

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

**MINUTES**

**May 19, 2011**

Present:       David C. Hartzell                               Paul Leone  
                  Clayt Ertel                                     Steven B. Bengart  
                  Chris Kempton                                 Nathan Neill  
                  Mary Powell                                    Pam Smith  
                  Scott Bylewski                              Cynthia M. Rosel  
                  David Schuster

Absent:        Michael Buettner  
                  Robert Geiger

Guests:       Elaine Wolfe  
                  Erik Eustice  
                  Jeffrey Feinen

Meeting was opened by Chairman Hartzell at 8:00 a.m.

Mr. Hartzell asked Ms. Rosel to take the roll. Present were David Schuster, Chris Kempton, Clayt Ertel and Chairman Hartzell. Scott Bylewski arrived at approximately 8:01 a.m. Mary Powell arrived at around 8:05 a.m. Michael Buettner was absent. Also present were Nathan Neill, Paul Leone, Steven Bengart, Pam Smith, and Cynthia Rosel. Elaine Wolfe, Erik Eustice and Jeffrey Feinen were also in attendance to give presentations on advertising.

**Minutes: April 21, 2011.**

Mr. Hartzell asked if everyone had a chance to review the April minutes. Clayt Ertel moved to approve the minutes from the April 21, 2011 with a second by David Schuster. There was nothing on the question.

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

**Treasurer's Report:**

Chris Kempton passed out the Treasurer's Report as of May 19, 2011. Mr. Kempton went over the balance sheet and profit and loss statement. There is a negative balance as expenses have exceeded income. That is not unusual at this point in the year as activity picks up in the summer. There are some projects that we have not closed on. He also went over the attached budget. There was a motion by Scott Bylewski with a second by Clayt Ertel to approve the Treasurer's report as of May 19, 2011. There was nothing on the question.

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

Mr. Kempton passed out copies of the Annual Audit report that was prepared by Drescher and Malecki. CPA. Mr. Kempton added that the report has to be accepted. This is the final report and is the same as the draft that was presented at the last meeting. A motion was made by Clay Ertel with a second by Scott Bylewski to accept the Audit Report of 2010 as prepared by Drescher and Malecki CPA. On the question, Mr. Bylewski asked if there were changes since the March meeting when the draft report was submitted. There were none. Mr. Kempton added that the CIDA Finance and Audit Committee met at end of the last meeting to review the Audit report. It was duly noted by Mr. Hartzell.

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

**Correspondence:** None to report.

#### **Presentations by Advertising Agencies:**

Mr. Hartzell introduced Elaine Wolfe the owner of *Implementors* a marketing and communications task force group. Ms. Wolfe thanked everyone for inviting her to the meeting. Ms. Wolfe provided a handout. She has been in business for over 40 years. Ms. Wolfe specializes in corporate communication and has prepared annual reports for a number of clients. She has also done advertising and promotional material of all types for her clients. Her presentation included how she would market the Clarence IDA. She is a resident of the Town and has worked with several organizations and groups. She does most of her own graphics but also uses other graphic companies. She works with her clients from concept to completion. Mr. Kempton asked her to explain what she has done for some of her clients. Ms. Wolfe spoke about one of her clients, Pratt and Lambert and went on to explain how she developed a marketing plan for the company's new color line and was then asked to be the agency for Pratt and Lambert. Mr. Bylewski asked if she noticed anything that the CIDA may be lacking in their advertising and marketing. She answered that there should be more involvement by some of the other organizations professionals, businesses and the community in general in the Town. Mr. Kempton asked what the period of time would be to know if the advertising and marketing is having the effect that the CIDA would like it to have. Is it a year, two or three year plan? Ms. Wolfe has done several brochures for various organizations in the Town as well. She is very interested in working with the CIDA and once again thanked everyone present for having her give this presentation. Mr. Hartzell thanked Ms. Wolfe for coming in and added that she gave a great presentation.

Mr. Hartzel introduced Erik Eustice of *Of the Sea, LLC*. Mr. Eustice passed out a brochure "A Marketing Strategy Framework" outlining his approach that included "*Vision; Identity; Expression; Experience.*" Mr. Eustice went over the importance of these four bullet points explaining each briefly. Mr. Eustice is a photographer, artist and writer, whose clients have included the Hunter's Hope Foundation, locally and on the national awareness campaign. He has worked with Geico and other smaller, local businesses. He would bring an outside perspective to the process. Mr. Bengart asked if he works alone or does he have others working with him. Mr. Eustice answered that he is the company but works with graphic designers, web developers, social media strategists and whoever else would be needed to develop the marketing plan. He develops the creative direction to produce the plan. Mr. Hartzell thanked Mr. Eustice for coming in.

Jeff Feinen is a Clarence resident and the President of the *Feinen Group*. The Company is comprised of a group of experienced marketing and public relations professionals, seasoned visual communicators and technology advisors. Mr. Feinen provided a marketing proposal executive overview handout as part of his presentation. The Feinen Group's key services include strategic planning, public relations, creative communications development, web-based digital content creation, social media campaign development and consultation. The Feinen Group has over 30 years of marketing and visual communications experience as well as over 25 years of computer based digital communication and web development experience. They have worked on the Town Branding campaign and the Clarence Bicentennial. The award winning group has clients in Buffalo as well as in other states. Mr. Feinen's presentation included what the CIDA needs to do with its advertising that will be most effective. He also suggested the website is a good promotional tool. Mr. Feinen observed that the CIDA needs to be advertised more generally as well as marketing to specific groups. Mr. Hartzell asked what the cost of the branding for the Town cost. To date it has been about \$ 9,000+/- inclusive of the printing costs. Mr. Hartzell thanked Mr. Feinen for coming in to give his presentation and Mr. Feinen thanked the Board for having him.

There was brief discussion regarding the presentations. Mr. Hartzell has one more agency scheduled for the next meeting. There will be further discussion at the July meeting to determine the direction the CIDA advertising should be going. Today's presentations were very enlightening. Each presentation outline included key points that the group will discuss further at the June and July meeting. Some topics that will be discussed will be product, marketing, target groups, general advertising, tools used to achieve goals, budgeting and costs.

Adjournment.                    9:25 a.m.

Next Meeting: June 16, 2011.