



**REGULAR MEETING:
December 21st, 2023; 8:30 am
MEETING CONDUCTED VIA HYBRID FORMAT
CANANDAIGUA TOWN HALL/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

Thomas Lyon, President

Mr. Lyon called the meeting to order at 8:33 a.m.

2. Roll Call

Thomas Lyon, President

In Attendance:

Terry Fennelly
Bob Taylor
Andy Griffith
Randy Farnsworth
Tracey Dello Stritto*

Others Present:

Ryan Davis, Economic Developer, Ontario County
Shawna Bonshak, Assistant City Manager, City of Canandaigua
John Casey, Town of Canandaigua
Matt Horn, MRB Group
Emma Falkenstein, MRB Group*
Bob Palumbo, Mayor, City of Canandaigua
Adeline Rudolph, Town of Canandaigua

3. Approval of Minutes

Thomas Lyon, President

Motion to approve the November regular Board meeting minutes by Mr. Griffith, second by Mr. Taylor. Motion carried unanimously.

4. Financial Report

Bob Taylor, Treasurer

Mr. Taylor reviewed the December 2023 financial report noting MRB Group's administrative services invoice and the Board's future obligations. He stated that the interest from the CDs is accruing and that he intends to not renew one CD to allow the CLDC to keep up with its bills.

Motion to approve the December 2023 financial report by Mr. Farnsworth, second by Mr. Griffith. Motion carried unanimously.

5. Other Reports and Priority Business

Matt Horn, Executive Director

a. Strategic Communication Update

Mr. Horn noted that the Canandaigua Economic Development Stakeholders held their Q4 meeting. Mr. Horn stated that Mr. Davis from the County, Ms. Chaaple from the BID, Ms. Knoblauch from FLVC, and Ms. Dello Stritto from the Chamber all attended. Mr. Horn indicated that the meeting was helpful to discuss the 2024 programming for the various organizations and firm up how the CLDC can fit in and assist moving forward.

b. Winter in Canandaigua

Mr. Horn provided an update on the Winter in Canandaigua Initiative and Market NY grant. Mr. Horn noted that the 2024 Winter Carnival is happening in January and that the Winter in Canandaigua programming continues to move along. Mr. Horn stated that Ms. Knoblauch continues to be a great partner in handling the marketing side of the Market NY grant, but that grant administration is no longer something her organization is prepared to handle. Mr. Horn also noted that the Winter in Canandaigua group is hoping to use some Market NY funds to hire an event coordinator.

Mr. Horn stated that he and a few others met with ESD to discuss restructuring the grant and obtaining an extension to include the 2025 Winter Carnival as the timing is too tight to support the 2024 Winter Carnival. Mr. Horn also noted that they discussed reallocating funding for fireworks to an event coordinator position. Mr. Horn stated that following the call, he submitted a formal budget change and timeline extension request. Mr. Horn indicated that overall ESD seems to be ok with the change but cautioned that the CLDC and its partners will need to get moving on the grant.

Ms. Rudolph inquired about the 2024 Winter Carnival and if Market NY funding will be used to help this event. Ms. Dello Stritto stated that the Winter in Canandaigua and Winter Carnival folks understand that the 2024 Winter Carnival will not be supported by the Market NY grant. Ms. Dello Stritto noted that the event has received good attention and that there will be more events in the spring.

Mr. Griffith inquired about if the BID tracks how much local spending the events bring to downtown businesses. Ms. Dello Stritto stated that Ms. Chaaple likely has metrics that track these numbers, and that the Market NY grant will likely need to track them as well.

Mr. Taylor noted that the BID's feedback from merchants is that they want more events, but that the BID is limited in how many events it can run.

Mr. Casey noted an increase in activity on Main Street over the past few months. He stated that the merchants did an excellent job decorating for the holidays.

Mr. Horn stated that the Market NY grant will likely need to measure economic development in terms of inputs (e.g. total social media posts) as outcomes are much more difficult to measure.

Mr. Horn also noted that the ideal system for the Market NY grant will include having Ms. Knoblauch hire a contractor to executive the marketing and satisfy the WBE requirements, then Ms. Knoblauch will submit invoices to the CLDC, and the CLDC will submit the grant paperwork to ESD for reimbursement. Mr. Horn noted that engaging an event logistics person is an important piece of the puzzle to ensure all event expenses are vetted. Mr. Horn stated that the group is working to put together a scope of services for the logistics coordinator as the next event is in February 2024. Mr. Horn also noted that the grant does require grant reporting, and that MRB Group is prepared to put forward a proposal to handle these services as the FLVC is no longer prepared to take over the grant administration.

Mr. Taylor noted that the CLDC is running low on cash. Mr. Horn stated that Ms. Knoblauch hasn't expressed concern regarding cash flow for the FLVC.

Ms. Dello Stritto emphasized the necessity of a logistics coordinator to help pull off this effort.

c. BOS Presentation

Mr. Horn stated that Supervisor Simpson has given the CLDC his privilege of the floor for their presentation. Mr. Horn noted that he intends to start with an introduction of the CLDC and then thank the County for their support and overview the ways the two organizations have collaborated over the year. Mr.

Horn noted that he hopes the presentation will encourage the County's leadership on infrastructure and express the CLDC's interest in being an active partner in these endeavors. Mr. Farnsworth noted his hopes that this presentation will help inform the BOS of the infrastructure roadblocks facing the County. He noted that he would like to see a County-wide infrastructure strategy.

a. Infrastructure

The Board engaged in a discussion regarding how zoning and utility capacity will have a real impact on housing and economic development in Canandaigua and Ontario County. Mr. Lyon noted that the line between home rule and how the County can help may make implementing a strategic plan difficult.

Mr. Farnsworth noted that with interest rates so high, housing development is a tricky thing to finance which will likely have some lasting impacts. Mr. Horn noted that the NYS Pro Housing Communities initiative doesn't distinguish between an affordable unit and a market rate unit and that a community just needs to show that it's supportive of housing and has met or intends to try to meet its housing goals. Ms. Bonshak noted that Canandaigua does meet the goals and has passed the supportive resolutions.

The Board engaged in discussion regarding the Ontario County Housing Needs Assessment. Mr. Casey noted that he believes the general public equates affordable housing with government subsidies, but that if Canandaigua has the infrastructure to support housing development, the housing market should take care of itself. The Board engaged in discussion regarding how County and municipal policies may need to change to align with State housing goals and address housing needs in the area. Mr. Horn noted that the current Ontario County PILOT policy does not support the construction of multi-family housing, and that this will likely depress housing development given the high interest rates. The Board reemphasized the need for infrastructure planning to ensure Ontario County and Canandaigua are prepared for the future. Mr. Farnsworth reiterated his desire to bring in a few housing developers to speak to the Board.

6. Resolutions and Motions

Thomas Lyon, President

No resolutions or motions.

7. Other Business

a. FL Rail Presentation

Mr. Horn noted that he is still trying to schedule the FL Rail presentation. He stated that it will likely be a Zoom session in the New Year as schedules are not aligning.

8. Privilege of the Floor

No privilege of the floor.

9. Adjournment

Thomas Lyon, President

Motion to adjourn at 9:46 by Mr. Farnsworth, second by Mr. Griffith. Motion passed unanimously.

10. Next Meeting:

Annual & Regular Monthly Meeting – January 18th, 2024; 8:30 am