are interested in forming a brewery-specific initiative. Mr. Horn asked for the board's guidance as to whether the LDC would support this brewery-specific initiative, or would pursue a broader initiative inclusive of the whole craft beverage industry. Board members expressed broad consensus for the LDC to pursue a broader initiative, and to form a committee to advance this effort. Ms. Menikotz volunteer to chair this committee, and Mr. Goodwin and Mr. Fogg volunteered their assistance. MRB will convene the committee before the February meeting to being defining and advancing an action plan for this initiative.

### **b. New York Main Street Application**

This item was covered earlier in the meeting.

## **9. Resolutions and Motions**

No motions / resolutions were put forth.

## **10. Other Business**

Mr. Terwilliger, acknowledging the City and Town's eagerness to see results, invited members to propose ideas for consideration.

Mr. Taylor asked for an update regarding the LDC's funding strategy. Mr. Horn provided an overview of the two approaches discussed, to date: 1) public private partnerships. (e.g. Canandaigua Craft Beverage Trail) and 2) marketing development opportunities that could generate returns. Mr. Horn also noted that economic development efforts advance on behalf of a local government almost always rely on some level of sustained government funding, so the question is not "should the government contribute?", but "what are they getting for their contribution?" Our focus needs to be on demonstrating ROI.

A series of ideas were put forth for consideration of LDC investment / involvement, to be included on the February meeting agenda:

1. Town of Canandaigua lakefront parcel acquisitions
2. Toms mobile site (addressing hurdles to development)
3. Town Comprehensive Plan opportunities



Mr. Griffith expressed the importance of promoting available sites to developers. Mr. Taylor noted that a 2021 strategy update session is needed to confirm Member expectations and to update the LDC's strategic action plan. The board expressed broad consensus to hold a retreat in February, which MRB Group will work to schedule.

## **11. Privilege of the Floor**

Michael Yarger noted that he and his wife are beginning a historic renovation project on Main street (@ Phoenix Street) and would be interested in exploring any available grant opportunities. They anticipate completing the renovations by 2023. Mr. Terwilliger noted interest in following this project as it develops.

## **12. Adjournment**

Mr. Terwilliger thanked Mr. Steinbrenner for his leadership as the LDC's first president.

On motion by Mr. Terwilliger, seconded by Ms. Menikotz, The meeting was adjourned at 12:15 p.m.

# CANANDAIGUA

## LOCAL DEVELOPMENT CORPORATION

### Regular Meeting February 18, 2021; 10a MEETING HELD BY ZOOM

#### MEETING MINUTES

**1. Call to Order**

The meeting was called to order at 10 a.m. by Mr. Terwilliger.

**2. Roll Call**

All members were in attendance with the exception of Mr. Steinbrenner, who was excused. Also in attendance were Matt Horn and Brooke Mayer from MRB Group, and member of the public Greg Westbrook.

**3. Privilege of the Floor**

No presentations or comments were made.

**4. Approval of Meeting Minutes**

On motion by Ms. Menikotz, seconded by Mr. Taylor, the minutes for the January 21, 2021 Members Meeting were approved.

On motion by Ms. Menikotz, seconded by Mr. Taylor, the minutes for the January 21, 2021 Organizational Meeting were approved.

On motion by Ms. Menikotz, seconded by Mr. Griffith, the minutes for the January 21, 2021 Regular Meeting were approved.

**5. Financial Report**

Mr. Taylor presented the financial report for the period through January 31, 2021, noting that the only transaction for this period was the interest generated on the savings account and payment to MRB. Total assets stand at \$125,369.96.

Mr. Taylor also noted that the annual audit is underway with Freed Max.

There was discussion around the audit process in future years. Considering that the LDC has relatively limited transactions, there may be a cost savings realized by refining the RFP scope.

On motion by Ms. Menikotz, seconded by Mr. Griffith, the financial report dated January 31, 2021 was approved.

## 6. **Committee Reports**

*Finance Committee:* Mr. Horn confirmed that there were no updates from the Finance committee.

*Governance Committee:* Mr. Horn confirmed that there were no updates from the Governance committee.

*Organizational Committee:* Ms. Mayer noted that the Organizational Committee met in early February to discuss proposed amendments to the bylaws. The committee will reconvene in March to refine and package recommendations for the full Board's consideration. Mr. Finch noted that one particular point of discussion was the potential expansion of the number of Directors allowed on the Board. The committee will discuss this item further and present it for the Board's consideration.

*Canandaigua Beverage Trail Committee:* Ms. Menikotz noted that the Committee had a great kick-off meeting in early February and is in the process of convening a wider stakeholder group to scope out the initiative.

## 7. **Operations Report**

Mr. Horn provided an update on Strategic Action Plan progress, noting the following:

- **Downtown Ground Floor Activation /Downtown Residential Development:** The New York Main Street Grant was submitted in January and the application was previously circulated to the Board.
- **Market-Ready Buildings:** The LDC responded to a recent Greater Rochester Enterprise RFQ for an existing building. In addition, the LDC is working with a lead to assess expansion opportunities at a site along the 332 corridor which, Mr. Finch noted, would in turn open two market-ready sites.
- **Waterfront Active Transportation Plan:** Bergmann is convening a virtual public workshop the evening of February 18 (tonight).
- **10 Chapin Street:** MRB Group (Michael N'Dolo) will perform a third-party assessment of the 30-year PILOT application currently under consideration for this site, on behalf of Ontario County. This assessment will also consider Opportunity Zone (OZ) implications.

With regard to the Waterfront Active Transportation Plan, Mr. Taylor asked whether the closure of a portion of Lakeshore Boulevard to vehicular thru-traffic was being considered, and if so, whether the Board had a position on this proposal. Ms. Menikotz noted that the closure is being evaluated within the scope of the ATP study. The Board agreed that it will await the study recommendations ahead of taking a position on this proposal.

## 8. Other Reports and Priority Business

### a. Town Lakefront Acquisitions

Mr. Finch provided an update on the Town's public hearing process, which is underway.

### b. Town Comprehensive Plan

Mr. Horn reported that he's been participating in the Citizen Implementation Committee's meetings on behalf of the LDC, helping to refine the draft plan's economic development strategy and to identify where the LDC can be supportive of execution. Mr. Horn noted that the Plan draft aligns closely to many of the LDC's strategic initiatives, and as the planning process wraps up he will continue to brief the Board. Mr. Finch noted that there are specific items that align with and naturally fall into the LDC's role as an execution partner, for instance the craft beverage trail and the promotion of agricultural businesses.

### c. Tom's Mobil site

Mr. Goodwin provided a status update on the site, noting that while the RFP released late last year garnered interest from a number of developers, there are hurdles associated with developers' interest in joint development of the adjacent sites (e.g. Pizza Hut). Mr. Finch asked whether the Board would consider an arrangement in which the LDC, which has greater flexibility than the City, purchased the site for \$1. Mr. Goodwin noted that the City, and any future buyer, would not be liable for the environmental cleanup, as New York State took on this responsibility. Mr. Goodwin also noted that there are still back property taxes on the site, which would need to be considered in the purchase decision, and any future use of the site would need to be development in alignment with the City's Comprehensive Plan. As a next step, Mr. Horn confirmed that he will work with Mr. Goodwin to sketch out a purchase proposal for the City and the Board's consideration.

### d. Acknowledgement of Fiduciary Duties Form

Mr. Horn reminded all members to complete and return the form by the end of February.

### e. Board Retreat

Upon coordinating calendars, the Board agreed to hold the 2021 Retreat on Thursday, March 11 10am-1pm at the City's Hurley Building. The meeting will be held as a hybrid in person / remote meeting. Mr. Goodwin confirmed that COVID safety protocols in place at the Hurley Building include plexiglass dividers on the tables, 6-foot spacing between seats, and proper air filtration.

**9. Resolutions and Motions**

No motions / resolutions were put forth

**10. Other Business**

Mr. Goodwin asked Mr. Griffith as to whether there was any update on the listing for the Crossroads Building. Mr. Griffith confirmed that it is still for sale.

Ms. Menikotz noted that there has been some discussion as to whether the Canandaigua LDC is redundant of Ontario County's LDC. Ms. Menikotz noted that anecdotally, she's heard from local businesses that they appreciate that the Canandaigua LDC is a homegrown effort, and that the CLDC is starting to come into its own.

**11. Privilege of the Floor**

Mr. Westbrook provided comment encouraging the LDC to recognize the growth and recent success of Acoustis, and more generally to find a way to support and celebrate local companies that are experiencing success. Mr. Westbrook also provided comment that he is in touch with two building owners seeking to develop their properties and need assistance navigating the process. Mr. Horn noted that MRB Group will work directly with Mr. Westbrook to assist.

Mr. Finch noted that he met with Acoustis on February 11<sup>th</sup> to discuss opportunities for the Town and the LDC to support and accommodate their growth, as they're currently at capacity. The critical need to support their ongoing expansion efforts is assistance with recruitment, as well as key infrastructure needs (broadband, enhanced power grid and sewer capacity) to support their ongoing expansion efforts.

Mr. Griffith suggested that an LDC representative interview Acoustis about why Canandaigua is a great place to grow a business and to post the interview on the LDC website. Mr. Horn noted that as a next step, MRB group will work with Mr. Finch to facilitate this testimonial – and more broadly, to collect and promote stories like these through various media channels (Website, the Messenger, etc.)

**12. Adjournment**

On motion by Mr. Griffith, seconded by Mr. Taylor, the regular meeting was adjourned to an Executive Session at 11:15, for the purpose of discussing propriety information.

On motion by Ms. Menikotz, seconded by Mr. Griffith, the meeting was adjourned back to the regular meeting at 11:25.

On motion by Mr. Griffith, seconded by Ms. Menikotz, the meeting was adjourned at 11:30am.



## 2021 Retreat Summary

On March 11, 2021 the Canandaigua Local Development Corporation (CLDC) Board of Directors convened its second annual retreat with the intention of revisiting and reaffirming the organization's strategic priorities and the action plan to accomplish them. This brief serves to memorialize the discussion and decision points that emerged during the retreat.

### 2021 Commitments

In opening the meeting, we briefly reflected on progress made during 2020. Throughout the year, significant time and effort was dedicated to building out the CLDC's organizational infrastructure and Public Authorities Accountability Act (PAAA) compliance platform, and on navigating the CLDC's role in Covid-19 crisis management. With these foundational discussions complete, the whole of our energy can be productive toward strategic efforts. The Board agrees that in 2021, the CLDC will:

- ***Focus-up:*** We are a lean, young organization. We will be most effective if we concentrate our limited resources on advancing a hyper-focused suite of strategic priorities. We will roll up our sleeves and demonstrate our value through action.
- ***Tell our story / think out loud:*** While our Board meetings are open and advertised to the public, we must amplify the CLDC's conversations beyond the bounds of the boardroom. We will use our website and social media presence to showcase and celebrate good news, to convey the big ideas and questions we're grappling with, and to demonstrate our impact.

# Strategic Imperatives Framework

The Strategic Imperatives Framework, inclusive of our mission and vision, developed in 2020 remain relevant for the Canandaigua community and reflective of the CLDC's core values:

Primary Imperatives	Additional Priorities
Downtown as a Destination	Protect the Lake
Job Creation, Retention and Expansion	Promote/Protect Agriculture Operations
Connect Downtown to the Lake	Optimize Lakefront and Lake Access

**CLDC Vision:** A community that offers quality living, meaningful work and a vibrant culture to all.

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

## Emphasis on Impact

2020 was a year of "yes, and." To gain exposure to a broad range of issues and opportunities in our nascent stage, we said yes to nearly every suggestion. In order to demonstrate our value through action and put the emphasis on impact, we need to allocate our resources accordingly. With MRB Group staffing the CLDC, we will advance 2021 efforts using an 80 / 20 allocation model:

- **80%** of our time and effort will be dedicated to advancing progress on our hyper-focused suite of 2021 strategic priorities.
- **20%** of our time and effort will be dedicated to progressing ongoing 2020 priorities, website and social media management, and other capacity-building activities at the Board's discretion.

In evaluating new projects and endeavors outside of the 2021 strategic priorities, the CLDC will:

- Measure the project against our Strategic Imperative Framework.
- Ensure that our 80% effort is not diluted by exchanging, not adding, projects into our Strategic Priority portfolio.
- Remain accessible and inclusive in terms of reviewing new project proposals, but laser focused in terms of execution.

## **2021 Strategic Priorities**

In 2021 we will advance progress around a hyper-focused suite of strategic priorities:

### **1. Facilitate development of Pinnacle North**

The design and capital raise for Phase Two of the Pinnacle North development is well underway. The CLDC is uniquely positioned to serve as an ambassador and advocate for the reimagination and development of future phases three, four and five. The CLDC will:

- Convene the right people and resources to drive progress.
- Advise on and facilitate the financial mechanisms that can support the development's completion.
- Liaise between the development team and City Staff / City Council to provide project briefings, define parameters and proactively identify potential roadblocks.
- Line up a project which the City Council can consider:
  - Ensure alignment with the City's Comprehensive Plan
  - Identify where discretionary approvals will be required and set expectations around where hurdles may arise.



***Year-end performance metrics:***

- Phase 2 groundbreaking takes place.
- The CLDC has played an instrumental role in arriving at a site plan and concept that all parties can coalesce around.

**2. Facilitate development of 10 Chapin Street, the former Labelon Building**

The development as currently proposed hinges on Ontario County's decision to grant a 30-year PILOT, requested by the developer on account of the carve out of the "Public Square" portion of the site, which would remain undeveloped. MRB Group is presently retained by Ontario County to perform a reasonability analysis to inform their decision to grant the PILOT. The CLDC will in turn serve as a liaison between the County, the City and the development team to progress the project upon completion of that analysis.

***Year-end performance metrics:***

- The LDC has played an instrumental factfinding role to ensure the right information is in the right hands, and that the project is progressing in an informed and consider manner.

**3. Facilitate development of the Tom's Mobil site**

The City has identified this critical brownfield redevelopment opportunity as key to its downtown revitalization strategy. Currently, a development opportunity is under consideration by City leadership. As this moves forward, the LDC will identify opportunities to accelerate or expand investment on this site.

In the event that the current project opportunity does not materialize, the CLDC will market the site for redevelopment, and support the City in attracting investment that aligns with its comprehensive plan.

***Year-end performance metrics:***

- Marketing program deployed and developer interest catalogued.
- Significant lead secured for redevelopment at the site.

**4. Facilitate development of strategic locations on the NY 322 Corridor**

The CLDC will work with the Town's Development Office to strategically prepare and promote development on parcels within the Uptown Gateway and Uptown Districts, with special attention to the expansion needs and site parameters of existing successful businesses.

***Year-end performance metrics:***

- A "gold shovel" groundbreaking event takes place.
- Gateway signage is installed.

**5. Lead the formation of the Canandaigua Craft Beverage Trail**

The CLDC will convene Canandaigua's craft beverage producers to develop and administer a collaborative marketing effort to support the local craft beverage industry and the agricultural community it relies upon.

***Year-end performance metrics:***

- The beverage trail is in place and occupies a physical presence – whether it's a map, signage, promotional materials. etc.
- Food service and hospitality businesses see an uptick in customers as a direct result of the trail.

## **Securing our Financial Sustainability**

At present, the CLDC is publicly funded by the City and Town of Canandaigua. To ensure that this critical funding source is sustained, in 2021 the CLDC must demonstrate that the City and Town's investments are necessary, warranted and worthwhile. The Town and City budget processes begin in July and August, respectively, and the CLDC will need to demonstrate significant progress by then.

To bolster the City and Town's contributions, the CLDC will also identify and pursue strategic revenue opportunities, for instance, civic facilities bonding.



**Regular Meeting  
March 18, 2021; 10a  
MEETING HELD BY ZOOM**

**MEETING MINUTES**

**1. Call to Order**

The meeting was called to order at 10 a.m. by Mr. Terwilliger.

**2. Roll Call**

All members were in attendance. Also in attendance were Matt Horn and Brooke Mayer from MRB Group, and member of the public Greg Westbrook.

**3. Privilege of the Floor**

No presentations or comments were made during privilege of the floor.

**4. Approval of Meeting Minutes**

With regard to item 8 (d) *Acknowledgement of Fiduciary Duties Forms*, Mr. Steinbrenner inquired as to whether MRB Group should also sign a Fiduciary form. Mr. Horn noted that MRB would draft a statement for the Board's review.

On motion by Mr. Steinbrenner, seconded by Mr. Taylor, the minutes for the February 18, 2021 Regular Meeting were approved.

**5. Financial Report**

Mr. Taylor presented the financial report for the period through March 17, 2021, noting that the period generated an income of \$50,000 from the City and \$50,000 from the Town (Mr. Taylor noted that this check is en route). Expenses for January and February totaled \$5,632.18 for MRB Group's contractual services. Mr. Taylor noted that MRB's February bill included a small credit for effort that exceeded the contract amount. Total assets stand at \$219,737.

On motion by Mr. Steinbrenner, seconded by Ms. Menikotz, the financial report dated March 17, 2021 was approved.

## 6. **Committee Reports**

### a. **Organizational Committee**

Mr. Steinbrenner noted that the Committee is regrouping in 2 weeks to revisit a series of proposed amendments to the bylaws, a topic that is currently the Committee's principle focus.

### b. **Canandaigua Beverage Trail Committee**

Ms. Menikotz and Ms. Mayer noted that the Committee is reconvening on March 22 to debrief some stakeholder input.

### c. **Governance Committee**

Mr. Horn noted that there were no updates from the Governance Committee.

### d. **Finance Committee**

Mr. Horn noted that there were no updates from the Finance Committee.

## 7. **Operations Report**

### a. **2021-2022 Priorities**

Mr. Horn noted that the Board, at its 2021 retreat, identified five key priorities for the next year:

1. Facilitate development of Pinnacle North
2. Facilitate development of 10 Chapin Street (former Labelon Building)
3. Facilitate development of the Tom's Mobil site
4. Facilitate development of Strategic Locations on the NY 322 Corridor
5. Lead the formation of the Canandaigua Craft Beverage Trail

With regard to the NY 322 Corridor, Mr. Horn noted that MRB Group set up a testimonial interview with Akoustis to highlight the factors that make Canandaigua a great place to do business.

With regard to ongoing work, Mr. Horn reminded the Board the City was successfully awarded program implementation funds from the New York State Office of Community Renewal's 2020 New York Main Street (NYMS) program. OCR is in the process of developing the grant agreement and Mr. Goodwin and MRB Group will keep the board apprised of developments and next steps.

Mr. Goodwin expanded on the scope of the grant, noting that it will fund the implementation of upper story residential renovations in four downtown properties, as recommended in the recent NYMS Technical Assistance grant

study, as well as \$60k for improvements to Central on Main to make it a more permanent amenity. Mr. Goodwin noted for the record that the four buildings were previously selected by independent committee for inclusion in the NYMS Technical Assistance study, and one of the building owners is a member of the LDC Board of Directors.

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

### **a. PARIS Reporting**

Mr. Horn noted that the filing deadline is March 31, and MRB will proceed with the submittal.

### **b. Public Employee Protection Plan**

Mr. Horn described the applicability of recent NYS legislation requiring that public employers create an employee protection plan to be activated during periods where communicable disease transmission is heightened. Mr. Horn noted that MRB Group consulted with the New York Conference of Mayors and the New York State Economic Development Council to determine whether the LDC, as a quasi-governmental organization, would be considered a public employer subject to the law. Neither organization was able to state with certainty that the LDC is categorically excluded from the law, so MRB Group drafted a plan which would be put into effect only in so far to the extent that the LDC is subject to the law. Mr. Horn presented the parameters of the plan for the Board's consideration. Mr. Terwilliger noted that a resolution on this matter would be considered later in the agenda.

### **c. Website**

Ms. Mayer noted that MRB Group has been working with 29 Design Studio to wrap up the new website which will incorporate the LDC's new visual identify and be reflective of input and content suggestions from the Board. Ms. Mayer noted that the website will go live in the very near term, and that MRB Group and the Board will have the ability to update / add as needed.

## **9. Resolutions and Motions**

### **a. Resolution adopting the Public Employee Protection Plan**

On motion by Ms. Menikotz, seconded by Mr. Griffith, the Resolution detailing the LDC Public Employee Protection Plan was adopted.

### **b. Resolution adopting the 2021-2022 Priorities**

Ms. Menikotz made a motion to adopt the resolution, seconded by Mr. Taylor.

Mr. Steinbrenner inquired as to whether the 2021-2022 priorities would amount to the LDC's sole focus, or whether ongoing initiatives would be continued alongside these priorities. Mr. Horn reviewed the 80%/20% effort allocation approach discussed at the 2021 Board retreat, confirming that the 2021-2022 priorities would account for 80% of the LDC's effort, with the remaining 20% focused on ongoing and capacity-building initiatives at the Board's discretion. Mr. Taylor expanded, noting that the LDC will realistically be asked to consider additional requests for the LDC's assistance (e.g. funding requests) and that the Board would not be handcuffed by this resolution. Mr. Terwilliger agreed that the LDC will need to remain flexible in hearing new project proposals, noted that at its Retreat, the Board agreed to consider additional projects in a measured way such that additional projects are not simply added to the 80% effort allocation so that the LDC remains focused on a select number of priorities.

On motion by Ms. Menikotz and seconded by Mr. Taylor, the Board unanimously adopted the resolution.

**10. Other Business**

Mr. Taylor noted that Freed Maxick anticipates having a copy of the Audit report to the Board by next week (w/o March 22).

Mr. Taylor also disclosed for the record that he owns one of the buildings included in the scope of the NYMS grant.

**11. Privilege of the Floor**

No presentations or comments were made during privilege of the floor.

**12. Executive Session**

On motion by Mr. Taylor, seconded by Ms. Menikotz, the Board adjourned for executive session required for the purpose of discussing MRB Group's contract (matters leading to the appointment, employment, promotion, demotion, discipline, suspension, dismissal or removal of a particular person or corporation).

The Board readjoined the regular meeting at 11:06.

Mr. Terwilliger stated the Board's intention to extend MRB Group's contract for a second year.

Mr. Taylor and Mr. Horn noted that MRB Group exceeded its contract amount as of Mid-February. Mr. Horn noted that the LDC will receive one more invoice for March noting MRB Group's level of effort but that the full amount of invoice will be credited and there will not be a charge to the LDC. Mr. Horn noted that MRB Group has a firmer understanding of the Board's needs and is comfortable with

the price previously proposed for the year two work as part of the Year 1 proposal.

Mr. Taylor and Mr. Terwilliger noted that MRB Group's willingness to honor the not-to-exceed amount is much appreciated.

Mr. Terwilliger noted that during the executive session, the Board discussed the issue of the contract period, specifically that the LDC's fiscal year and year two contract period don't align. As such, the Board would like MRB Group to enter into a contract, for the period of April 1– December 31. Mr. Horn noted that MRB Group is happy to do that.

Mr. Steinbrenner confirmed that the original resolution approving MRB Group's contract provided for the extension of MRB's contract as stated. Mr. Horn will submit a contract for Mr. Terwilliger's review and Mr. Terwilliger will prepare to sign the new contract, accordingly.

**13. Adjournment**

On motion by Mr. Griffith and seconded by Mr. Steinbrenner, the meeting was adjourned at 11:15am.





**Regular Meeting  
April 15, 2021; 10a  
MEETING HELD BY ZOOM**

**MEETING MINUTES**

**1. Call to Order**

The meeting was called to order at 10 a.m. by Mr. Terwilliger.

**2. Roll Call**

All members were in attendance, with the exception of Mr. Goodwin and Mr. Steinbrenner who were excused. Also in attendance were Brooke Mayer from MRB Group and members of the public Greg Westbrook and John Casey.

**3. Privilege of the Floor**

No presentations or comments were made during privilege of the floor.

**4. Approval of Meeting Minutes**

On motion by Ms. Menikotz, seconded by Mr. Taylor, the minutes for the March 18, 2021 Regular Meeting were approved.

**5. Financial Report**

Mr. Taylor presented the financial report for the period through April 14, 2021, noting a year to date net income of \$94,000, inclusive of an influx from the City and Town of \$50,000 each. YTD expenses, incurred in January and February totaled \$5,632.18 for MRB Group's contractual services and \$10 for insurance. Total assets stand at \$ 219,727.

Mr. Taylor also noted that he distributed the 2020 audit report for the Board's review, anticipating approval of the report at the May meeting.

**6. Committee Reports**

a. Organizational Committee

Ms. Mayer provided an update on the Committee's progress, noting that the committee had prepared a memo detailing a series of proposed amendments to the Corporation's bylaw, which would be finalized and circulated to the Board. Mr. Taylor noted that one of the more substantive items that the committee was considering was expanding the number of Directors. Mr. Finch noted that the Committee would draft specific language and present options to the full Board at the May meeting.

b. Canandaigua Beverage Trail Committee

Ms. Mayer provided an update on the Committee's engagement with leadership of the Roc-FLX Beverage Trail, noting that they are supportive of highlighting a Canandaigua leg of the Roc-FLX Trail, and provided that the rest of their Board is supportive of the idea, have invited us to establish the Canandaigua Trail in the forthcoming 2021-2022 passport program. Ms. Mayer noted that the intent is for the LDC to provide financial support for the additional design / production work required to highlight the trail within the passport, and the committee may present the board with a funding request at the May meeting. Ms. Menikotz provided additional background detailing how the Committee arrived at this partnership opportunity. Mr. Fogg clarified that this funding support would be in incremental investment to an existing collaborative marketing effort for a high value return to Canandaigua craft beverage industry. Mr. Fogg also noted that the LDC's ability to convene and broker stakeholder buy-in is invaluable. Mr. Terwilliger expressed support for the collaboration with the Roc-FLX Beverage Trail.

## 7. Operations Report

a. 2021-2022 Priorities / Retreat Recap

Ms. Mayer provided a brief overview of the retreat brief, highlighting the overarching strategic direction to "focus-up" the LDC's work in 2021.

- *Pinnacle North*: Ms. Mayer noted that MRB is continuing to evaluate support opportunities for Pinnacle North. Mr. Taylor inquired as to whether they will allow parking there this summer. Mr. Terwilliger noted that City Council hasn't discussed it, to date, but he would raise the question.
- *10 Chapin Street*: Ms. Mayer noted, as a reminder, that the development as currently proposed hinges on Ontario County's decision to grant a 30-year PILOT, requested by the developer on account of the carve out of the "Public Square" portion of the site which would remain undeveloped. Ms. Mayer reminded that Board that MRB Group was retained by Ontario County to perform a reasonability analysis to inform their decision to grant the PILOT.

- *Tom's Mobil*: Mr. Terwilliger confirmed that there were no public updates from the City at this time.
  - *NY 322 Corridor*: Ms. Mayer noted that Mr. Horn (MRB Group) met with the plant manager of Akoustis, who is very positive about the region, and would welcome the opportunity to showcase her enthusiasm; they discussed producing a short video highlighting Akoustis' work and promoting Canandaigua and MRB group will develop a project plan for the production of this video. Ms. Mayer, by way of Mr. Horn, noted that Akoustis' main interest is in attracting workforce; supporting the development of workforce housing, developing the 332 corridor for lifestyle amenities, and preserving the Akoustis site for future expansion are all priorities. Mr. Finch noted that he and Mr. Horn have also been in communication with Ziebart and other businesses on 332 regarding expansion needs and opportunities, and the Town is actively considering legislative changes that would enable such expansions. Ms. Menikotz requested a near term presentation to the Town Board with a refresher on the vision for Uptown. Mr. Finch noted that Bergmann Associates will be presenting on the proposed form-based code.
  - Ms. Mayer noted that Mr. Horn also met with the Canandaigua Airport Director to discuss some opportunities for collaboration. The airport team is very focused on serving as ambassadors to the region, and they see a significant amount of business and leisure travelers. They have a capital plan that includes a new terminal, restaurant, and other travel amenities. MRB will continue to monitor grant opportunities and will stay in touch with the Director to capture possible synergies.
- b. Ongoing Work
- a. *NYMS Grant*: Ms. Mayer provided a brief recap of the New York Main Street Grant scope, noting that NYS Office of Community Renewal is in the process of developing the grant agreement.
  - b. *Canandaigua Lakefront Active Transportation Plan*: Ms. Mayer noted that Bergmann circulated a draft of the Existing Conditions Report to the steering comm late last week and MRB Group would review and circulate draft comments to the Board by 4/23, in order to submit comments to Bergmann by the stated deadline of EOD April 29<sup>th</sup>. Mr. Taylor noted that while the report didn't address the potential temporary or permanent closure of Lakeshore Drive to through traffic, the LDC should take a position on this potential strategy. Mr. Terwilliger agreed that the LDC should ask Bergmann to evaluate such a closure within the study. Ms. Menikotz noted that it may be premature to take a position on such a

closure, but that the report should at a minimum assess the impact of such a closure, with input from businesses on Lakeshore Drive being critical to such an evaluation. Mr. Taylor noted that he would circulate proposed language to be included in the LDC's comments. Both Ms. Mayer and Mr. Finch clarified that the report at this stage only includes existing conditions and does not yet consider proposed recommendations. Mr. Taylor noted that, even so, it may be helpful to put this comment in front of them Bergmann sooner than later.

Mr. Taylor made a motion to encourage Bergmann to include an evaluation of options related to temporary, seasonal or permanent interventions to eliminate through traffic on all or on portions of Lakeshore Drive. On motion by Mr. Taylor, seconded by Ms. Menikotz, the board approved the LDC's comment on the draft existing conditions report for the *Canandaigua Lakefront Active Transportation Plan*.

- c. *Website Update*: Ms. Mayer noted that the delay in the website go-live was due to minor technical issues on MRB's end and with those hurdles cleared go-live would be imminent. Ms. Mayer noted that MRB would circulate the link upon go-live.

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

Ms. Mayer noted that the LDC's PARIS Report was successfully filed within the deadline.

#### **9. Resolutions and Motions**

No additional resolutions or motions were made.

#### **10. Other Business**

Mr. Finch noted for the Board's awareness that he met with Mr. Goodwin to discuss the renewal of the City/Town intermunicipal agreement. One idea that was floated during their discussion was to fund the LDC at \$25,000 each (as opposed to current contribution of \$50,000 each) and then reserve the remaining \$25,000 within the budget on a request / application basis for specific projects. The Board discussed this concept, noting that it would dovetail well with the bylaws amendment discussion.

#### **11. Privilege of the Floor**

Mr. Westbrook provided congratulations on the Akoustis connection and recommended meeting with the CEO in addition to the plant manager. Mr. Westbrook also noted surprise at the LDC's continued focus on the craft beverage trail initiative, cautioning the LDC that tourism is largely taken care of by Finger Lakes Visitor's Connection.

Mr. Westbrook also noted that he is in communication with the producers of a new show called "Unicorn Hunters," first airing May 10, and he is actively working to get local institutions and venture groups engaged in the possibility of bringing the production to the region. Mr. Westbrook urged the Board to visit Unicornhunters.com to learn more. Mr. Terwilliger noted that the Board would review it prior to the May meeting.

Mr. Casey recommended that the LDC pursue a two-pronged strategy that focuses on both 1) business development/recruitment – and specifically marketing Canandaigua as a relocation opportunity in the face of Covid– and 2) the tourism and leisure industry. He noted that Canandaigua has a good partner in Ontario County and Finger Lakes Visitors Connection, but that there is an opportunity for a stronger Canandaigua focus. Mr. Casey voiced hesitations about shutting down Lakeshore Drive as potentially excluding and limiting some community members, and recommended that the Board not focus on that. Mr. Taylor clarified that the term "shut down" was overkill – that the intent would be to limit or curtail through traffic to improve pedestrian safety and enhance the lakefront as a destination. Mr. Casey requested that the Board focus on Kershaw Park, noting that the park has seen a dramatic increase in users. Mr. Casey asked whether there might be opportunities to expand the park in conjunction with Pinnacle North, or by eliminating parking on the south side of Lakeshore Drive. Mr. Terwilliger noted that phases 3,4 and 5 of Pinnacle North are still very much in play.

Mr. Terwilliger thanked Mr. Westbrook and Mr. Casey for participating.

**13. Adjournment**

On motion by Mr. Griffith, seconded by Mr. Taylor the meeting was adjourned at 11:22am.



**Regular Meeting**  
**June 17, 2021; 10a**  
**MEETING HELD BY ZOOM**

**MINUTES**

**1. Call to Order**

The meeting was called to order at 10:13 a.m. by Mr. Terwilliger.

**2. Roll Call**

All members were in attendance with the exception of Ms. Menikotz and Mr. Taylor who were excused. Also in attendance were Brooke Mayer from MRB Group and member of the public Greg Westbrook.

**3. Privilege of the Floor**

Dialogue initiated by Greg Westbrook prior to the meeting's Call to Order continued, regarding Senator Schumer's recent visit to Canandaigua / Akoustis. The Board discussed the need for the LDC to strengthen community relations with Ontario County, the Rochester Chamber of Commerce and other local and regional partners so that the LDC is aware of and at the table for future elected official visits and opportunities to highlight Canandaigua. Mr. Finch recommended the formation of a sub-committee to explore such opportunities. Mr. Terwilliger suggested that in addition to himself, the sub-committee include Mr. Goodwin, Mr. Finch, and Greg Westbrook (provided that the proposed by-laws amendment to allow designation of committee members external to the

Board is formally approved). Mr. Fogg noted that he would also be happy to join to represent the Chamber of Commerce. Ms. Mayer will set a meeting time for the sub-committee to initiate this conversation prior to the July meeting.

**4. Approval of Meeting Minutes**

On motion by Mr. Griffith, seconded by Mr. Steinbrenner, the minutes for the April 15, 2021 Regular Meeting were approved. It's noted for the record that Mr. Steinbrenner abstained from voting on account of not having been present at the April meeting.

**5. Financial Report**

In Mr. Taylor's absence, Ms. Mayer presented the financial report that Mr. Taylor provided via email in advance of the meeting. There were no transactions during month of May (or June). Current balances stand at \$21,030.53 (Checking), \$95,031.71 (Savings) and \$101,310.22 (CD).

**6. Committee Reports**

- a. Organizational / Bylaws Committee: Mr. Steinbrenner provided a brief update regarding the Committee's activities, to date. Ms. Mayer noted that a briefing on the Committee's recommended amendments to the LDC Bylaws was included in the Board's agenda packet, and the intent is to effectuate the proposed amendments by motion at today's meeting. Mr. Terwilliger confirmed that this would be the subject of today's Resolutions and Motions agenda item.
- b. Canandaigua Beverage Trail Committee: Ms. Mayer provided a brief update regarding the Committee's engagement with the Roc-FLX Craft Beverage Trail, noting that the Committee met with Roc-FLX marketing committee to present the Canandaigua sub-trail concept. Ms. Mayer noted that the Roc-FLX committee members expressed support for the sub-trail as a pilot for other local sub-trails, and general agreement that the hyperlocal focus / programming afforded by the sub-trail concept would create magnetism not only around craft beverage producers, but also other tourism-friendly businesses on the trail (restaurants, hospitality, retail). Ms. Mayer noted that

the Roc-FLX committee members did express concerns around administrative capacity, and the need to ensure that the pilot framework provides for the future formation of other sub regions. Ms. Mayer noted that the next step would be to engage a designer to mock-up a few ideas for the committee's input and buy-in. Mr. Westbrook inquired as to how the trail would be governed; Mr. Fogg noted that the LDC would be plugging into the Roc-FLX existing governance structure, with wide latitude for "home rule" and development of local programming. Mr. Westbrook noted that time is of the essence in order to capture the fall season. Ms. Mayer will calendar the next meeting and notify the Board as to next steps. Mr. Griffith noted that the NYS Brewers Association just moved into one of his properties so has a local presence which could afford additional collaboration opportunities.

## **7. Operations Report**

### **a. 2021-2022 Priorities**

- Pinnacle North: Mr. Goodwin reported that Phase 2 and beyond remain on pause and there is no public update at this time, however, additional detail could be provided in executive session.
- 10 Chapin Street: Mr. Goodwin noted that the City continues to navigate this with the County, noting that MRB group is performing the PILOT analysis on behalf of the County. Ms. Mayer noted that she would check in the Michael N'Dolo at MRB Group to relay any update.
- Tom's Mobil: Mr. Goodwin noted that the City is working with a potential developer to explore the purchase of the Pizza Hut building, and there will likely be a public announcement within the next two weeks.
- NY 322 Corridor: Mr. Finch noted that the Town's first phase of form-based code is slated for a public hearing and adoption at the July 19 Town Board meeting. Mr. Finch noted that he intends to set up a public meeting ahead of the July 19<sup>th</sup> meeting so that the consultant can present on what the Form Based Code entails and the flexibility it affords, which the LDC should attend. In terms of development, Mr. Finch noted that the Town is reviewing multiple development proposals along



the 332 Corridor. Both Mr. Griffith and Mr. Westbrook the Town and their consultants have been doing a great job on this initiative and their enthusiasm around the Form Based Code initiative.

b. Ongoing Activities

- Canandaigua Waterfront Active Transportation Plan: Ms. Mayer provided a brief recap of the second public workshop which took place on June 14<sup>th</sup>. Mr. Goodwin noted that the concepts presented remain conceptual and require additional study around feasibility. Mr. Goodwin noted that there would be a third public meeting in August to review the team's detailed recommendations and the final plan is slated for release in September. noted that he would circulate the presentation to the Board.
- New York Main Street Grant: Ms. Mayer noted that the grant agreement with NYS OCR was executed and MRB Group is providing grant administration services to advance the project scope.

**8. Other Reports and Priority Business**

No additional business was discussed.

**9. Resolutions and Motions**

- a. Proposed Amendments to the LDC Bylaws: Ms. Mayer presented the Committee's recommendations for amendments to the bylaws, noting that while the committee is recommended a couple of substantive changes, the majority of the recommendations would serve to simply clarify the existing provisions. Ms. Mayer noted that the intent would be to for the full Board to consider adoption of the recommendations by motion at today's meeting. Noting that only three of five voting Directors are present at today's meeting, Mr. Terwilliger suggested that a vote be tabled for the July meeting. The Board agreed.
- b. The Board engaged in discussion around the proposed amendments to Article IV, and the question of expanding the number of directors:

- Mr. Finch noted that the proposed amendments were intended to provide flexibility in expanding the number of directors, as needed, and to empower the Board of Directors to
  - Mr. Steinbrenner noted that the Chamber is generally supportive of this concept.
  - Mr. Goodwin and Mr. Terwilliger noted concerns around expanding the directorship to a number as large as 12, noting that it could become unwieldy. Mr. Goodwin additionally noted that such an expansion may dilute the influence of the funding members.
  - Mr. Terwilliger asked for clarification as to the number of directors that would comprise the core (minimum) membership. The group agreed that this should be further clarified.
- c. Ultimately the Board decided to table a vote on the amendments given that only three voting directors were present.

**10. Other Business**

There was no additional business for consideration.

**11. Privilege of the Floor**

No additional comment was offered.

**13. Adjournment**

On motion by Mr. Steinbrenner, seconded by Mr. Griffith, Mr. Terwilliger adjourned the meeting at 11:30.

**Next Regular Meeting: July 15, 2021; 10a**



## RECORD OF PROCEEDINGS

### Regular Meeting July 15, 2021; 10a Canandaigua Town Hall, Oriana Room

#### 1. Call to Order

The meeting was called to order at 10:00 a.m., by Board President Jim Terwilliger

#### 2. Roll Call

All Board members were present.

#### 3. Privilege of the Floor

No members of the public offered comment at this time

#### 4. Approval of Meeting Minutes

Minutes of the June 17<sup>th</sup> regular meeting were offered for consideration. Mr. Steinbrenner noted that the minutes should reflect that the Organizational Committee recommended advancing bylaws changes for consideration by the full Board, rather than recommending that the Board approve them.

With this amendment, Mr. Steinbrenner moved approval. Mr. Griffith seconded the motion, which was approved unanimously.

## 5. Financial Report

Mr. Taylor noted approximately \$300,000 in deposits, and advised that he would provide the Board with an updated balance sheet under separate cover.

## 6. Committee Reports

a. Organizational / Bylaws Committee Carl Steinbrenner  
Mr. Steinbrenner noted that the Committee has advanced bylaws changes for Board consideration.

b. Public Relations Committee Matt Horn  
Mr. Horn noted that the Committee met and agreed to advance a number of initiatives including articles in the Town newsletter, quarterly reports to Town and City governing bodies, regular contact with federal elected officials, and existing industry outreach. Many of these had already been initiated by the Committee.

Greg Westbrook noted that we should work with the groups like NextCorps and the Luminare program to ensure that we are supporting “bleeding edge” entrepreneurs.

c. Canandaigua Beverage Trail Committee Cathy Menikotz  
Ms. Menikotz noted that there is a proposal later in the agenda to discuss advancing this initiative.

## 7. Operations Report

- *Pinnacle North*: City is expecting an updated plan for future phases
- *10 Chapin Street*: City and LDC team continue to work with developer to ensure that project finances make sense. Mr. Goodwin noted the continuing challenges with the deed restriction. Ms. Menikotz offered to reach out to the County Attorney for an update.
- *332 Strategic Sites*: Mr. Horn noted that he and Mr. Finch identified strategic sites and are in the process of setting meetings with developers. Mr. Finch also noted the build date for the Inclusive Playground, and reinforced the economic development potential associated with increased visitation resulting from this unique asset.
- *Active Transportation Plan*: Mr. Horn noted that the consultants are zeroing in on options for final recommendations.
- *New York Main Street*: Mr. Horn advised that property owner meetings are underway, and individual building plans are in development.

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

Mr. Horn noted that a draft Remote Attendance Policy was included with the Board packet. The Governor's executive orders providing for remote meetings have expired, and the LDC Board will need to resume in-person meetings. This policy is compliance with the New York Open Meetings Law.

Due to time constraint and member questions, this item was tabled for future consideration.

## **9. Resolutions and Motions**

Mr. Horn noted that a set of amendments, referred for consideration by the Organizational Committee was included in the agenda packet. Mr. Terwilliger offered the following amendments to the draft:

- City and Town to continue appointing two Directors (one elected representative and one resident)
- Reduce maximum number of directors to nine (9) and appoint by twos to keep odd number
- Correct Article 3 (F)(2) to reflect a majority required, vs. a vote of all members.

With these changes, Mr. Taylor moved to approve and refer the amendments to the City Council and Town Board. The motion was seconded by Mr. Griffith and passed 4-1, with Mr. Steinbrenner opposed.

## **10. Other Business**

Mr. Goodwin overviewed a proposal from Bergmann Associates for a parking study and enhanced wayfinding plan. Mr. Finch suggested that the scope could be expanded to provide for a unified system, connecting Uptown, Downtown, and the Lakefront. Ms. Menikotz moved approval of the agreement with the amended scope. Mr. Taylor seconded. The motion was approved by a vote of 4-, with Mr. Steinbrenner absent.

Ms. Mayer provided an overview of a proposal to develop a micro-strategy for the Beverage Trail. The strategy would primarily be used to showcase potential collaboration logistics with the ROC-FLX trail, but could be used as a standalone to support our own efforts. MRB Group recommends engaging with 29 Design to develop the strategy. The request is for a not-to-exceed fee of \$5,000. On motion from Mr. Griffith, seconded by Mr. Taylor, the motion passed unanimously.

**11. Privilege of the Floor**

No further comments were offered.

**13. Adjournment**

With no further business for consideration, the Board adjourned at 11:30.



**Regular Meeting  
August 19, 2021; 10a  
Canandaigua Town Hall, Oriana 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. Terwilliger called the meeting to order at 10:00 a.m.

**2. Roll Call**

Ms. Menikotz, Mr. Steinbrenner, and Mr. Goodwin were all excused. All other members were present.

**3. Privilege of the Floor**

Ryan Staychuck, a Town of Canandaigua resident, requested privilege of the floor. He noted that he is heartened by the Town Board's approval of the Intermunicipal Agreement to continue LDC operations. He sees the mission as critical, and appreciates the efforts of the Board. He also suggested that, in future strategic efforts, the Board consider promotion of Cheshire as a destination.

**4. Approval of Meeting Minutes**

Mr. Terwilliger noted amendments to the minutes of July 15<sup>th</sup>, requested by Mr. Steinbrenner, to correct his positions on referral of bylaws to members, and on

the parking study proposal from Bergmann. Mr. Steinbrenner opposed the motion as presented on the bylaws, as he felt it suggested approval vs. referral to members. The corrected vote should be 4-1, with Mr. Steinbrenner opposed.

On the Bergmann study, Mr. Steinbrenner exited the meeting before a vote could be taken. As such, the record should reflect a 4-0 vote, with Mr. Steinbrenner not present.

With these correction, Mr. Griffith moved approval. Mr. Taylor seconded the motion, which carried unanimously.

## **5. Financial Report**

Mr. Taylor provided a copy of the organizational balance sheet for August, which shows just over \$200,000 in corporate assets (checking and CD). Outstanding invoices for MRB Group are anticipated.

## **6. Committee Reports**

### **a. Organizational / Bylaws Committee**

Mr. Horn reported that the recent recommendations for amendments have been referred out to the City and Town, and will be referred to the Chamber Board. The City is expected to schedule review in September.

### **b. Public Relations Committee**

Mr. Horn reported that he has exchanged ideas with Valerie Knobloch on a possible Tourism Industry Roundtable this fall. Visit Finger Lakes is interested in a collaboration to advance this effort. It was suggested that the winter roundtable may be for developers and investors.

Mr. Horn also noted that he is meeting this week with Empire State Development to discuss the Canandaigua LDC and our role in economic development.

### **c. Canandaigua Beverage Trail Committee**

Mr. Horn noted that 29 Design has commenced work on the Trail strategy, and he expects initial drafts in the coming month.

## **7. Operations Report**

### **a. 2021-2022 Priorities**

Mr. Horn noted that he and the Town Manager have met with several key property owners along the 332 Corridor, and he expects those meetings to continue. He has also represented the LDC on the Town's Affordable Housing Task Force, which is evaluating locations and approach for development of affordable housing solutions.



b. Ongoing Activities

- Canandaigua Waterfront Active Transportation Plan  
Mr. Horn noted that we should expect final drafts in the near term.
- New York Main Street Grant  
Mr. Horn noted that projects are in design and environmental review stages now, and that work is progressing.

**8. Other Reports and Priority Business**

a. Remote Attendance Policy

Mr. Horn presented the remote attendance policy, as provided in the prior meeting. Mr. Steinbrenner made a recommendation to explicitly allow for Board members to attend remotely, without voting, without allowing for public attendance at remote locations.

With that change, Mr. Griffith recommended approval. Mr. Taylor seconded the motion, which carried unanimously.

**9. Resolutions and Motions**

a. Authorization to Expend Funds—2021 DRI Application

Mr. Horn and Mr. Finch presented information on an application strategy for the 2021 Downtown Revitalization Initiative. They recommend submitting two applications for Canandaigua. The first would be a City-focused application, with the district extending from the lakefront to the Courthouse. The second would be a combined City-Town focus, which would include Uptown.

On motion from Mr. Griffith, seconded by Mr. Taylor, the Board unanimously approved allocation of up to \$15,000 for the development of two DRI applications, and authorized Mr. Terwilliger to execute an agreement with Bergmann Associates to prepare the applications.

**10. Other Business**

Mr. Fogg presented an overview of a cowork concept, to be located in the current Chamber of Commerce building, in space not currently programmed. He noted that the Chamber of Commerce Board has contemplated potential financial participation by the LDC.

The Board agreed to take this under advisement for future consideration.

**11. Privilege of the Floor**

Mr. Terwilliger offered privilege of the floor to attendees. No one expressed interest in speaking.

At 11:45, on motion from Mr. Taylor, seconded by Mr. Griffith, the Board moved into executive session to discuss matters relating to the finances of a particular corporation.

**12. Adjournment**

At 12:00, the Board returned to regular session. With no further business before the Board, Mr. Terwilliger adjourned the meeting.



**Regular Meeting  
September 16, 2021; 10a  
Canandaigua Town Hall, Oriana Room**

*Meeting was also presented via ZOOM.*

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

**AGENDA**

**1. Call to Order**

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

**2. Roll Call**

Mr. Terwilliger noted that all members were present, with the exception of Ms. Menikotz, who was excused.

**3. Privilege of the Floor**

No members of the public wished to be heard.

**4. Approval of Meeting Minutes**

On motion from Mr. Griffith, seconded by Mr. Taylor, the Board approved the minutes for the August 19<sup>th</sup> regular meeting by a vote of 3-0 (Mr. Steinbrenner abstained due to absence from the August meeting).

## 5. Financial Report

Mr. Taylor noted a net income of -\$70.10 through September 15<sup>th</sup>. All expenses have been associated with accounting costs and professional services. On motion from Mr. Steinbrenner, seconded by Mr. Griffith, the Treasurer's Report was approved by a vote of 4-0.

## 6. Committee Reports

### a. Organizational / Bylaws Committee

Mr. Horn noted that the updated bylaws amendments had been provided to all member organizations for review and approval.

Mr. Fogg advised that the Chamber's Executive Committee reviewed the draft, and had a concern that the escalating Board membership increases only by two at a time, and appears to suggest that only Town and City resident appointments would be addressed. The Executive Committee inquired as to why the Board would not increase by 3 at a time, with the Chamber also making a recommendation for appointment. Mr. Horn noted that, while the Board discussed a City and Town appointment to maintain balance on the Board, this was not codified in the draft. Additionally, increasing by 3 would result in an even number of Board members. Mr. Fogg advised that the full Board had not reviewed the draft, and meets again in the third week of October.

Mr. Terwilliger advised that the City Council would prefer that the new appointments to the Board be added by City Council and Town Board appointment, on recommendation by the LDC Board.

The Board agreed that revisions to the draft should include formal appointment of all members by the City, Town, and Chamber as those designated seats become vacant. The LDC Board can make a recommendation, but the final appointment comes from the member organizations themselves. Additionally, it was noted that the Chamber President's title was mis-identified in the ex-officio designations.

Mr. Horn advised that he would draft recommended changes, and provide a clean draft for Board review at the next regular meeting. Members agreed that they would hold organization review until draft updates were made and endorsed by the full LDC Board.

### b. Public Relations Committee

Mr. Horn noted that he met with Finger Lakes REDC Executive Director Vinnie Esposito to discuss the LDC and its role in regional development. That

meeting went well, and Mr. Esposito is interested in understanding future initiatives.

Additionally, conversations continue with the Finger Lakes Visitors Connection, regarding a fall roundtable for tourism-oriented businesses.

c. Canandaigua Beverage Trail Committee

Mr. Horn advised that the draft report is under review by staff. We anticipate providing comments back to the consultant and receiving an updated draft in the near term.

## 7. Operations Report

a. 2021-2022 Priorities

- Pinnacle North: Mr. Horn has been in contact with the Canandaigua Area Development Corporation about the potential role of DRI funding at Pinnacle North. The CADC sees this as an opportunity to reimagine the original concept.
- 10 Chapin Street: The development group at this property has not provided any additional data for review in pursuit of property tax incentives. MRB Group will continue to pursue.
- Tom's Mobil: The potential developer at this site continues to maintain interest, but further assembly, particularly of the former Pizza Hut site, would optimize this development. The City continues to facilitate.
- NY 322 Corridor: Mr. Finch advised that the Town Board is considering approval of the Form Based Code at their September meeting. Mr. Horn provided a letter of support for the Board's approval. On motion by Mr. Taylor, seconded by Mr. Griffith, the Board approved the letter 3-0 (Mr. Steinbrenner exited prior to this vote).

b. Ongoing Activities

- Downtown Revitalization Initiative Applications: Mr. Horn noted that the applications for the City and LDC sponsored DRI proposals were submitted on time. Review is expected to happen quickly, and if either is selected for further consideration, a presentation will be made to REDC representatives.
- Canandaigua Waterfront Active Transportation Plan: Mr. Goodwin noted that a public workshop was held on 10/14. Final projects may be supported by DRI funding.
- New York Main Street Grant: Mr. Horn noted that MRB Group continues to facilitate conversations between the funding agencies and property owners.

**8. Other Reports and Priority Business**

- a. Updates to Open Meetings Law: Mr. Horn noted that New York State has amended Open Meetings Law to allow for continued use of remote attendance by members, as allowed under prior executive orders. The LDC will continue to provide for this capability.

**9. Resolutions and Motions**

**10. Other Business**

Mr. Finch noted that the Town has submitted a preliminary application for CARES Act funding in support of Motion Junction and small business support funds. Once the preliminary application is cleared, the Town may elect to support a full application. The LDC may be called upon to administer small business support funding.

**11. Privilege of the Floor**

No further comments were offered.

**13. Adjournment**

With no further business to come before the Board, Mr. Terwilliger adjourned the meeting at 11:10 a.m.

**Next Regular Meeting:      October 21, 2021; 10a**



**Regular Meeting  
October 21, 2021; 10a  
Canandaigua Town Hall, Oriana Room**

**ZOOM LOGIN INFO: <https://rb.gy/kzyhmm>**

**Meeting ID: 894 1631 5576  
Passcode: 354390**

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

## **AGENDA**

**1. Call to Order**

Mr. Terwilliger called the meeting to order at 10:00.

**2. Roll Call**

All members were present.

**3. Privilege of the Floor**

No guests were asked to be heard.

**4. Approval of Meeting Minutes**

On motion by Mr. Steinbrenner, seconded by Mr. Griffith, the Board moved unanimously to approve the September meeting minutes as presented.

## **5. Financial Report**

Mr. Taylor reported approximately \$181,000 in cash and equivalents on hand. He noted that we have expended approximately \$900 more than revenues taken in for the year. The bulk of expenses were in the MRB Group management contract, the DRI application, and the studies funded by the Board.

Mr. Taylor also provided a draft budget for the coming fiscal year. The budget reflects a reduced allocation from the City and Town (\$25,000 each), as well as anticipated management and administrative costs and funding to support various initiatives. It shows a deficit, but the Town and City have both shown a willingness to provide additional funds for identified projects if needed.

On motion by Mr. Steinbrenner, seconded by Ms. Menikotz, the budget was passed unanimously.

## **6. Committee Reports**

- a. Organizational / Bylaws Committee—Mr. Horn provided an updated copy of the bylaws changes proposed at the last Board meeting. On motion from Mr. Griffith, seconded by Ms. Menikotz, the Board unanimously approved a motion to refer changes to the Members for review.
- b. Public Relations Committee—Mr. Horn noted that the bulk of the public relations work was focused on DRI in September and October.

## **7. Operations Report**

Mr. Horn noted that the bulk of operational work over the last month was focused on DRI. He, along with Mr. Finch and Mr. Goodwin, provided an overview of the application and interview process. It is apparent that the Committee was planning to make a recommendation to the full REDC in the last week, and that ultimately the Governor would make the determination soon.

Mr. Finch suggested that thank you letters be prepared for Mr. Farnsworth, Ms. Clark, and FLTV for all of their support through the application and interview process. Mr. Horn advised that he will put that together.

## **13. Adjournment**

On motion from Mr. Griffith, seconded by Ms. Menikotz, the Board unanimously moved to adjourn at 10:45.







**Regular Meeting  
November 18, 2021; 10a  
Canandaigua Town Hall, Oriana Room**

**RECORD OF PROCEEDINGS**

**1. Call to Order**

Mr. Terwilliger called the meeting to order at 10:00.

**2. Roll Call**

Mr. Goodwin and Ms. Menikotz were excused. All other members were present.

**3. Privilege of the Floor**

Mr. Fogg introduced Matt Bragg of Chrisantha Construction, who serves on the Chamber of Commerce Board of Directors.

**4. Approval of Meeting Minutes**

On motion by Mr. Steinbrenner, seconded by Mr. Griffith, the Board unanimously approved the minutes of the October 18<sup>th</sup> meeting as presented.

**5. Financial Report**

Mr. Taylor provided financial statements, and noted that there is approximately \$177,000 of cash and cash equivalents on hand. He also advised that there will be a significant increase in cost for Freed Maxick to perform the 2021 audit. The members agreed to seek other quotes from local firms and those who specialize in public sector audits.

## **6. Committee Reports**

- a. Organizational / Bylaws Committee: Mr. Horn noted that the bylaws amendments had been advanced to the members. Mr. Fogg advised that the Chamber is reviewing the changes. Mr. Horn noted that City Council will take up review in January. Mr. Finch advised that the Town approved the changes as present.
- b. Public Relations Committee: Mr. Horn advised that he has met with Empire State Development and Greater Rochester Enterprise to keep them advised of activity and priorities of the Board.

## **7. Operations Report**

- a. 2021-2022 Priorities: Mr. Horn advised that he and Mr. Goodwin met with representatives of Savarino Companies regarding 10 Chapin Street. The firm intends to proceed with development of an affordable housing concept at the site, and will retain the full building. MRB Group is awaiting data from Savarino in order to perform a cost-benefit analysis related to a request for property tax exemption. If data is provided, City Council will review impacts in January.

Mr. Horn also reminded the Board about the groundbreaking in Uptown. All members were encouraged to attend.

- b. Ongoing Activities: Mr. Horn advised that the only DRI award announced so far was \$20 million for Chinatown. We will continue to monitor. He also noted that the Main Street grant work continues in earnest, with property owners finalizing scope development. Additionally, Bergmann continues to develop its work on the wayfinding plan.

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

Mr. Finch provided an overview of the Uptown service district concept, and encouraged Board members to visit the Town website for additional information.

Mr. Horn reminded the Board that Ms. Menikotz, Mr. Terwilliger, and Mr. Griffith all have terms expiring in December. He also reminded Board members to complete the self-evaluation required by PAAA>

## **9. Resolutions and Motions**

No matters were presented for consideration.

**10. Other Business**

Mr. Horn advised the Board that the budget has been filed with the State.

**11. Privilege of the Floor**

No guests requested privilege of the floor.

**13. Adjournment**

On motion from Mr. Griffith, seconded by Mr. Taylor, the meeting was adjourned at 10:45.



**Regular Meeting  
December 16, 2021; 10a  
Canandaigua Town Hall, Oriana Room  
and Broadcast by Zoom**

*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**

President Terwilliger called the meeting to order at 10:00 a.m.

**2. Roll Call**

All members were present, with the exception of Mr. Steinbrenner, Mr. Goodwin, Mr. Fogg, and Mr. Griffith, who were excused.

**3. Privilege of the Floor**

Matt Bragg, of Chrisantha Construction and the Canandaigua Area Chamber of Commerce noted that he has interest in the activities of the LDC, and thanked the Board for providing a Zoom option for attendance.

**4. Approval of Meeting Minutes**

On motion by Ms. Menikotz, seconded by Mr. Terwilliger, the minutes of November 18, 2021 were approved unanimously.

## **5. Financial Report**

Mr. Taylor provided copies of the balance sheet and profit and loss statement for the year through December 16<sup>th</sup>. With expenses of just over \$101,000, the organization is operating at a slight loss for 2021.

Mr. Taylor presented multiple quotes for the annual audit, for which EFPR was lowest at \$3,900 for the first year, and \$4,000 and \$4,100 for subsequent years. On motion by Ms. Menikotz, seconded by Mr. Terwilliger, the Board unanimously approved a three year agreement with EFPR for audit services.

## **6. Committee Reports**

Mr. Horn noted that the bylaws have been distributed to members for review and approval. The Town has approved as submitted. The City and Chamber will take up at a later date.

## **7. Operations Report**

Mr. Horn noted that he will be revisiting the progress on Pinnacle North in 2022, as ownership changes take shape and a new master plan is developed. Additionally, MRB Group has been awaiting new financial projections from the Savarino Group so as to perform a cost benefit analysis on a proposed PILOT for housing development at the Labelon building. Finally, Mr. Horn and Mr. Finch have been working with developers on the 332 Corridor to accelerate the development of Uptown Canandaigua.

Mr. Finch reports continued progress on the Wayfinding Study. He anticipates initial concepts in January. Mr. Horn advises that the Main Street projects are in design development now.

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

Mr. Horn presented the concept of a familiarization tour with developers to showcase investment opportunities in targeted areas of the City and Town. The Board agreed that he should proceed with planning for a spring event.

Mr. Horn also presented the results of the Board Evaluation. Scores were very high, with most Board members expressing satisfaction in all areas of operation.

Mr. Finch thanked Mr. Terwilliger, Ms. Menikotz, and Mr. Steinbrenner for their service on this inaugural Board of Directors.

### **13. Adjournment**

With no other business before the Board, the meeting was adjourned at 11:00.