

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

MINUTES

June 16, 2011

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

Guests: Mark Didas, Wave Spawn Marketing Solutions

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

Mr. Hartzell asked Ms. Rosel to take the roll. Present were David Schuster, Scott Bylewski, Chris Kempton, Clayt Ertel and Chairman Hartzell. Michael Buettner arrived at approximately 8:03 a.m. and Mary Powell arrived at around 8:15 a.m. Also in attendance were Nathan Neill, Paul Leone, Steven Bengart, Pam Smith, and Cynthia Rosel.

Minutes: May 19, 2011.

Mr. Hartzell asked if everyone had a chance to review the May minutes. Scott Bylewski moved to approve the minutes from the May 19, 2011 with a second by Chris Kempton. 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 June 16, 2011. Mr. Kempton went over the balance sheet and profit and loss statement. The donation was made to the Clarence Chamber. The details are attached as well a copy of the Budget. There was some discussion regarding closing on any projects in the near future and if there are any new projects in the works. Mr. Neill said that there is one for West Herr and that project should close shortly. There are a couple potential applicants that Mr. Leone has appointments with. There was a motion by Scott Bylewski with a second by David Schuster to approve the Treasurer's report as of June 16, 2011. There was nothing on the question.

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

Correspondence: None to report.

New Business:

Mr. Hartzell spoke regarding a new veterinary business that will be opening in the Hollow. They will be doing extensive remodeling. It would be about a half-million dollar project. The owners are moving here from out-of-town. Paul and David will be meeting with them next week at Hayes to discuss the project to see if what CIDA benefits they would qualify for.

Paul was on the hour long conference call with the IDA Leadership Council. He informed the members that Clough Harbor Associates has been hired by NYSERDA to do their marketing. There was a suggestion by Brian McMahon that the all IDAs throughout the state market through NYSERDA. There has also been some discussion regarding using local labor and prevailing wage. The CIDA has already addressed using local labor in its amended Local Procurement Preference Policy.

Mr. Hartzell attended the Hollow Association meeting last week. There was discussion on how to bring the Hollow back and what is being done to revitalize the area. The consensus was to try to attract more art galleries to the Hollow. Mr. Bylewski asked with the potential reopening of the Valley Inn is there something that Paul should be made aware of. There is some remodeling going on. There was also mention of the new Bistro that has opened. Everyone has heard that the Bistro has been very busy and that the food is excellent. Mr. Ertel added that these small boutique restaurants, if successful, will bring other business to the Hollow. Whatever is practical will work. Mr. Hartzell will report back on the next meeting.

Presentations by Advertising Agency:

Mr. Hartzell introduced Mark Didas of Wave Spawn Marketing Solutions. Mr. Didas is the founder of Wave Spawn Marketing Agency that is a small, growing full marketing service agency in WNY. The Agency is moving to Clarence Center this fall. His presentation included topics on capabilities, scope, philosophy, solutions to marketing, how to manage, communication, print add, growth, awareness, focus, social media, websites, face book and a slide show of some campaign samples. He spoke about targeting customers, content creation, incorporating press releases, conferences with public relations and media, print advertising, direct marketing, and content creation. Mr. Ertel asked about the time frame to see measurable results when engaging a contract with a client. How long is the normal contractual period and how would you explain that. Mr. Didas said that it takes 2-3 months for the search engine to index the information and to start seeing results. Six to twelve months is typically a normal range to sort of start seeing measurable results. Mr. Kempton asked about the process they go through in helping a company develop their marketing plan. Mr. Didas answered that it is more of a debriefing... setting up a meeting...extracting information...understanding what the business model is....what you are doing today and what is your objective...where do you want it to be in a year from now. Mr. Buettner asked if he worked with other Towns in "selling the Town". Mr. Didas said no that they do not at the present. Mr. Bylewski asked if Mr. Didas has had a chance to look at what the CIDA has done in the past and based on that, what he thinks the CIDA has done well and what it can do differently. Mr. Didas said that he has looked at the website and really has not had a lot of time to investigate further. Mary Powell asked why he was building in Clarence. Mr. Didas said he they needed more space and is moving his business to a location on Main Street. He works with a staff of five and sub-contractors for technical development and

content writing. Mr. Kempton asked if there is one type of marketing that is more effective knowing what the CIDA is trying to do. Mr. Didas said it his philosophy is to test a few things out. It could be a using a combination of different types of media. It depends on what has been successful. Mr. Bengart asked if Mr. Didas is WaveSpawn, if he is part of a larger group or does he contract out. Mr. Didas answered that WaveSpawn is an LLC and has a staff of 5. Some very specific things are farmed out such as video production. Mr. Hartzell thanked Mr. Didas for his presentation and welcomed his business to the Town of Clarence.

Strategic Plan:

Mr. Kempton went over the Strategic Plan. Basically there are three or four different goals or strategies that CIDA is implementing, one of which is marketing the benefits of the CIDA. Mr. Kempton said that the CIDA has created a sort of marketing plan that the members have been working on and implementing together. There are three strategies that CIDA has in the plan: 1) Increase public awareness in Clarence; 2) Target external businesses for development within Clarence; and 3) Target internal businesses within Clarence to expand. Items to discuss are advertising in the Clarence Bee and doing editorial letter to the Clarence Bee to increase public awareness in Clarence, personal contacts, target trade groups, identifying events to attend, [such as attending the New York State Commercial Association of Realtors (NYSCAR), and SBA events,] target realtors and banks, the Rotaries, Chambers of Commerce, conduct a business seminars on IDA benefits, and consider reducing CIDA fees. Secondly, to make strategic investments that would promote business development. Should the CIDA hire someone to develop the marketing plan. Do we hire someone to make the plan tighter and implement the plan. The group agreed that the product would be the Town of Clarence. Mr. Kempton also brought up the “shovel ready sites” and where are they. Ms. Powell said that putting out an RFP has been discussed. There was discussion regarding what should be in the RFP. There was also discussion about how much to spend on the marketing plan. Ms. Powell also added that the marketing could also include the properties, land and buildings available for the website and the website itself. Mr. Bengart said that we have to figure out who the CIDA target is and if there is somewhere they can locate in the Town. Mr. Bylewski added that this is about marketing the CIDA and the benefits of the CIDA. Funding is limited. As an IDA, we need to figure out what the IDA is trying to market...come to Clarence so you can enjoy the benefits of the CIDA...or...we will give you the benefits so you can enjoy the Town of Clarence. There was further discussion about contracting for marketing. Mary Powell is going to prepare a rough draft of an RFP. Mr. Hartzell asked Ms. Powell to prepare something and forward to Cindi Rosel for distribution. Ms. Powell will follow through with Cindi Rosel.

Ms. Powell spoke to the Board regarding the last Leadership Council meeting. There were some items that were tweaked in the policy that were redundant. At that meeting, Paul Leone suggested that the policy be clarified so any one can explain the policy. Ms. Powell suggested that the Board meet to go over what the policy is so that all the Board members could explain it if asked to. Mr. Neill thought the rating system should also be explained to the Board and how it pertains to how a project is scored. There was further discussion regarding the smart growth issue. There was brief conversation and Mr. Ertel added that for the most part, we understand what smart growth is. Mr. Bylewski added that they define smart growth as regionalism. Mr. Kempton thought this could be an agenda item. Ms. Powell asked if the Board wanted a separate meeting.

Donation to Clarence Post No. 838

Mr. Hartzell asked if anyone had any comments on making the donation to the Post. Mr. Hartzell moved to donate \$500 to the Clarence Post No. 838 and that if possible, any products that go into the care packages be purchased in the Town of Clarence. There was a second by Mr. Schuster. On the question,

Mr. Bylewski added that he spoke to Ms. Lindner and she will add brochures advertising the Town and SBA Veteran's Benefits brochures for starting businesses in the care packages. Mr. Buettner thought a better compromise would be to donate \$1,000. Mr. Kempton added that \$17,000 was budgeted for the donations and \$15,000 was already allocated. Mr. Hartzell moved to amend his motion to donate \$1,000 to the Clarence Post No. 838 for care packages to include the brochures with a second by Mr. Schuster. There was nothing further on the question.

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

Friendly motion to adjourn by Chairman Hartzell at 9:25 a.m.

Next meeting is on July 21, 2011.