



**ORGANIZATIONAL MEETING**  
**January 19, 2023; 8:30a**  
**MEETING CONDUCTED VIA REMOTE PARTICIPATION**

*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. Fenelly called the meeting to order at 8:30 a.m.

**2. Roll Call**

All members were present.

**4. Nomination and Election of Officers**

The following Board officer positions were nominated and appointed:

- a. President: On a motion by Mr. Lyon, seconded by Mr. Farnsworth, and with no other nominations offered, Thomas Lyon was elected unanimously as Board President.
- b. Vice-President: On a motion by Mr. Farnsworth, seconded by Mr. Griffith, and with no other nominations offered, Terry Fennelly was elected unanimously as Board Vice-President.
- c. Secretary: On a motion by Mr. Farnsworth, seconded by Mr. Griffith, and with no other nominations offered, John Goodwin was elected unanimously as Board Secretary.

- d. Treasurer: On a motion by Mr. Farnsworth, seconded by Mr. Griffith, and with no other nominations offered, Bob Taylor was elected unanimously as Board Treasurer.

## **5. Nomination and Appointment of Committees**

Mr. Horn noted the responsibilities of each committee. Upon advisement, the following motions were offered.

On a motion by Mr. Farnsworth, seconded by Mr. Lyon, the Board unanimously determined that the full Board would serve in the role of the following committees:

- a. Governance Committee
- b. Finance Committee
- c. Ad Hoc Committee

## **6. Review and Approval of Policies**

Before the meeting, the Board was provided with an overview of the following policies:

- a. Procurement
- b. Compensation of Employees and Officers
- c. Defense and Indemnification
- d. Investment
- e. Procurement Lobbying
- f. Property Acquisition and Disposition
- g. Travel
- h. Whistleblower
- i. Fiduciary Disclosure and Conflict of Interest

On a motion by Mr. Lyon, seconded by Mr. Farnsworth, the Board unanimously approved each of the policies as presented for the FY2023 year.

## **7. Review of Mission, Vision, and Strategic Imperatives**

Mr. Horn overviewed the mission, vision, and strategic imperatives developed by the Board during the 2022 Strategic Planning Retreat. Mr. Horn recommended that the Board consider adding a strategic imperative for communication that included regular reports to stakeholders. Mr. Lyon recommended that the Board return to the strategic imperatives in the next meeting to reword further and review the imperatives for 2023.

## **8. Review and Approval of Minutes**

On a motion from Mr. Farnsworth, seconded by Mr. Griffith, the Board unanimously approved the minutes of December 15, 2022, as presented.

## **9. Financial Report**

Mr. Taylor noted that, for FY2022, the Board expended approximately \$48,000 in costs (planned) exceeding revenues. The assets for the CLDC stand at approximately \$114,000.

Mr. Taylor noted that the CLDC needed to clarify with auditors if there is a need for a formal lease arrangement with the Chamber of Commerce or if another type of agreement is sufficient to cover the arrangement of the CLDC's use of the Chamber for a mailing address and physical location when needed.

## **10. Subcommittee Reports**

### **a. Winter in Canandaigua**

Mr. Horn. Informed the Board that the budget for the Market New York program was sent to ESD for approval. Following approval, the Grants Dispersal Agreement will be sent for Board review. The Board can then authorize Mr. Lyon to sign, and from that point forward, Winter in Canandaigua will be able to accrue expenses against the grant.

### **b. Infrastructure**

Mr. Horn said he was working with the County to develop a survey for regional water use. Mr. Horn said that the County plans to schedule a February convening for regional municipal leaders to understand needs.

### **c. Capital Improvement Plan**

Mr. Horn said that the City of Canandaigua was still waiting for DRI announcements from New York State ESD. The CLDC was also asked to support Don Lasher's Restore New York application. The Board unanimously consented to that support. Additionally, the Board offered unanimous support for a Restore NY application for the Edgemere development.

## **11. Adjournment**

With no further business to come before the Board, the meeting was adjourned.

Next Regular Meeting: February 16, 2023; 8:30a



**REGULAR MEETING:  
FEBRUARY 16, 2023; 8:30 am  
MEETING CONDUCTED VIA HYBRID FORMAT  
CANANDAIGUA TOWN HALL/ZOOM**

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**RECORD OF PROCEEDINGS**

**1. Call to Order at** Thomas Lyon, President

Mr. Lyon called the meeting to order at 8:30 a.m.

**2. Roll Call** Thomas Lyon, President

In Attendance:

Doug Finch  
Thomas Lyon  
Andy Griffith  
John Goodwin  
Terry Fennelly  
Bob Taylor  
Randy Farnsworth

Others Present:

Bob Palumbo, Mayor, City of Canandaigua  
Shawna Bonshak, Town Planner, Town of Canandaigua  
John Casey, Town Board Member, Town of Canandaigua  
Adeline Rudolph, Town Board Member, Town of Canandaigua

Matt Horn, MRB Group  
Emma Falkenstein, MRB Group

**3. Approval of Minutes (1-19-2023)**

Thomas Lyon, President

Motion to approve the minutes from the January 2023 regular meeting by Mr. Farnsworth, second by Mr. Taylor. Motion carried unanimously.

**4. Financial Report**

Bob Taylor, Treasurer

Mr. Taylor reviewed the January 2023 financial statements noting that there was no financial activity for the month. Mr. Taylor noted that the financial audit for 2022 is complete, and the final documents are being prepared.

Motion to approve January financial statements by Mr. Griffith, second by Mr. Farnsworth. Motion carried unanimously.

**5. Strategic Priorities Discussion**

Matt Horn, MRB Group

Mr. Horn facilitated conversation following up on the previous week's CLDC presentation to the City of Canandaigua's Planning and Finance Committees. Mr. Horn stated that the CLDC's intention for the meeting was to solicit feedback from the committees on the strategic plan for 2023 and how best to be influential in the community. Mr. Horn commented on the reoccurring "chicken and the egg" situation of whether the governing bodies are looking towards the CLDC to guide economic development in Canandaigua versus the CLDC seeking a blessing from the governing bodies to do economic development. To address this situation, Mr. Horn stated the CLDC should continue to incorporate strategic priorities outlined in existing plans for both the City and the Town.

Mr. Griffith noted the need to regroup with the City and the Town regarding their expectations of the CLDC as the prior week's meeting did not have the desired outcome of informing the bodies of the CLDC's progress from 2022, strategic plans for 2023, or generating a discussion of how the CLDC can best serve Canandaigua. Mr. Taylor followed Mr. Griffith by stating his desire to re-do the session. Mr. Casey stated his disappointment in the previous week's CLDC presentation to the committees. Following an inquiry from Mr. Casey, Mr. Lyon, Mr. Horn, and Mr. Goodwin provided explanations as to how initial presentation intentions became askew following a variety of unforeseen circumstances.

Mr. Griffith noted the need for the next presentation to focus on the "long-term" impact of the CLDC, particularly in supporting infrastructure for long-term development. Mr. Taylor suggested presenting the 2022 Annual Report at the follow up presentation. Ms. Rudolph noted how at the prior year's presentation a resolution was passed in support of the CLDC's strategic initiatives and indicated her desire to see this happen again.

Mr. Finch suggested holding the follow up presentation at a new site, specifically the Colleges or the Chamber. Mr. Griffith and Mr. Casey both indicated the need to integrate stakeholders into the CLDC's strategic plan. Mr. Casey noted how the CLDC's strategic plan should focus on the common ground between the city and the town and how best to move the community forward.

Mr. Horn stated how the CLDC can look to "nest" its strategic plan within the County's and Region's economic development strategies to ensure the greatest impact. Multiple board members specifically mentioned focusing on making Canandaigua a great place to live and a great tourism destination.

Ms. Rudolph commented how the CLDC's unique position to aid economic development in Canandaigua rests in its role as a communicator and facilitator of communication between entities in both the city and the town. Emphasizing this point, Mr. Palumbo noted the role of the CLDC in spearheading the County's IDA Infrastructure meeting earlier in the week.

Mr. Horn refocused the conversation on the role of the CLDC in shaping economic development in Canandaigua and how the organization has the opportunity to be the City and Town entity for economic development. Additionally, Mr. Horn noted the importance of separating inputs, outputs, and outcomes for questions regarding the CLDC's metrics and community impact.

The board engaged in a discussion of the need to create a strategic framework to guide the CLDC and have an accompanying work session to solidify the framework. Multiple board members discussed the need to educate the community on the timeline and pace of economic development, as well as the importance of retention for growth opportunities.

In preparation for the work session, Mr. Goodwin noted how the CLDC is in a good position to showcase and build off previous work, specifically the wayfinding and parking studies and active transportation plan, in outlining the its strategic initiatives. Ms. Rudolph suggested reviewing the community survey that led to the creation of the CLDC.

Following a discussion on scheduling a work session to create the CLDC's strategic framework, the board settled on keeping the work session to just the board and administrative staff with a few additional invitees. Mr. Horn facilitated a discussion on the logistics of the work session. After discussion, the board decided the work session will be on Monday, March 6<sup>th</sup> from 4:00 – 7:00 p.m. at the Town Hall.

## **6. Subcommittee Reports**

### *a. Winter in Canandaigua*

Mr. Horn noted that the MRB Group staff are in communication with Maureen Ballatori, 29 Studio Design, and Chris Pulito, The Lake House, regarding the next steps for the CLDC's Market NY grant. Following a comment from Mr. Taylor regarding his desire for streamlined grant management and accounting, Mr. Horn stated that two contracts would be necessary for the completion of the grant obligations. The first contract would be for the Business Foundation of the Finger Lakes the second for 29 Design Studio. Mr. Horn noted that Mr. Taylor would be primarily responsible for writing the checks for grant reimbursement.

Mr. Goodwin noted his concern regarding limited coordination between entities on current Winter in Canandaigua efforts. To address this concern, Mr. Horn stated that he would bring the necessary people together to facilitate communication and ensure a balanced work plan for the Market NY grant.

### *b. Capital Improvement Planning*

Mr. Horn informed the board that the City of Canandaigua DRI's application was unfortunately unsuccessful. Mr. Horn plans to meet with Laura Fox O'Sullivan, the Finger Lakes Regional Director for Empire State Development, to receive feedback on the City's application. Mr. Horn is hopeful that this conversation will illuminate any missing links to strengthen future applications. Mr. Horn noted that the NYS CFAs will open in May and that MRB Group will be on the lookout for potential funding opportunities.

### *c. Infrastructure*

Mr. Horn stated that the Ontario County IDA facilitated a meeting earlier in the week to bring together stakeholders to discuss county-wide infrastructure needs. Mr. Horn and other board members noted the role of the CLDC in creating the opportunity for this meeting to take place. Mr. Horn noted that following the IDA meeting, Ontario County is prepared to move forward with an infrastructure study to take a deeper look into county-wide and community-specific infrastructure needs. Mr. Horn emphasizes how all entities present at the County IDA meeting acknowledged the importance of infrastructure in enabling communities to know what's possible and plan for the future.

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

No other reports or priority business.

Thomas Lyon, President

## **8. Resolutions and Motions**

Mr. Taylor provided a brief overview of the MRB Group 2023 Professional Services Proposal, noting that the provided contract was for 11 months for a fee of \$55,000.

Thomas Lyon, President

Following discussion, Mr. Taylor suggested it might be prudent to revise the MRB Group contract to 12 months for a fee of \$60,000.

Motion to approve the MRB Group 2023 Professional Services Contract, for a duration of 12 months and a fee of \$60,000, by Mr. Lyon, second by Mr. Farnsworth. Motion carried unanimously.

**9. Other Business**

No other business was offered.

**10. Privilege of the Floor**

No requests for privilege of the floor.

**11. Adjournment**

Thomas Lyon, President

Motion to adjourn at 9:56 by Mr. Fennelly, second by Mr. Farnsworth. Motion carried unanimously.

**Next Regular Meeting: March 16, 2023; 8:30a**





**Strategic Planning Session  
March 6, 2023; 4:00 pm**

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

**In Attendance:**

Doug Finch  
Thomas Lyon  
Andy Griffith  
John Goodwin  
Terry Fennelly  
Bob Taylor  
Randy Farnsworth  
Ethan Fogg

**Others Present:**

John Casey, Town Board Member, Town of Canandaigua  
Maureen Ballatori, 29 Design Studio  
Matt Horn, MRB Group  
Emma Falkenstein, MRB Group

**Record of Proceedings**

Mr. Horn opened the strategic planning session with a review of the CLDC's identified 2023 Strategic Imperatives of (1) Capital Improvements, (2) Infrastructure, (3) Balancing Tourism, and (4) Structure and Communication. Mr. Horn reviewed the meeting's purpose of confirming the 2023 Strategic Imperatives that will guide the CLDC's efforts for the coming year. Mr. Horn urged the group to consider and evaluate what actions the CLDC can realistically work towards in 2023-2024.

Mr. Horn advised that the CLDC should focus on its vision and mission and concentrate its efforts on strategic imperatives and projects that have a high impact factor and which the CLDC has a relatively high ability to influence.

### **Balancing Tourism**

Ms. Ballatori from 29 Design Studio reviewed the Winter in Canandaigua Marketing Initiative to kick off the discussion on the strategic imperative of Balancing Tourism.

Ms. Ballatori gave an overview of the Winter in Canandaigua Marketing Initiative and the next steps for the awarded Market NY grant. Ms. Ballatori explained that the Winter in Canandaigua initiative is in need of a leader as Chris Pulito, formerly of The Lake House, is no longer spearheading the effort nor coordinating procurement of the financial match required for the grant.

Following Ms. Ballatori's status update, the Board engaged in a discussion of the CLDC's role going forward and whether the CLDC could provide additional time and/or financial resources to secure the match necessary to complete the grant.

Following discussion, Ms. Ballatori and Mr. Fogg indicated they would meet with the Winter in Canandaigua stakeholders to determine the capacity of someone in the group to take the lead on the grant. Following the identification of a leader, the CLDC and Winter in Canandaigua partners will explore alternative funding sources to secure the grant match. Mr. Horn will look into getting an extension on the grant incentive proposal and coordinating with Ms. Ballatori, Mr. Fogg, and the Winter in Canandaigua stakeholders to determine the viability of preserving the grant funding.

Board members discussed the role of the CLDC in promoting tourism and its relation to economic development. Following discussion, the Board decided to keep Balancing Tourism as a strategic imperative as it is an integral part of economic development and quality of life of Canandaigua and the broader Finger Lakes region.

### **Structure/Communication**

The Board discussed the Communication strategic imperative. Multiple Board members expressed a desire to enhance the CLDC's communication efforts as they believe the CLDC isn't vocal enough about its role in promoting economic development in Canandaigua.

Mr. Horn led the Board in identifying targets for direct communication efforts. The Board identified the City/Town, civic organizations (e.g. BID and Rotary Club), and County/Regional/State organizations (e.g. Ontario County Chamber of Commerce, Ontario County IDA, the Ontario County Economic Development Department, the FL REDC, and Empire State Development) as the primary targets.

Board members discussed enhancing the CLDC's social media presence and the possibility of hosting an event to gather local economic development stakeholders to learn more about the CLDC.

The Board determined that the CLDC should pursue creating a communication strategy to distribute information through a variety of mediums and frequencies. The Board determined the following list of potential communication strategies:

- Producing an annual report
- Social media posts/videos
  - o Milestone posts
- Producing an economic development report
- Hosting an event for economic development stakeholders in Canandaigua
- Providing materials for newsletters from the City, Town, Chamber, IDA, FLREDC, etc.
- Bi-annual presentations to key civic organizations
- Inviting organizations to attend CLDC meetings

MRB Group will take the suggestions from the strategic planning session to draft a strategic communication plan for the CLDC in the coming weeks.

### **Infrastructure**

Mr. Horn asked the Board for their opinion on the continued strategic importance of infrastructure.

Mr. Finch and Mr. Fennelly, as well as others, indicated their satisfaction regarding the CLDC's role in bringing awareness of Canandaigua's water and wastewater infrastructure needs to the County level. Mr. Finch expressed the importance of advocating for the economic impacts of infrastructure. Mr. Goodwin and Mr. Lyon expressed the State's emphasis on electric and EV charging stations and associated funding opportunities. Mr. Farnsworth stated the CLDC should support electric, gas, water, wastewater, and rail infrastructure opportunities. Mr. Griffith suggested the CLDC explore grant opportunities to support infrastructure.

Following agreement on the continued relevance of infrastructure, the Board discussed opportunities for the CLDC to promote infrastructure in Canandaigua including exploring grant opportunities, information gathering, and connecting infrastructure stakeholders.

### **Capital Improvements**

The Board began by addressing the role of grants in pursuing capital improvement projects and the current constraints preventing the City and the Town from pursuing funding opportunities. Mr. Goodwin and Mr. Finch expressed how both the City and the Town have different current needs and related funding constraints. The Board also discussed the constraints of State-owned roads as an additional layer to seeking road improvements.

There is a need for the CLDC to be in alignment with City/ Town priorities in regard to seeking opportunities for capital improvement projects. Mr. Horn advised that the CLDC can help to identify projects that are in alignment with City/Town priorities.

Mr. Finch emphasized how there are existing plans, like the Active Transportation plan and Wayfinding study, that the CLDC helped to fund that have yet to be adopted. Mr. Finch stated the importance of official plan adoption in relation to enhancing grant funding opportunities. Mr. Lyon stated he would follow up on the adoption of the City's Active Transportation plan.

Upon learning about City/Town funding limitations, the Board discussed how the CLDC can focus on advocating and gathering information to help enhance decision making around infrastructure. Mr. Finch emphasized how the CLDC can have a role in getting the Wayfinding Study and Parking Improvement plans across the finish line.

The discussion shifted from focusing on capital improvements and planning studies to supporting businesses and economic development more broadly. Mr. Griffith expressed interest in targeting new businesses and Mr. Finch expressed a need to support existing businesses.

The Board raised questions as to the continued existence of the Infrastructure Committee, to which Mr. Horn suggested the focus of the committee could shift to supporting initiatives that support the community more broadly, specifically quality of life. Mr. Taylor emphasized how the CLDC should be on a mission to find funding to implement action items in existing plans.

The Board agreed to shift the Strategic Imperative of Capital Improvements to Quality of Life Enhancements.

Mr. Horn wrapped up the strategic planning session by reviewing the agreed upon Strategic Imperatives and immediate action items for the CLDC.

### **Strategic Imperatives and Action Items**

**Communication:** The CLDC recognizes the importance of communication to advocate for economic development in both the City and the Town of Canandaigua. The CLDC will implement the strategic imperative of communication through:

- Creating a strategic communication plan to inform stakeholders of the CLDC's activities and progress. This plan will include monthly reports and bi-annual in-person presentations to the CLDC's key stakeholder organizations.
- Exploring opportunities to improve information sharing between Canandaigua's economic development players.
- Hosting an event to share the CLDC's progress with other economic development organizations in Canandaigua.

**Infrastructure:** The CLDC views infrastructure as integral to supporting the existing and future needs of Canandaigua. The CLDC views its role as an advocator for and connector of stakeholders who will benefit from infrastructure improvements and the new opportunities strong infrastructure will engender. The CLDC will carry out the strategic imperative of infrastructure through:

- Continuing to monitor the progress of the County's efforts to improve water and wastewater infrastructure.
- Gathering data and convening stakeholders to better understand Canandaigua's electric and gas infrastructure needs.
- Engaging with legislative leadership at the local, county, state, and federal levels to advocate for Canandaigua's infrastructure needs.
- Engaging with Finger Lakes Rail to better understand the status and future plans for rail in the Finger Lakes region and how best the CLDC can be supportive.

**Balancing Tourism:** The CLDC recognizes the importance of tourism within broader economic development efforts in Canandaigua and the Finger Lakes region. The CLDC will continue to work towards its strategic imperative of balancing tourism by:

- Continuing to support the Winter in Canandaigua Marketing Initiative.
- Seeking opportunities to support balancing tourism in Canandaigua through working with other tourism stakeholders.

**Quality of Life Enhancements:** The CLDC believes in supporting quality of life in Canandaigua through a holistic approach to economic development. The CLDC will realize the strategic imperative of quality of life enhancements through:

- Ensuring all finished transportation and other plans are adopted by their respective legislatures.
- Identifying quality of life opportunities within existing planning documents and seeking funding to support their fruition.
- Continuing to identify new planning projects, data collection opportunities, and funding sources to promote economic development throughout Canandaigua.



**REGULAR MEETING:  
March 16, 2023; 8:30 am  
MEETING CONDUCTED VIA HYBRID FORMAT  
CANANDAIGUA TOWN HALL/ZOOM**

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**RECORD OF PROCEEDINGS**

**1. Call to Order**

Thomas Lyon, President

Mr. Lyon called the meeting to order at 8:30 a.m.

**2. Roll Call**

Thomas Lyon, President

In Attendance:

Thomas Lyon  
Andy Griffith  
John Goodwin  
Terry Fennelly  
Bob Taylor  
Randy Farnsworth  
Ethan Fogg

Others Present:

Bob Palumbo, Mayor, City of  
Canandaigua  
Shawna Bonshak, Town Planner, Town of  
Canandaigua  
John Casey, Town Board Member, Town  
of Canandaigua  
Matt Horn, MRB Group  
Emma Falkenstein, MRB Group

### 3. Approval of Minutes (2-16-2023)

Thomas Lyon, President

Motion to approve the minutes from the February 2023 regular meeting by Mr. Fennelly, second by Mr. Farnsworth. Motion carried unanimously.

### 4. Financial Report

Bob Taylor, Treasurer

Mr. Taylor reviewed the February 2023 financial statements noting two new invoices for the month. Mr. Taylor stated that the 2022 financial audit is complete and that the report found nothing of concern for the Board. With the audit complete, Mr. Horn stated he would submit the PARIS reports for the CLDC ahead of the March deadline. Mr. Taylor indicated the CLDC has committed \$55,000 to MRB Group for the 2023 administrative services and that Mr. Horn will prepare an invoice prior to the April meeting.

Motion to approve the February financial statements by Mr. Farnsworth, second by Mr. Fennelly. Motion carried unanimously.

### 5. Overview of Strategic Framework

Matt Horn

Mr. Horn provided an overview of the strategic imperatives discussed at the Board's strategic planning session. Mr. Horn noted that the Board agreed to endorse the existing vision and mission statement.

**Communication:** Mr. Horn reviewed the strategic imperative of communication, noting that MRB Group and the Board will create a strategic communication plan. As part of this plan, the CLDC will keep member stakeholders, specifically the Chamber, City, and Town boards involved and informed through a monthly report and bi-annual in-person presentations, among other communication efforts.

**Infrastructure:** Mr. Horn reviewed the second strategic imperative of infrastructure. Mr. Horn stated that the CLDC will continue to monitor the County's process on water infrastructure, noting support from the County IDA and County Administrator for this effort. The CLDC will work to better understand Canandaigua's pinch points regarding electric and natural gas and will reach out to NYSEG and RGE to gather information from stakeholders. Mr. Horn stated that the CLDC will work with legislative leadership, including NYS Senator Pamela A. Helming, NYS Assemblyman Gallahan, U.S. Congressman Chris Jacob, and U.S. Senator Charles Schumer and U.S. Senator Kirsten Gillibrand, to bring attention to Canandaigua's infrastructure needs at the state and federal levels. Mr. Horn noted that the CLDC will work with Finger Lakes Rail to see how the Board can be supportive of rail within the Finger Lakes region.

The Board engaged in a discussion on the importance of infrastructure for the future of Canandaigua and the role of the Board in ensuring infrastructure needs are known and adequately addressed. Multiple Board members noted the future of Akoustis, as their plans for expansion will require additional infrastructure needs, particularly for energy

and water. Mr. Goodwin expressed how the City currently has the required capacity to handle the Akoustis expansion, except for a few exceptional days during the peak of summer.

The Board engaged in a discussion on the importance of communication with stakeholders and legislative entities, specifically the timeline of infrastructure needs and the bureaucratic limitations surrounding infrastructure grants. Mr. Farnsworth noted how the federal CHIPS program is excluding small companies in need of funding for smaller-scale infrastructure projects.

Mr. Fennelly inquired about Akoustis's recruitment strategy. Mr. Farnsworth indicated that Akoustis plans to add 400 jobs and will hire workers straight from high school. Mr. Farnsworth noted that Akoustis is looking to start cultivating the younger generations in preparation for the site expansion as the project is a few years out.

Mr. Horn noted that the CLDC will circle back with Akoustis and Iberdrola to make sure these major stakeholders know the CLDC is interested in advocating for their needs at the State level.

The Board engaged in a discussion of the rising cost of infrastructure and the need to ensure Canandaigua has the capacity for enough power in the future. Mr. Fennelly and Mr. Farnsworth emphasized the difference between the costs to tap into existing power versus the costs of having to upgrade facilities without enough capacity.

**Balancing Tourism:** Mr. Horn provided an overview of the Board's strategic imperative of balancing tourism. He noted that the CLDC's action strategies will focus on supporting the Market NY and Winter in Canandaigua efforts and working with other tourism stakeholders in Canandaigua and the Finger Lakes region. Mr. Horn noted the Board would return to a discussion on the Market NY grant later in the meeting.

**Quality of Life Enhancements:** Mr. Horn gave an overview of the strategic imperative of quality of life enhancements. Mr. Horn noted the CLDC will work to make sure the two active transportation studies are adopted. The CLDC will work to identify manageable projects within these plans and find funding to support their implementation. Mr. Horn stated that the CLDC will also explore planning projects and funding opportunities that bridge City and Town priorities.

Mr. Griffith confirmed that the Board's strategic imperatives shifted from capital improvements to quality of life enhancements. Mr. Farnsworth noted the importance of workforce housing, and housing more generally for Canandaigua's quality of life and retention of Akoustis. Mr. Goodwin noted multiple residential construction projects in the pipeline. The Board engaged in a discussion on housing affordability and available quality housing stock.

Mr. Horn noted that the Ontario County Housing Strategy should be collecting data on potential parcels suitable for residential development. Mr. Horn noted that the CDLC should ensure Canandaigua's interests are represented in this strategy.



The Board engaged in a discussion on making Canandaigua a desirable and affordable place for the region's workforce.

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

Thomas Lyon, President

### **a. Market NY/Winter in Canandaigua Update**

Mr. Horn provided an update from the Tuesday meeting of the Winter in Canandaigua stakeholders regarding the next steps for the Market NY grant. Mr. Horn noted that ESD is open to an extension on the grant incentive proposal but is requesting more details. Mr. Horn stated that Valerie Knoblauch from the Finger Lakes Visitors Connection (FLVC) may have a solution to the issue regarding the Market NY grant match. At the Tuesday meeting, Ms. Knoblauch indicated she would be able to provide the \$50,000 grant match as long as it is possible to expand the grant scope to fit within a broader tourism strategy for Ontario County.

Mr. Horn indicated how this offer is one way to solve finding funding for the grant match. Mr. Taylor expressed how the Canandaigua BID is concerned that expanding the scope will draw attention away from Canandaigua. The Board engaged in a discussion on how people are informed of events taking place in Canandaigua. Board members inquired about previous Winter in Canandaigua spending on events and marketing efforts. Mr. Casey and Mr. Fogg emphasized how businesses in Canandaigua need to improve their self-promotion and ensure their online information is up to date.

Board members discussed the potential benefits and downsides of partnering with the Finger Lakes Visitors Connection. Following discussion, the Board determined a partnership would be the most streamlined path forward. The Board decided that Mr. Horn would circle back with Ms. Knoblauch to refine the details and ensure Canandaigua is given its due marketing attention if the CLDC is to move forward with a partnership with the FLVC for the Market NY grant.

Motion to partner with the Finger Lakes Visitors Connection to secure the required match for the Market NY grant by Mr. Farnsworth, second by Mr. Griffith. Motion carried unanimously.

Mr. Horn advised that at the next meeting of the Winter in Canandaigua stakeholders, Mr. Taylor and Mr. Fogg should provide the CLDC's stance that the Board will only move forward with the Market NY grant with the partnership of the FLVC. However, Mr. Horn noted that Mr. Fogg and Mr. Taylor should explain that the CLDC recognizes the need to ensure Canandaigua remains a focal point of the tourism marketing initiative.

### **b. Schedule City/Town Work Session**

Mr. Horn indicated that MRB Group would draft a strategic framework document for the Board's review at the next meeting. Mr. Horn stated he would coordinate with the

City and the Town to determine a day for the CLDC to convene a meeting to present its strategic imperatives.

#### **7. Resolutions and Motions**

Thomas Lyon, President

No other resolutions or motions.

#### **8. Other Business**

Mr. Horn noted the rising importance of fast permitting processes to attract potential developers. Mr. Griffith stated that Canandaigua has a reputation for turning down development proposals despite evidence to suggest otherwise. Mr. Goodwin expressed how the permitting process for complete applications is fast, but that oftentimes developers don't have all the necessary pieces complete for a fast turnaround. Mr. Horn advised that the CLDC should explore the City and Town's permitting process timeframe.

Mr. Horn also noted the Governor's new housing strategy and what that might mean for Canandaigua. Mr. Goodwin noted that the City currently has a few housing developments in progress that will enable the City to easily meet its housing target.

#### **9. Privilege of the Floor**

No requests for privilege of the floor.

#### **10. Adjournment**

Thomas Lyon, President

Motion to adjourn at 10:20 by Mr. Farnsworth, second by Mr. Fennelly. Motion carried unanimously.

**Next Regular Meeting: April 20, 2023; 8:30a**



**REGULAR MEETING:  
April 20, 2023; 8:30 am  
MEETING CONDUCTED VIA HYBRID FORMAT  
CANANDAIGUA TOWN HALL/ZOOM**

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**RECORD OF PROCEEDINGS**

**1. Call to Order**

Thomas Lyon, President

Mr. Lyon called the meeting to order at 8:31 a.m.

**2. Roll Call**

Thomas Lyon, President

In Attendance:

Thomas Lyon  
Andy Griffith  
John Goodwin  
Terry Fennelly  
Bob Taylor\*  
Randy Farnsworth  
Doug Finch  
\*remote attendance

Others Present:

Bob Palumbo, Mayor, City of  
Canandaigua  
Adeline Rudolph, Town Board Member,  
Town of Canandaigua  
John Casey, Town Board Member, Town  
of Canandaigua  
Matt Horn, MRB Group  
Emma Falkenstein, MRB Group

### **3. Approval of Minutes (3-6-2023 & 3-16-23)**

Thomas Lyon, President

Mr. Fennelly requested edits to the March meeting minutes to ensure they reflect that the CLDC will work with local, county, state, and federal legislative representatives to advocate for Canandaigua's infrastructure needs.

Motion to approve the minutes from the March 6<sup>th</sup> Strategic Planning session by Mr. Farnworth, second by Mr. Fennelly. Motion carried unanimously.

Motion to approve the minutes from the March 16<sup>th</sup> Regular Board meeting by Mr. Farnsworth, second by Mr. Fennelly. Motion carried unanimously.

### **4. Financial Report**

Bob Taylor, Treasurer

Mr. Taylor reviewed the March 2023 financial statements noting three invoices for the month. One invoice was from Bergman Associates, the second from MRB Group, and the third for the financial audit. Mr. Taylor noted that the FY 2022 financial audit is complete. Mr. Horn stated that the CLDC's PARIS Report was filed on time.

Motion to approve the March financial statements by Mr. Fennelly, second by Mr. Farnsworth. Motion carried unanimously.

### **5. Overview of Strategic Framework & Preparation for City/Town Work Session**

Matt Horn

Mr. Horn provided a brief review of the strategic framework created following the March Board meeting.

Mr. Horn urged the Board to consider the best way to frame the role of the CLDC's efforts to support economic development in Canandaigua for the joint session of the City Council and Town Board.

Board members engaged in a discussion regarding the need to emphasize the pace of economic development to ensure the City Council and the Town Board understand the CLDC past efforts and future plans. In particular, Board members emphasized the CLDC's role in highlighting and advocating for Canandaigua's infrastructure needs. Multiple Board members noted how infrastructure should be a point of mutual alignment between the City and the Town.

The Board engaged in a discussion regarding where joint interests exist between the City and the Town. Board members emphasized the CLDC's role as the only economic development organization spanning both the City and the Town and noted the immense opportunity for the CLDC to advocate and coordinate cooperation between the two entities. Mr. Horn stated how the CLDC's strategic priority of enhancing communication will be a key point moving forward.

Board members expressed the need to anticipate questions at the work session, particularly regarding how the CLDC measures success. Mr. Horn emphasized how he will hone in on the differences between input, output, and outcomes in his presentation. The Board engaged in a discussion regarding various "wins" the CLDC helped the City and Town achieve including advocating for Canandaigua's infrastructure needs, conducting the parking and wayfinding studies, and helping to fund grant opportunities, among other efforts.

The Board determined that Mr. Horn will take the lead during the work session presentation and that other Board members will jump in as needed. Mr. Horn stated how he plans to open the work session with a review of the CLDC's work towards achieving the FY 2022 Strategic Priorities and then lead into a discussion regarding prioritizing of effort for FY2023.

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

Thomas Lyon, President

### a. Lakefront Development

Mr. Goodwin provided an update regarding possible development along the lakefront at the Pinnacle North parcel. He explained how the Canandaigua Area Development Corporation is exploring opportunities for this area including development of commercial space and residential units, enhancing public green space in the adjacent Kershaw Park, and building a new public marina. The board engaged in a brief discussion on the origins of this project, future development opportunities, and the potential role of the CLDC in supporting lakefront development.

### b. Market NY/Winter in Canandaigua Update

Mr. Horn provided an update regarding the CDLC's involvement with the Market NY grant. He explained how following the CLDC's regular March meeting, the Winter in Canandaigua committee met to determine their path forward and decided to partner with Ontario County to secure the grant match. He noted that the CLDC officially accepted the incentive proposal at the end of March and that he is now coordinating the execution of the grant with Valerie Knoblauch from Ontario County and Maureen Ballatori from 29 Design Studio. Matt will continue to work with Ms. Knoblauch and Ms. Ballatori to finalize details regarding grant administration and subcontracting services.

## **7. Resolutions and Motions**

Thomas Lyon, President

No other resolutions or motions.

## **8. Other Business**

### a. City of Canandaigua Main Street Grant

Mr. Goodwin brought to the floor that the City of Canandaigua's Main Street grant needs to be extended due to a variety of circumstances. As a result, the city's grant administration contract with MRB Group will be extended. Mr. Goodwin explained that the four property owners are in different stages of completing their projects and that one project in particular very behind schedule.

Mr. Goodwin inquired if the CLDC would be willing to financially support to the grant administration contract extension.

Board members engaged in a discussion regarding the best way to support, noting that the Main Street project is in alignment with their strategic priorities as it includes increasing Canandaigua's housing stock, rehabilitating buildings, and encouraging people to live downtown. Board members raised concerns regarding the timeline and inquired about imposing a deadline on the project.

Mr. Horn noted that the current MRB Group proposal under consideration by the City is for an hourly rate for the extended grant administration services. Board members discussed the possibility of the CLDC providing funding not to exceed \$5,000. Following discussion, board members agreed to provide funding.

Motion to approve financial support not to exceed \$5,000 for MRB Group grant administration services in support of the City of Canandaigua's Main Street grant by Mr. Griffith, second by Mr. Farnsworth. Motion carried with Bob Taylor abstaining.

b. Hotel Canandaigua

Mr. Fennelly inquired about when representatives from Hotel Canandaigua will present to the CLDC Board. Mr. Horn noted that he has been in contact with representatives, but that due to scheduling conflicts, they were unable to attend the March or April meetings. Mr. Horn stated he hopes the Board and Hotel Canandaigua representatives will be able to meet prior to the anticipated opening of the hotel at the end of May.

c. Ontario County Chamber of Commerce

Mr. Farnsworth noted that a new committee has been set up by the Ontario County Chamber of Commerce to support broad economic development initiatives in the County and in Canandaigua, as well as the efforts of the CLDC. He stated that he will provide CLDC updates to this new committee and vice versa.

## **9. Privilege of the Floor**

No requests for privilege of the floor.

## **10. Adjournment**

Thomas Lyon, President

Motion to adjourn at 10:05 by Mr. Fennelly, second by Mr. Griffith. Motion carried unanimously.

### **Next Meeting:**

Work Session April 25, 2023; 6:00 pm

Regular Meeting May 18, 2023; 8:30 am



**JOINT SESSION – TOWN AND CITY OF CANANDAIGUA  
APRIL 25, 2023; 6p  
OUTHOUSE PARK BUILDING 100  
RECORD OF PROCEEDINGS**

Members in Attendance:

Thomas Lyon, Chair  
Terry Fennelly, Vice-Chair  
Randy Farnsworth  
Doug Finch  
Ethan Fogg  
John Goodwin

**Call to Order**

Chairman Lyon called the meeting to order at 6:00.

**Overview of Strategic Framework**

Matt Horn of MRB Group provided an overview of the strategic framework for the LDC, including foundational elements drawn from the community's concept mapping approach.

Strategic Elements included:

- Our Vision: A community that offers quality living, meaningful work, and a vibrant culture to all.
- Our Mission: To unlock economic opportunities in Canandaigua and steward investment in order to foster an inclusive, vibrant, and sustainable community.

Representatives of the Town Board and City Council identified the following observations relative to foundational elements:

LDC Board members may want to consider whether the mission and/or vision have a strong enough nod to Canandaigua Lake as critical to our economic future; and



The prominence of Uptown as part of the strategy, which was not as evident during concept mapping efforts.

After overviewing FY22 performance, Mr. Horn provided an outline of strategic imperatives and general action items for FY2023, including:

**Communication:** The CLDC recognizes the importance of communication to advocate for economic development in both the City and the Town of Canandaigua. The CLDC will implement the strategic imperative of communication through:

- Creating a strategic communication plan to inform stakeholders of the CLDC's activities and progress. This plan will include monthly reports and bi-annual in-person presentations to the CLDC's key stakeholder organizations.
- Exploring opportunities to improve information sharing between Canandaigua's economic development players.
- Hosting an event to share the CLDC's progress with other economic development organizations in Canandaigua.

Representatives of the Town Board and City Council identified the following potential additions:

- Consider distributing regular agendas to City Council and the Town Board each month;
- Consider providing an annual overview to the County Board of Supervisors via the Privilege of the Floor segment;
- Consideration of FLCC, the VA campus, and the School District as economic development partners

**Infrastructure:** The CLDC views infrastructure as integral to supporting the existing and future needs of Canandaigua. The CLDC views its role as an advocate for and connector of stakeholders who will benefit from infrastructure improvements and the new opportunities strong infrastructure will engender. The CLDC will carry out the strategic imperative of infrastructure through:

- Continuing to monitor the progress of the County's efforts to improve water and wastewater infrastructure.
- Gathering data and convening stakeholders to better understand the Canandaigua's electric and gas infrastructure needs.
- Engaging with legislative leadership at the local, county, state, and federal levels to advocate for Canandaigua's infrastructure needs.
- Engaging with Finger Lakes Rail to better understand the status and future plans for rail in the Finger Lakes region and how best the CLDC can be supportive.

Representatives of the Town Board and City Council identified the following potential additions:

- Consider specifically noting the role that sustainable, renewable power plays in our economic resilience;
- Consider expanding analysis of power needs to a regional level, similar to the manner in which partners were engaged for water and sewer

**Balancing Tourism:** The CLDC recognizes the importance of tourism within broader economic development efforts in Canandaigua and the Finger Lakes region. The CLDC will continue to work towards its strategic imperative of balancing tourism by:

- Continuing to support the Winter in Canandaigua Marketing Initiative.
- Seeking opportunities to support balancing the seasonality of tourism in Canandaigua through working with other tourism stakeholders.

Representatives of the Town Board and City Council identified the following potential additions:

- Consider whether to support tourism efforts from a year-round perspective, vs. just focusing on winter/off-season
- Consider how the power of the 5/20 corridor boosts our tourism position;
- Consider the development of a lakefront feature that can direct visitors to events and amenities

**Quality of Life Enhancements:** The CLDC believes in supporting quality of life in Canandaigua through a holistic approach to economic development. The CLDC will realize the strategic imperative of quality of life enhancements through:

- Ensuring that the Waterfront Active Transportation Plan and the Wayfinding and Parking Study are adopted by their respective governing bodies.
- Identifying quality of life opportunities within existing planning documents and seeking funding to support their fruition.
- Continuing to identify new planning projects, data collection opportunities, and funding sources to promote economic development throughout Canandaigua.

Representatives of the Town Board and City Council identified the following potential additions:

- Evaluate existing Town and City capital improvement plans to identify projects already in a development queue. Prepare a list of projects that are already in queue and encourage the Town Board and City Council to assist in prioritizing grant pursuits

### **Other Observations**

Representatives of the Town Board and City Council identified the following potential additions generally:

- Redefine key performance indicators for economic development performance. Move away from throughput of incentives as a marker for economic development success.
- Contact NYCOM and AOT to determine which communities have the best method for measuring economic development success.
- Develop a scoring rubric based in community comprehensive plans to determine alignment of proposed economic incentives within community priorities, with the intent of the LDC advising the County IDA and other agencies of the relative scoring for each proposed project.

With no other business to come before the Board, Chairman Lyon adjourned the meeting at 8:30 p.m.



**REGULAR MEETING:  
May 18, 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 8:32 a.m.
  
- 2. Roll Call** Thomas Lyon, President  
In Attendance:  
Thomas Lyon  
Andy Griffith  
John Goodwin  
Terry Fennelly  
Bob Taylor  
Randy Farnsworth  
Doug Finch  
Ethan Fogg\*

Others Present:  
John Casey, Town Board  
Member, Town of Canandaigua  
Shawna Bonshak, Assistant City  
Manager, City of Canandaigua  
Emma Falkenstein, MRB Group  
\*remote attendance
  
- 3. Approval of Minutes (4/20/23 & 4/25/23)** Thomas Lyon, President

Motion to approve the minutes from the April 20<sup>th</sup> regular board meeting and the April 25<sup>th</sup> Joint Town Board and City Council meeting by Mr. Farnsworth, second by Mr. Fennelly. Motion carried unanimously.

#### **4. Financial Report**

Bob Taylor, Treasurer

Mr. Taylor reviewed the April 2023 financial statements noting two invoices for the month. One invoice was from Bergman Associates and the other was from MRB Group.

Mr. Taylor proposed purchasing four CDs from CNB - Two \$25,000 CDs in the 4-5 month range at 4.5% and another two \$25,000 CDs in the 8-9 month range at 4.25% - for a total investment of \$100,000.

The Board engaged in discussion on laddering investments, whether the LDC was authorized to use NYCLASS, and whether NYCLASS or CNB would provide a better return on investment. The Board discussed how NYCLASS may provide more flexibility as it does not have withdrawal penalties.

Motion to buy two \$25,000 CDs in the 4-5 month range at 4.5% and another two \$25,000 CDs in the 8-9 month range at 4.25% and explore possible future investments in NYCLASS by Mr. Griffith, second by Mr. Farnsworth. Motion carried unanimously.

#### **5. Review Strategic Framework Tracking Tool & Communication Plan**

Ms. Falkenstein, MRB Group

Ms. Falkenstein reviewed the strategic communication plan and strategic framework tracking tool development based on the recommendations of the LDC's joint meeting with the Town Board and City Council in April. She emphasized how the tracking tool would be a way for the LDC to improve its transparency and accountability to its governing bodies and stakeholders. Ms. Falkenstein explained how the tracking tool is a modification of the strategic framework and includes action items that break down how the LDC will tackle its strategic priorities. She stated that the communication plan is a detailed breakdown of how the LDC plans to improve communication regarding its activities and facilitate communication and learning across the economic development stakeholders in Canandaigua.

The Board engaged in discussion regarding the timeline and feasibility of the action items and communication plan, with multiple members noting the need to prioritize actions. In particular, Board members discuss initial plans to get on an agenda for the County Board of Supervisors and what the presentation would entail.

The Board engaged in discussion regarding the prioritization of the strategic priority areas, and how the LDC can be most effective including enhancing communication and pursuing grants.

Multiple Board members expressed the need to focus on tourism, while also exploring ways to advocate for infrastructure needs.

Mr. Casey inquired how the strategic tracking tool will help the LDC achieve its strategic goals. The Board engaged in discussion on how the tracking tool and communication plan address the concerns raised in the joint meeting and create a framework for how the LDC will work towards its goals. Mr. Goodwin and Mr. Finch emphasized the importance of communication as the LDC will not be the primary entity pursuing infrastructure grants but rather supporting in other ways.

Mr. Casey inquired about the role of MRB Group in advancing the LDC toward its goals. He expressed an interest in setting up subcommittees based on the strategic priority areas to assist with strategic priority efforts. Mr. Griffith commented on how the LDC's role is to conduct strategic planning for Canandaigua. Mr. Farnsworth emphasized the need for communication if the LDC is to be effective.

Ms. Falkenstein stated the MRB Group would work to create a timeline of the strategic priority actions to help guide the LDC. Board Members were tasked with reviewing the tracking tool and communication plan to determine final revisions and chose their top priority actions. Ms. Falkenstein stated that MRB Group would then use the timeline and action priorities to help advance the LDC toward its goals.

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

Thomas Lyon, President

### a. Market NY

Ms. Falkenstein noted that the Winter in Canandaigua Market NY grant is in progress and that the ESD Board will meet in May to officially approve the project.

### b. City of Canandaigua

Mr. Goodwin noted that the City of Canandaigua has hired an engineering firm to prepare a comprehensive capital improvement plan for the Water Treatment Plant and a preliminary engineer report to support future grant applications. He stated that the City is pursuing a WIIA and IUP grant this summer and fall.

The City is meeting with the Town to outline a new rate structure for wholesale water and discuss the capital improvement plan. Mr. Lyon inquired about letters of support, to which Mr. Goodwin assured the Board that letters of support will be needed in the coming months.

## **7. Resolutions and Motions**

Thomas Lyon, President

No other resolutions or motions.

**8. Other Business**

a. Grant Funding and Wayfinding Study

Mr. Goodwin inquired if the LDC was interested in exploring CFA grant opportunities, specifically to find funding for the wayfinding study. The Board engaged in a discussion on the overall support for the wayfinding plan. The Board determined that additional discussion and research are necessary to refine the plan, determine which sections of the plan should be prioritized, and how much implementation might cost in addition to grant funding.

The Board discussed how parks may be a grant area that both the City and the Town could support. Following discussion, MRB Group will explore potential CFA grant opportunities to see if any are in alignment with the LDC's priorities and capabilities.

**9. Privilege of the Floor**

No requests for privilege of the floor.

**10. Adjournment**

Thomas Lyon, President

Motion to adjourn at 9:48 by Mr. Fennelly, second by Mr. Farnsworth. Motion carried unanimously.

**11. Next Meeting:**

Regular Monthly Meeting – June 15, 2023; 8:30 am



**REGULAR MEETING:  
June 15<sup>th</sup>, 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 8:31 a.m.

**2. Roll Call** Thomas Lyon, President

In Attendance:

Thomas Lyon  
John Goodwin  
Terry Fennelly  
Bob Taylor  
Doug Finch  
Ethan Fogg

Others Present:

John Casey, Town of  
Canandaigua  
Shawna Bonshak, Assistant City  
Manager, City of Canandaigua  
Matt Horn, MRB Group\*  
Adeline Rudolph, Town of  
Canandaigua  
David Sauter, Town of  
Canandaigua  
Emma Falkenstein, MRB Group  
\*remote attendance



### **3. Approval of Minutes (5/18/23)**

Thomas Lyon, President

Motion to approve the minutes from the May regular Board meeting by Mr. Fennelly, second by Mr. Taylor. Motion carried unanimously.

### **4. Financial Report**

Bob Taylor, Treasurer

Mr. Taylor reviewed the May 2023 financial statements making particular note of the CDs purchased following the May Board meeting.

Motion to approve the May financial statements by Mr. Taylor, second by Mr. Farnsworth. Motion carried unanimously.

### **5. Discussion of Strategic Framework Prioritization & Tracking Tool,**

Matt Horn, MRB Group

Mr. Horn noted that the strategic framework tracking tool is a visualization of all of the CLDC's goals and objectives discussed over the past few months. He emphasized how the CLDC will execute the strategic priorities over the next 18 months. Ms. Falkenstein provided an overview of the Board's prioritization of CLDC's strategic priorities, making note of how the communication plan, infrastructure, and tourism seemed to be the common threads amongst the feedback she received. She emphasized how the prioritization was intended to help guide staff in the execution of the framework.

The Board engaged in discussion regarding the role of the CLDC in advocating for infrastructure, advancing tourism in Canandaigua, and helping the City/Town pursue grant opportunities. The Board discussed the cost of infrastructure improvements and the possibility of applying for a DRI and NY Forward.

Following discussion, Mr. Horn reemphasized the CLDC's goals of finding funding to support existing City/Town plans and continuing to bring infrastructure stakeholders to the table. Mr. Horn stated the MRB Group will continue to advance the CLDC's goals and execute the strategic framework.

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

Thomas Lyon, President

#### **a. Ontario Chamber Update**

Mr. Fogg stated that the Chamber intends to sell its current property in downtown Canandaigua. Mr. Fogg explained that the Chamber is looking to sell the property with the intention of renting a new space that is better suited to their needs. The Board engaged in discussion regarding the impacts of the Chamber selling this property, particularly in terms of what it means for the CLDC, the BID, the welcome

center, and downtown Canandaigua. Multiple Board members noted the importance of the building for downtown Canandaigua and inquired about the Chamber's intentions to stay in the City/Town.

**7. Resolutions and Motions**

Thomas Lyon, President

Motion to enter Executive Session pursuant to New York State Public Officers Law, Article 7, Section 105 (f), (h) at 9:13 by Mr. Fennelly, second by Mr. Taylor. Motion carried unanimously.

Motion to exit Executive Session at 10:14 by Mr. Fennelly, second by Mr. Taylor. Motion carried unanimously.

**8. Other Business**

No other business.

**9. Privilege of the Floor**

No requests for privilege of the floor.

**10. Adjournment**

Thomas Lyon, President

Motion to adjourn by acclamation at 10:25

**11. Next Meeting:**

Work Session – June 22, 2023; 8:30 am

Regular Monthly Meeting – July 20, 2023; 8:30 am



**Work Session**  
**June 22<sup>th</sup>, 2023; 8:30 am**  
**MEETING CONDUCTED IN PERSON**  
**CANANDAIGUA TOWN HALL**

*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 8:31 a.m.

**2. Roll Call** Thomas Lyon, President

In Attendance:

Thomas Lyon  
John Goodwin  
Terry Fennelly  
Bob Taylor  
Doug Finch  
Andy Griffith  
Randy Farnsworth

Others Present:

John Casey, Town of  
Canandaigua  
Shawna Bonshak, Assistant City  
Manager, City of Canandaigua  
Matt Horn, MRB Group\*  
Emma Falkenstein, MRB Group

**3. Executive Session** Thomas Lyon, President

**4.** Motion to enter Executive Session pursuant to New York State Public Officers Law, Article 7, Section 105 (f), (h) at 8:32 by Mr. Fennelly, second by Mr. Taylor. Motion passed unanimously.

Motion to exit Executive Session at 9:31 by Mr. Fennelly, second Mr. Taylor. Motion passed unanimously.

**5. Adjournment**

Thomas Lyon, President

Motion to adjourn by acclamation at 9:31.

**6. Next Meeting:**

Regular Monthly Meeting – July 20, 2023; 8:30 am



**REGULAR MEETING:  
July 20<sup>th</sup>, 2023; 8:30 am  
MEETING CONDUCTED VIA HYBRID FORMAT  
CANANDAIGUA TOWN HALL/ZOOM**

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--CLDC Mission Statement*

**Record of Proceedings**

- 1. Call to Order** Thomas Lyon, President

Mr. Lyon called the meeting to order at 8:31 a.m.

- 2. Roll Call** Thomas Lyon, President

In Attendance:

Thomas Lyon  
John Goodwin  
Terry Fennelly  
Bob Taylor  
Doug Finch  
Andy Griffith  
Michael Mills

Others Present:

John Casey, Town of  
Canandaigua  
Matt Horn, MRB Group (remote)  
David Sauter, Town of  
Canandaigua  
Jared Simpson, Supervisor, Town  
of Canandaigua  
Emma Falkenstein, MRB Group  
Bob Palumbo, Mayor, City of  
Canandaigua

**3. Executive Session**

Thomas Lyon, President

Motion to enter Executive Session pursuant to the New York Open Meetings Law and pertaining to discussions surrounding the purchase of real property at 8:31 by Mr. Fennelly, second by Mr. Farnsworth. Motion passed unanimously.

Motion to exit Executive Session at 8:49 by Mr. Farnsworth, second by Mr. Fennelly. Motion passed unanimously.

**4. Approval of Minutes**

Thomas Lyon, President

Motion to approve the June regular Board meeting minutes by Mr. Fennelly, second by Mr. Farnsworth. Motion carried unanimously.

**5. Financial Report**

Bob Taylor, Treasurer

Mr. Taylor reviewed the July 2023 financial statements making note of the CLDC's net income of \$18,654, the MRB Group invoice, and the final Bergman invoice for the wayfinding study.

Motion to approve the July financial statements by Mr. Farnsworth, second by Mr. Griffith. Motion carried unanimously.

**6. Other Reports and Priority Business**

Thomas Lyon, President

Strategic Communication Plan: Mr. Horn provided an update on the activity tracker, noting that it is live, updated, and will be circulated to enable Board members to see CLDC Activity.

Infrastructure: Mr. Horn stated that he had been in contact with Ryan Davis regarding where the County is on the water & sewer infrastructure project. He noted that the County's housing study is in the final stages and will identify infrastructure needs. Mr. Horn emphasized how the housing study and the CLDC's infrastructure work will put the County in a good position to advocate for future infrastructure funding.

FL Rail/Iberdrola: Mr. Horn noted that he reached out to Finger Lakes Rail, and the plan is to have a representative come to the August Board meeting to discuss pain points and opportunities in Canandaigua. Mr. Horn also reached out to representatives from Iberdrola and noted that their representative is also prepared to come to the Board to discuss opportunities in the future.

Market NY: Mr. Horn stated that he has been in contact with Ms. Knoblauch from Finger Lakes Visitor Connection and that the partnership for the Market NY grant is moving forward. Ms. Knoblauch is putting together a work plan with the goal of launching at the beginning of August.

Mr. Farnsworth inquired about communication regarding construction and road maintenance in Canandaigua. The Board engaged in discussion regarding the communication mechanisms in place. Mr. Goodwin indicated he has met with stakeholders to solidify future construction communication plans.

Mayor Palumbo stated that he has had conversations with Senator Helming regarding Canandaigua's infrastructure needs. The Board engaged in discussion regarding State and Federal funding for infrastructure for the region, particularly funding coming up in 2027.

Mayor Palumbo inquired if Mr. Horn could ensure a discussion on electric power, particularly regarding the State's renewable energy targets, is a part of the Board's meeting with energy stakeholders in the region. Mr. Farnsworth emphasized the need for power generation and distribution. The Board indicated that local political representatives would be invited to presentations to the CLDC Board.

## **7. Resolutions and Motions**

Thomas Lyon, President

## **8. Other Business**

## **9. Privilege of the Floor**

Mr. Finch brought up the topic of short-term rentals. He noted that this is a topic for the CLDC to monitor particularly regarding the Board's strategic priority of tourism. Mr. Finch indicated that based on recent State and County actions, there is the possibility of new legislation regarding a County occupancy tax for short-term rentals. The Board engaged in discussion regarding what this might mean for the County and emphasized that the CLDC should stay informed. Mr. Goodwin and Mr. Finch stated that both the City and the Town already have short-term rental policies and regulations. The Board engaged in discussion

regarding the need for short-term rental regulations. Mr. Griffith emphasized the need to ensure the real estate community to aware of these regulations.

Mr. Farnsworth inquired about an update on Akoustis. Mr. Finch indicated that Akoustis just submitted a Fast NY grant to help fund their expansion plans. Mr. Finch also indicated that the Uptown projects are moving forward, and the Creek View apartments are being funded for phase 2.

After commending the City and the Town for handling the flooding, Mr. Farnsworth inquired about future planning to address flood mitigation. Supervisor Simpson indicated that he has been in communication with neighboring municipalities regarding flood mitigation cooperation and infrastructure. The Board engaged in discussion regarding FEMA funding for flood restoration and future flood planning.

## **10. Adjournment**

Thomas Lyon, President

Motion to adjourn at 9:29 by Mr. Farnsworth, second by Mr. Fennelly. Motion passed unanimously.

## **11. Next Meeting:**

Regular Monthly Meeting – August 17, 2023; 8:30 am





**REGULAR MEETING:  
August 17<sup>th</sup>, 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 8:30 a.m.

**2. Roll Call**

Thomas Lyon, President

In Attendance:

Thomas Lyon  
John Goodwin  
Terry Fennelly  
Bob Taylor  
Doug Finch  
Andy Griffith  
Randy Farnsworth

Others Present:

John Casey, Town of  
Canandaigua  
Matt Horn, MRB Group (remote)  
David Sauter, Town of  
Canandaigua  
Jared Simpson, Supervisor, Town  
of Canandaigua  
Emma Falkenstein, MRB Group  
Bob Palumbo, Mayor, City of  
Canandaigua  
Adeline Rudolph, Town of  
Canandaigua  
Shawna Bonshak, Assistant City  
Manager, City of Canandaigua

### 3. Executive Session

Thomas Lyon, President

Motion to enter Executive Session pursuant to the New York Open Meetings Law and pertaining to discussions surrounding the purchase of real property at 8:31 by Mr. Fennelly, second by Mr. Farnsworth. Motion passed unanimously.

Motion to exit Executive Session at 8:49 by Mr. Farnsworth, second by Mr. Fennelly. Motion passed unanimously.

### 4. Approval of Minutes

Thomas Lyon, President

Motion to approve the June regular Board meeting minutes by Mr. Farnsworth, Second by Mr. Fennelly. Motion carried unanimously.

### 5. Financial Report

Bob Taylor, Treasurer

Mr. Taylor reviewed the August 2023 financial statements noting the MRB Group administrative services fee and the final invoice from Bergman.

Motion to approve the July financial statements by Mr. Fennelly, second by Mr. Farnsworth. Motion carried unanimously.

### 6. Other Reports and Priority Business

Thomas Lyon, President

**Infrastructure:** Mr. Horn stated that the FL Rail presentation will be rescheduled for later in the fall as the presenter had an emergency. Mr. Horn indicated that Iberdrola is scheduled to present sometime in the fall as well to address how the City and Town can be supportive of energy and natural gas infrastructure.

**DRI:** Mr. Horn noted that the City met with ESD to discuss the 2022 DRI application. Laura Fox O'Sullivan provided insights on areas of improvement for the 2023 application. The general feedback concerned the following areas 1) the City's public/private project split – specifically the need for more diversity across the private sector projects 2) that the housing projects focused too heavily on higher-end housing and did not make it clear that they would also provide workforce housing 3) the general tone of the application didn't clearly frame the need for Canandaigua's DRI 4) lack of connection between the application's vision and public engagement.

Mr. Horn noted that the 2023 application cycle has both the DRI and New York Forward avenues, but that Canandaigua will need to compete in the DRI category. In this year's round, DOS is encouraging collaboration between communities, similar to the joint City & Town application from 2021. Mr. Horn noted that if the City & Town were to explore revisiting a joint- application, having three districts between the Uptown, Downtown, and Waterfront is now a more acceptable approach.

Mr. Horn stated that the discussion before the CLDC Board is to determine if they are interested in supporting a 2023 application, if the application will be a joint-City & Town application, and what the DRI boundaries/districts would be.

Members present engaged in discussion regarding the differences between the 2021 and 2022 applications. Mr. Horn emphasized the tight timeline to turn around this application. The Board engaged in discussion regarding the priorities for both the Town Board and City Council. Mr. Finch indicated that following the summer flooding, the Town is very concerned with infrastructure. Mr. Sauter noted that while the Town's priority may be infrastructure, the DRI provides an opportunity to advance other economic development and infrastructure improvements. Mr. Griffith stated the need for Canandaigua to be consistent with its DRI messaging.

Mr. Horn stated that a lot of progress has taken place since the 2021 application, which will enable the 2023 application to clearly show that working is being done. Mr. Horn noted that the LOI for the application would need to clearly indicate that the City & Town intend to pursue a joint application.

Mr. Lyon and Mr. Palumbo indicated the need for the application to tie the Uptown and Downtown areas together.

Ms. Bonshak noted DOS's emphasis on shovel ready projects and the need for the DRI to be the "spark" for broader revitalization projects.

The Board engaged in discussion regarding the geography of the application districts. Members specifically mentioned the need for sidewalk improvements to connect the new playground and the new YMCA.

Mr. Simpson noted that despite the joint application, the City and the Town would still maintain control over their individual resources.

Motion for MRB Group to write Canandaigua's 2023 DRI application for \$7,500 by Mr. Farnsworth, second by Mr. Griffith. Motion passed unanimously.

**Ontario Chamber of Commerce:** Mr. Griffith updated the CLDC Board that the Chamber is currently in a due diligence period which will expire soon and that there is currently no deal on the table for the Chamber's property.

**Ontario County Planning Efforts:** Mr. Davis noted that there will be multiple public presentations for the Ontario County Housing Study. Mr. Lyon also noted that there will be a public input session for the Parks and Recreation Master Plan.

**Communication:** Mr. Farnsworth mentioned his desire for a 1-pager listing the CLDC past wins and current projects leading into Canandaigua's local election cycle.

**Electrification of NYS:** Mr. Farnsworth noted that the CLDC, City, and Town need to stay on top of State electrification efforts. Mr. Goodwin mentioned the City's EV charging station efforts and desire to build a solar canopy over its municipal parking lot.

**7. Resolutions and Motions**

Thomas Lyon, President

**8. Other Business**

**9. Privilege of the Floor**

**10. Adjournment**

Thomas Lyon, President

Motion to adjourn at 10:04 by Mr. Farnsworth, second by Mr. Griffith. Motion passed unanimously.

**11. Next Meeting:**

Regular Monthly Meeting – September 21, 2023; 8:30 am



**REGULAR MEETING:  
September 21<sup>st</sup>, 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 8:31 a.m.

**2. Roll Call**

Thomas Lyon, President

In Attendance:

Thomas Lyon  
John Goodwin  
Terry Fennelly  
Bob Taylor  
Doug Finch  
Andy Griffith  
Randy Farnsworth\*

*\*Denotes remote attendance*

Others Present:

John Casey, Town of  
Canandaigua  
Matt Horn, MRB Group  
Emma Falkenstein, MRB Group  
Bob Palumbo, Mayor, City of  
Canandaigua  
Adeline Rudolph, Town of  
Canandaigua  
Shawna Bonshak, Assistant City  
Manager, City of Canandaigua  
Krista Gleason, Ontario County  
Chamber

### 3. Approval of Minutes

Thomas Lyon, President

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

### 4. Financial Report

Bob Taylor, Treasurer

Mr. Taylor reviewed the September 2023 financial statements noting the MRB Group administrative services fee and the DRI grant writing fee. Mr. Taylor noted that he moved two \$25,000 CDs to 1 month terms at 5% which will auto renew. Mr. Taylor stated that he is working on reallocating the \$10,000 Winter In Canandaigua grant administration funding to Visit Finger Lakes.

Motion to approve the September financial statements by Mr. Fennelly, second by Mr. Griffith. Motion carried unanimously.

### 5. Other Reports and Priority Business

Thomas Lyon, President

**DRI:** Mr. Horn noted that MRB Group has been meeting regularly with the City and the Town to complete Canandaigua's DRI application. The project team met with ESD to review the 2022 and 2021 applications and discuss the 2023 application strategy. The DOS rep indicated the three area DRI boundary is within the grant guidelines.

Mr. Finch thanked Ms. Falkenstein for leading the public engagement efforts for the 2023 application.

Ms. Falkenstein discussed the overarching framing of the DRI application to address quality of life in Canandaigua. She noted that the City and the Town are aware of the need to combat the perception that Canandaigua does not need grant funding. She stated that the DRI application is centered around the three core themes of workforce housing, connectivity, and recreational amenities. These three themes help to address broad quality of life concerns across the City and the Town.

Mr. Finch mention the recent Ontario County Housing Study and how Canandaigua is viewed as a prime housing location but is not affordable for the region's workforce. Mr. Finch indicated how the DRI can help to address workforce housing in the Canandaigua community.

**Winter in Canandaigua:** Mr. Horn stated that he has been in communication with Valerie Knoblauch from Visit Finger Lakes, and that she is finished the business plan for the Winter in Canandaigua grant. Mr. Horn indicated that Ms. Knoblauch will attend a future meeting to discuss progress on the grant.

**Infrastructure:** Mr. Horn stated that the FL Rail presentation will be rescheduled for later in the fall. Mr. Horn indicated that RG&E is scheduled to present at the October meeting to address how the City and Town can be supportive of energy and natural gas infrastructure.

**Strategic Communications:** Mr. Horn encouraged the board to review the strategic tracker to check the progress of the CLDC's priorities. Mr. Horn stated that he has scheduled a meeting with the key economic development stakeholders in Canandaigua for the beginning of October. This will be the first quarterly meeting of this stakeholder group as per the strategic communication plan.

**Housing:** Mr. Finch and Mr. Horn brought up the recent announcement of the Pro Housing Community Designation Program. This program is the latest initiative of the Governor's housing agenda. Mr. Finch noted that to achieve the designation, communities need to demonstrate either a 1% growth in housing or pass a resolution stating a desire to support more housing development. Mr. Finch and Mr. Goodwin indicated that the Town and the City have submitted their intent to apply for the Pro Housing Community Designation. Communities that receive this designation will receive priority treatment for grant applications.

Mr. Taylor inquired about how zoning will influence future housing development. Mr. Horn noted that the State is interested in seeing communities create favorable permitting processes to help streamline housing development.

**Ontario County Chamber of Commerce:** Ms. Gleason provided an update on the Ontario County Chamber. She noted that at the present time, the Chamber currently retains ownership of the building. She noted that the exploratory selling process provided great feedback from the community regarding the importance of the building. The Chamber intends to explore the best future use of the building for the Chamber, as well as the broader Canandaigua community. Ms. Gleason noted that the Chamber will be seeking funding opportunities to complete essential building renovations. Ms. Gleason also stated that the Chamber will be issuing an offer to a potential Canandaigua to become the next Executive Director.

**Town Update:** Mr. Finch stated that Artisan Meats plans to expand and has purchased a building on Airport Road. Their main client is Wegmans, and the business intends to triple its workforce in the next two years from 100 to 300 employees.

**Ontario County Planning Efforts:** Mr. Lyon noted that the County is working on a draft workforce development RPF and childcare RPF. He indicated the County set aside \$4 million in ARPA funding for smaller grants for workforce development and childcare, which will be similar to the previous arts & culture grants. Mr. Lyon noted that the County is currently working out the best use of funding. Ms. Bonshak inquired about the total number of arts and culture grants applications. Mr. Lyon stated that the County received over 40 applications.

**6. Resolutions and Motions**

Thomas Lyon, President

**7. Other Business**

**8. Privilege of the Floor**

**9. Adjournment**

Thomas Lyon, President

Motion to adjourn at 9:17 by Mr. Fennelly, second by Mr. Taylor. Motion passed unanimously.

**10. Next Meeting:**

Regular Monthly Meeting – October 19, 2023; 8:30 am





**REGULAR MEETING:  
October 19, 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 8:31 a.m.

**2. Roll Call** Thomas Lyon, President

In Attendance:

Thomas Lyon  
John Goodwin  
Terry Fennelly  
Bob Taylor\*  
Andy Griffith  
Randy Farnsworth

Others Present:

Jeff Gallahan, NYS Assemblyman  
131<sup>st</sup> District  
Alexis Ogra, Chief of Staff,  
Assemblyman Gallahan

Joseph Sayre, Senior Economic  
Development Specialist, RGE  
Ryan Davis, Economic  
Developer, Ontario County  
John Casey, Town of  
Canandaigua  
Matt Horn, MRB Group  
Emma Falkenstein, MRB Group  
Bob Palumbo, Mayor, City of  
Canandaigua\*  
Adeline Rudolph, Town of  
Canandaigua

\*Denotes remote attendance

### **3. Approval of Minutes**

Thomas Lyon, President

Motion to approve the September regular board meeting minutes by Mr. Farnsworth, second by Mr. Fennelly. Motion carried unanimously.

### **4. Financial Report**

Bob Taylor, Treasurer

Mr. Taylor reviewed the October 2023 financial statements noting the MRB Group administrative services as the main financial activity for the month.

Motion to approve the October 2023 financial statements by Mr. Griffith, second by Mr. Farnsworth. Motion carried unanimously.

### **5. RGE Presentation**

Joseph Sayre, Senior Economic Development Specialist

Joseph Sayre, a Senior Economic Development Specialist for RG&E, gave a presentation regarding the future of energy and gas in the greater Canandaigua/Finger Lakes area. Mr. Sayre focused the presentation on how RG&E is supporting the Finger Lakes region in its energy and gas needs in conjunction with supporting New York State's clean energy goals.

Mr. Sayre noted that RG&E's Electric Team isn't aware of any immediate electric pinch points in Canandaigua that can't support normal load growth. This normal load growth does include electric residential factors. However, Mr. Sayre emphasized that RG&E is not allowed to forecast future residential or commercial growth which limits their ability to proactively expand electrification capacity.

On the gas side, Mr. Sayre stated that the Gas Planning Team has identified some reliability concerns regarding the gas feeding. RG&E's most recent rate case includes a pipeline solution to address these concerns. Mr. Sayre noted that RG&E's rates are going up as there was a pause in rate increases during COVID-19 and there is a rising need for essential infrastructure upgrades.

In terms of New York State's sustainability goals, Mr. Sayre stated that RG&E is committed to meeting the State's climate goals including the electrification goals outlined in the Climate Leadership and Community Protection Act (CLCPA). The CLCPA states that 70% of State energy will come from renewable sources by 2030. Additionally, the legislation requires the State to reduce economy-wide greenhouse gas emissions by 40% by 2030 and no less than 85% by 2050 from 1990 levels.

Mr. Sayre emphasized that the State's energy goals will require significant investment. Additionally, the reduction of natural gas will require substantial investment in electric infrastructure. Mr. Sayre noted that RG&E's role as a utility

provider will be to serve natural gas customers until they are no longer legally allowed to do so. RG&E's first priority is supporting customers in conjunction with supporting the State's energy goals and complying with all rules and regulations.

Mr. Sayre noted that as part of the CLCPA, the State established the Climate Action Council to develop a comprehensive plan for implementing the clean energy goals. The State intends to be a leader in sustainability and clean energy nationally and globally.

Mr. Sayre emphasized that the best way for the City and Town of Canandaigua to advocate for their infrastructure needs is to 1) support RG&E's rate case as it includes the projects necessary to meet the region's electrification needs and support reliable energy and 2) advocate for further funding with support from State and Federal political representatives. Mr. Sayre noted that advocating for capacity will be of particular importance.

The board engaged in discussion regarding the sustainability of renewable energy. Assemblyman Gallahan inquired how the State and utility companies intend to support communities with decommissioning plans for hazardous waste created from renewable infrastructure. Mr. Sayre emphasized the role of the Climate Action Council and encouraged the board to reach out to them for this type of information on rules and regulations.

The board discussed the supply chain issues, and how projects currently in development will still be multi-year processes. Mr. Horn noted that as utility providers are prohibited from speculative investment and most cities/towns/counties are strapped for resources, the state's electrification goals will be a big challenge. Mr. Farnsworth mentioned how smaller businesses likely won't be able to afford electrification. Assemblyman Gallahan and multiple board members noted how these energy goals may hinder economic development. The board engaged in discussion regarding how programs like Fast NY are providing some resources to support energy infrastructure projects.

Mr. Sayre noted that RG&E is exploring offshore wind and other renewable energy sources. RG&E wants to be and believes it's a partner in the area. Mr. Sayre stated that he would contact his team to see if someone with a deeper knowledge of Canandaigua's energy needs could speak to the board in the future.

## **6. Financial Report (Continued)**

Bob Taylor, Treasurer

Mr. Taylor provided an overview of the proposed CLDC budget for FY2024. He noted the critical assumption that the City and the Town will continue to provide \$25,000 respectively in funding for the CLDC. Mr. Taylor noted that the total projected expenditure for 2024 including consulting services, programming costs,

grants, supplies, insurance, audit fees, and miscellaneous/contingencies comes to \$143,600.

Board members representing the City and the Town of Canandaigua indicated that their respective budgets account for funding the CLDC in FY2024 but that the topic will be up for discussion in 2025.

Motion to approve the FY2024 budget by Mr. Farnsworth, second by Mr. Fennelly. Motion carried unanimously.

Mr. Taylor also noted that he is seeking to transfer \$10,000 currently being held by the Chamber to the Finger Lakes Visitors Connection for the Market NY grant to support the Winter in Canandaigua efforts. Mr. Taylor noted that Mr. Mills, the acting Executive Director of the Chamber, inquired if a portion of the \$10,000 could be used to compensate Chamber staff for their time facilitating the Winter in Canandaigua efforts. Mr. Taylor explained that the \$10,000 was originally the CLDC's contribution for the Market NY grant local match to support the Winter in Canandaigua efforts, with the Chamber acting as the banker for the project. Following The Lake House stepping back as the lead of the Winter in Canandaigua efforts, Mr. Horn facilitated the involvement of Finger Lakes Visitors Connection (FLVC), who provided the required additional \$50,000 in local match to enable the CLDC/Winter in Canandaigua collective to execute the Market NY grant contract. Mr. Taylor explained that his current understanding is that the CLDC's \$10,000 will go to the FLVC to fund \$10,000 of the \$60,000 match required for the grant.

The board engaged in discussion regarding the Chamber's request. Board members noted they understood the Chamber to be providing in-kind services for any Winter in Canandaigua meeting coordination and/or banking assistance. Following discussion, Mr. Taylor indicated that he would seek to transfer the funds to the FLVC.

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

Matt Horn, Executive Director

### **a. Strategic Communication Update**

Mr. Horn noted that MRB Group is continuing to update the accountability tracker and encouraged the board to periodically check it for updates. Mr. Horn stated that he coordinated a convening of Canandaigua's "big four" economic development players (CLDC, BID, Ontario County Economic Development Department, Finger Lakes Visitors Connection) for their quarterly meeting in accordance with the CLDC's strategic priorities. This meeting consisted of Ms. Falkenstein representing the CLDC, Mr. Davis representing Ontario County, and Ms. Knoblauch representing Finger Lakes Visitors Connection. Ms. Chauple from

the Canandaigua BID was unable to attend the meeting but expressed her enthusiasm to participate in future meetings.

Ms. Falkenstein provided a brief overview of the economic development stakeholder meeting. She noted that the group engaged in discussion regarding the role of the CLDC in helping to advocate for economic development initiatives in the greater Canandaigua area. She stated that the meeting illuminated how the CLDC can take the lead in enhancing communication and convening key stakeholder groups. She noted how the CLDC is in a unique position to create opportunities for different groups to come together and share information. Ms. Falkenstein also noted how the group discussed how the various entities have overlapping priorities and how the CLDC's strategic priorities align with the priorities for Ontario County and the broader region. She noted that the group expects to have their next meeting in December.

#### **b. Infrastructure**

Mr. Horn noted that Ontario County is continuing to examine infrastructure needs. Mr. Davis intends to engage with municipalities on the east side of the County to get a holistic understanding of all infrastructure needs across the County. Mr. Horn stated that he's in communication with Finger Lakes Rail and hopes to schedule their presentation for later in the fall.

#### **b. City Update**

Mr. Goodwin provided an update on the City's water and sewer projects. He noted that the City is currently looking at near-term and long-term plans to expand water capacity and address water quality. He noted that the near-term project aims to get the City's water system to its rated 9 million gallons/day and complete water quality upgrades. This project is expected to cost around \$14 million. The project timeline forecasts bonding and design in 2024 with construction complete by 2025. The City intends to apply for a WQIP to help finance the project. This project will enable the City to address the THM problems and ensure the City has growth capacity as the Akoustis expansion comes online. The long-term project is projected to be over \$20 million in water infrastructure upgrades to get the City's capacity to 12 million gallons/day. The City's capital improvement planning projects this project for 12-15 years in the future. Mr. Goodwin also noted that the City's WWTP project is moving along but that the system is seeing increased pressure from stormwater coming from County roads. He noted the need for both the City and the County to tighten their sewer systems.

**8. Resolutions and Motions**

Thomas Lyon, President

**9. Other Business**

**10. Privilege of the Floor**

**11. Adjournment**

Thomas Lyon, President

Motion to adjourn at 10:22 by Mr. Griffith, second by Mr. Fennelly. Motion passed unanimously.

**12. Next Meeting:**

Regular Monthly Meeting – November 16, 2023; 8:30 am



**REGULAR MEETING:  
November 16, 2023; 8:30 am  
MEETING CONDUCTED VIA HYBRID FORMAT  
CANANDAIGUA TOWN HALL/ZOOM**

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*--CLDC Mission Statement*

**Record of Proceedings**

**1. Call to Order**

Terry Fennelly, Vice-President

Mr. Fennelly called the meeting to order at 8:30 a.m.

**2. Roll Call**

Terry Fennelly, Vice-President

In Attendance:

John Goodwin  
Terry Fennelly  
Bob Taylor  
Andy Griffith  
Randy Farnsworth  
Doug Finch  
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**

Terry Fennelly, Vice-President

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

### **4. Financial Report**

Bob Taylor, Treasurer

Mr. Taylor reviewed the November 2023 financial report noting MRB Group's administrative services invoice and the Board's future obligations of approximately \$28,000. He noted that he is waiting to pay the next invoice until a CD matures at the end of November. Mr. Taylor stated that he signed and returned a letter received from EFPR to commence the 2023 audit, which is expected to cost approximately \$4,400.

Mr. Taylor noted that he's in the process of transferring the \$10,000 for the Market NY grant to Finger Lakes Visitors Connection (FLVC). Ms. Dello Stritto confirmed that she would return the \$10,000 to the CLDC for them to transfer the money to the FLVC.

Mr. Taylor stated that the current balance sheet has \$107,000 in cash assets, with \$28,000 expected to be billed by MRB Group by the end of the year. The P&L shows a net income of -\$7,586, which is expected given the CLDC's project initiatives.

Mr. Griffith inquired about when the City and Town will fund the CLDC for 2024. Mr. Taylor indicated that both entities will contribute their funds in January 2024. Mr. Horn suggested that the CLDC invoice the City and Town in December.

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

Matt Horn, Executive Director

#### **a. Strategic Communication Update**

Mr. Horn noted that Supervisor Simpson has assisted the CLDC in scheduling a presentation to the Ontario County Board of Supervisors (BOS) for their December 21st meeting. Mr. Horn hopes to use this opportunity to reinforce the messaging that came out of the infrastructure roundtable and the tentative commitments from the County to take a leading role in facilitating interjurisdictional cooperation. The presentation will be a "thank you" for their support and take place during the privilege of the floor portion of the meeting.

Mr. Horn stated that the CLDC will host the Q4 convening of the identified economic development stakeholders (CLDC, County, BID, FLVC, and Chamber) to discuss opportunities for collaboration. At the behest of Mr. Taylor, Mr. Horn will



clarify the purpose of the meeting with Denise Chaapel from the BID as she missed the first meeting in October.

#### **b. Infrastructure**

Mr. Horn stated that he is still working to schedule a presentation for Finger Lakes Rail. Bruce Habberfield hopes to be the person to present, but the timing of CLDC meetings is proving to be an obstacle. Mr. Horn suggested potentially holding a special meeting if schedules don't align. Mr. Horn noted that Ms. Falkenstein is working on information gathering for the infrastructure white paper.

#### **c. Winter in Canandaigua**

Mr. Horn noted that Ms. Knoblauch from FLVC has been working with Market NY to set up the contract infrastructure to get the funds flowing. Mr. Horn noted that the CLDC will have to submit reimbursement requests, prepared by Ms. Knoblauch, to Market NY. Mr. Horn noted that the timeline is a little behind but that he will ask Ms. Knoblauch to prepare a project update report for the Board once everything is situated.

#### **d. DRI**

Mr. Horn stated that Canandaigua is a finalist for the FLREDC DRI and had their presentation to the selection committee a few weeks ago. Mr. Horn thanked Ms. Bonshak, Ms. Dello Stritto, Mr. Davis, and Mr. Lyon for their help with the presentation.

Mr. Horn noted that the presentation team selected the final interview slot and that the presentation focused on addressing the image of Canandaigua and the need strive for One Canandaigua. Mr. Horn mentioned that this presentation was the first time Ontario County was a partner at the table for Canandaigua's DRI, and that Mr. Davis presented a lot of helpful information.

Mr. Finch noted the importance of Ms. Bonshak's perspective as both a City and Town employee to address the FLREDC's encouragement to pursue a joint City and Town DRI application.

Mr. Griffith inquired about the other finalists. Mr. Horn noted that Waterloo and Phelps submitted NY Forward Applications. Mr. Davis noted that Naples submitted an application and that there was a total of 19 NY Forward applications for the Finger Lakes region. Mr. Horn stated that Canandaigua only submitted a DRI application on the recommendation of the DOS technical staff that Canandaigua would not be competitive for a NY Forward.

Mr. Davis noted that the FLREDC NY Forward and DRI recommendations have been submitted to DOS for the final selection.

Mr. Horn stated that the presentation team practiced the presentation questions and that they were prepared for the questions asked by the FLREDC selection committee. Mr. Horn indicated that the winners will hopefully be announced in the new year.

#### **e. BID Update**

Mr. Taylor noted that the BID recently met and that there was a general feeling that downtown Canandaigua and Canandaigua more broadly is improving. He noted that business success, tourism, all things the CLDC are concerned about downtown seem to be going well. Mr. Taylor noted that downtown vacancy is improving, and people are really being present in the downtown.

Mr. Taylor stated that the BID is going to start marketing to the bus tour companies and that a lot of people are visiting the downtown markets.

Mr. Goodwin noted that these feelings of downtown improvement indicate that the vision that everyone has been striving for is finally materializing.

Mr. Taylor noted that the phrase "Canandaigua is on the cusp" is becoming true.

Mr. Griffith stated that the new buyer of the Aubergine building intends to renovate the upper floors into apartments to build on growing investment in the downtown.

#### **f. City Update**

Mr. Goodwin noted that the City is wrapping up the Main Street grant, which has helped to support housing and façade work in the downtown. Mr. Goodwin indicated that the City intends to pursue additional Main Street funding for planning and construction work.

Mr. Goodwin stated that Hotel Canandaigua will be sold to a new owner, who intends to infuse more capital in the building.

Ms. Bonshak noted that the first floor of the parking garage is opening.

Mr. Goodwin and Ms. Bonshak noted that the City is still waiting to hear back on a couple of CFA grants.

Mr. Horn noted that the Microenterprise grant is a good program to look into as it has rolling applications. Mr. Horn noted that he would bring it up at the economic development stakeholder meeting.

Mr. Taylor noted that the BID won a County grant for downtown streetscaping and placemaking enhancements.

Mr. Davis noted that the application window for the County's next grant program focused on childcare and workforce development is open until the beginning of December.

Mayor Palumbo noted his frustration that some residents are not seeing or acknowledging the progress in downtown Canandaigua. Mr. Palumbo stated that downtown vacancies have improved and that there are significant numbers of people visiting the downtown, yet locals don't seem to have the same interest as visitors in supporting local businesses. Mr. Palumbo inquired if there was a better way to get locals to go downtown or if there was a way to quantify local versus visitor spending.

Mr. Horn indicated that capturing local spending is an important part of supporting year-round businesses. Mr. Goodwin stated that the strategy for downtown revitalization is a multi-pronged approach for dining and niche retail.

Mr. Farnsworth inquired about the possibility of local businesses looking into where the sales tax is coming from for their businesses to determine local versus visitor spending.

Mr. Horn noted that Livingston County has some innovative initiatives to encourage shopping local. Mr. Goodwin stated that the BID does have a program for local gift cards. Mr. Griffith noted that the Chamber used to have a similar program for a shop local initiative.

Mr. Davis noted that he would inquire if Mr. Bacon from Livingston County would speak to the CLDC regarding their economic development strategy.

Mr. Horn indicated that the CLDC would look into supporting more shop local initiatives in Canandaigua.

## **6. Resolutions and Motions**

Terry Fennelly, Vice-President

No resolutions or motions.

## **7. Other Business**

### **a. Chamber Seat**

Mr. Horn inquired if Mr. Farnsworth will continue to fill the Chamber seat on the CLDC Board. Mr. Farnsworth noted that the next Chamber meeting will determine if he will stay on the Board.

#### **b. Infrastructure (continued)**

Mr. Farnsworth stated that the prior month's RG&E presentation greatly improved his understanding of the requirements to support industrial development in Canandaigua. Mr. Farnsworth noted that given the current economic climate, it seems like Canandaigua's current available land is best suited for housing. He inquired if the CLDC could consider inviting some major housing developers to speak to the CLDC regarding the current conditions for residential development.

Mr. Farnsworth and Mr. Davis noted that the recent Ontario County Housing Study will be very important moving forward.

The CLDC Board engaged in discussion regarding whether other municipalities and municipal leaders in Ontario County are aware of the infrastructure development constraints outlined by RG&E. Mr. Davis indicated that many municipalities are not aware.

Mr. Davis noted that the County is considering hosting a day of economic development learning sessions to support the various needs of its municipalities.

Mr. Horn inquired if he should utilize the presentation to the BOS in December as a call to action regarding the County's infrastructure and economic development needs. Mr. Davis indicated that the ask should come from the IDA and EDC, but that the CLDC can indicate their desire to be a part of the conversation. Mr. Davis stated that communities across the County need to de-silo themselves and learn from each other.

Mr. Griffith inquired if the County could start to identify ideal-type businesses. Mr. Horn and Mr. Davis noted how the bottleneck of power needs makes it difficult to proactively advertise sites.

Mr. Horn and the CLDC thanked Mr. Finch for his services to the Board and indicated they would miss his support after he takes up his new position in Texas.

#### **8. Privilege of the Floor**

No privilege of the floor.

#### **9. Adjournment**

Thomas Lyon, President

Motion to adjourn at 9:45 by Mr. Farnsworth, second by Mr. Griffith. Motion passed unanimously.

**10. Next Meeting:**

Regular Monthly Meeting – December 21, 2023; 8:30 am