

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

MINUTES

June 17, 2010

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

Guests: Janine E. Tramont, Bus. Development and Special Programs-UB
 Tom Ulbrich, Ex. Dr. CEL UB
 Robert Geiger

Meeting was called to order by Chairman Hartzell at 8:06 a.m.

Mr. Hartzell reported on the Six Sigma Committee meeting and thanked the Board for voting to provide the luncheon for the meeting.

Mr. Hartzell asked Cindi Rosel to take the roll. Present were David Schuster, Scott Bylewski, Michael Buettner, Christopher Kempton, Mary Powell, Clayt Ertel and Chairman Hartzell. Also present were Steve Bengart, Nathan Neill, Paul Leone, Pam Smith, and Cindi Rosel.

Mr. Hartzell advised that the State has returned the \$5,643 that the CIDA paid to them for the assessment they were collecting from IDAs.

Minutes – May 20, 2010

Mr. Hartzell asked if everyone had a chance to review the May 20, 2010 minutes. Scott Bylewski moved to approve the minutes of April 15, 2010. There was a second by Chris Kempton. There was nothing further on the question.

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

Treasurer’s Report

Chris Kempton passed out the report as of June 17, 2010. Mr. Kempton went over the Balance Sheet and the Profit and Loss Statement. There were fees received in the amount of \$7,000 that included \$6,000 from the 9645 Wehrle Drive-At the Lock/ inLighten Project and \$1,000 from 8450 Main St.-Infinity Eye OD, PLLC, d/b/a Clarence Eye Care Project. The total fees received to date are \$18,155. He also reported that the refund from the State was put back into the contingency line item. There will be some projects closings in the near future. The estimated

revenues are around \$90,000 for 2010. We will have to wait and see if we make the revenues this year. Scott Bylewski moved to accept the Treasurer's Report with a second by David Schuster. On the question, Mr. Bylewski made reference to the refund of the monies paid to the State being listed in the details on page 2 of the profit loss statement. There was nothing further on the question.

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

Mr. Hartzell introduced Janine Tramont from UB School of Management/Business Development and Special Programs. Mr. Bylewski explained that the CIDA received a letter from the State regarding the Public Authorities Reform Act and Minority and Women Owned Enterprises. The letter specifically indicated State Authorities and state contracts. The CIDA is a Town Authority. The State sent a follow up letter indicating that the first letter was sent in error. However, Mr. Bylewski added that it is important that the local IDAs also become actively and proactively involved with Minority and Women Owned Businesses. Ms. Tramont explained that the Allstate Foundation Minority & Women Emerging Entrepreneurs Program started about seven years ago and Ms. Tramont has been at the helm for the last three years. The program enables minority and women entrepreneurs to move their early stage businesses to the next level through education on business planning, strategic planning, marketing and other topics that all business owners need to know. Women and minorities, male or female, that own a business and are currently selling a product or service, are eligible to participate in the program. The program is fee and certificate based with no university credits. The program has graduated over 125 business owners in the last seven years. There is an application, interview and review process and the fee is \$500 for a \$4,000 program. There is no income requirement. Ms. Tramont went over specifics of the program explaining the curriculum. She stressed that mentoring is a very integral part of the program and each participant is assigned two business mentors. When the program is completed the business owner has a completed business plan and business presentation. The business owners also have to set their objectives at the beginning of the program and report to a panel at the end of the program.

Mr. Hartzell introduced Tom Ulrich, Executive Director of the UB School of Management Center for Entrepreneurial Leadership (CEL) program that helps business owners develop their businesses and business skills. Mr. Hartzell and Ms Powell have gone through the program and highly recommend it. He spoke briefly about the MWEE and the CEL Core Program. He thanked the Board for having him and Ms. Tramont in to give a presentation on programs UB has to offer to business owners. Mr. Hartzell and Mr. Bylewski thanked Ms. Tramont and Mr. Ulrich for the presentation.

Correspondence:

CIDA received Notices of Public hearings from the Lancaster IDA, Amherst IDA, and the Hamburg IDA that were e-mailed to the Board. (All details were e-mailed)

- Letter from the State Department of Taxation and Finance with a refund check to reimburse the assessment that was imposed CIDA and stating that there would be no further action taken to collect assessment for the 2009-2010 Fiscal Year.

- Letter from State Assembly dated March 17, 2010 letter regarding Minority and Women Owned Business Enterprises and the Public Authorities Reform Act.
- Letter from State Assembly to disregard the letter of March 17th re Minority and Women Owned Businesses and the Pub Authorities Reform Act as the provision applies solely to the State and not the IDAs.

New Business:

Paul Leone met with Adam Michaels from Seal and Design. They are looking at an expansion to construct an addition of approximately 10,000 to 12,000 sq. ft. Mr. Leone is working on the application process with them.

Mr. Leon and Mr. Hartzell met with Picone Development to discuss an expansion at 10995 Main Street. They will be submitting an application.

Paul also met with Transwave Communications Inc. located on Wehrle Drive. The project does not meet the requirements to qualify for CIDA benefits. Mr. Leone did, however, work it out with ECC to help them with training. Mr. Bylewski added that was a nice set up with that.

Mr. Leone received an invitation from the Montessori School for the Board to drop in to see the school.

Mr. Leone passed out a flyer on the Small Business Forum for anyone that might be interested in attending.

Mr. Leone added that Mr. Hoyt tried to introduce a bill on IDAs again and it was pulled from the Local Governments Committee agenda as a result of the grassroots efforts by IDAs.

Note: Mr. Ertel will recuse himself from the Picone project.

8584 Sheridan Drive - Cobblestone Center LLC Project.

Mr. Neill has a resolution that needs Board approval authorizing the execution and delivery of a mortgage in the principal amount of \$950,000 for the 8584 Sheridan Drive project with Empire State Certified Development Corporation (ESCDC). There is no new money involved. It is a refinance from M & T to ESCDC. Motion by Scott Bylewski to approve the resolution as written with a second by Clayt Ertel. There was nothing on the question.

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

Radio Advertising.

Mary Powell reported on the radio ad campaign spots that the Leadership Council has developed regarding local IDAs. They have also come up with a letter to send to current and past project applicants thanking them for their commitment and contributions to the local economy to coincide with the airing of the radio spots. Mr. Hartzell also brought in the print ad that goes along with the radio ads. The radio advertising is available today for the Board to hear. The ads

are titled “The House that Jack Built.” The CIDA has committed \$7,000 to the campaign and Amherst will be sending out the invoices.

The print ad will use one CIDA project. The discussion continued regarding the cost of the development of the ad. The ad will go into the Bee. Mr. Kempton asked if it would also go into the Buffalo News. Mr. Hartzell said no it won't. It will go in the local paper. Mary Powell asked if the ad can go on the website or a flyer. There was discussion regarding use of the ad in other venues. Mr. Hartzell thought it was a good that all the IDAs have come together to run the ads and everyone is on the same page in this joint effort. There was further discussion on how this campaign will spread the positive advertising throughout the state that CIDA's are a valuable component in bringing businesses and jobs to towns and other municipalities.

Mr. Kempton wanted to know if we have committed to any other advertising this year. He wanted to know if we are pulling back on the ads and using the radio and the print ad in place of other ads.

There was further discussion regarding using the print ad and plugging in other projects for future ads and redaptive re-use projects. Different projects were suggested for the ad. There was a motion by Chris Kempton to continue with an advertising program and choose the appropriate company for the ad with a second by Clayt Ertel.

On the question it was suggested to use Seal and Design. Mr. Bylewski pulled the PARIS report and Seal and Design has increased the number of employees from 10 to 65. Mr. Ertel suggested that should be used in the copy. Mr. Hartzell will see that the increase in the number of employees for Seal and Design will be put in the ad. Ms. Powell will speak to Seal and Design to see if they will be the first project for the initial ad. There was further discussion about an alternate and it was decided that Italian Marble would be an alternate for this first ad. Mr. Hartzell will wait until he hears from Mary Powell before he goes forward with the print ad. Other projects that will be highlighted in the print ads will be chosen at a future meeting. There was nothing further on the question.

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

Mary Powell suggested that it would be a great idea to use this print ad for flyers to pass out at local festivals such as “Day in the Park” and/or “The Taste of Clarence”. The rest of the Board thought that would be a great idea to spread positive advertising about the CIDA. Mr. Kempton thought it was a good idea but we should wait until next summer to do something along that line. We should finish up with doing the ads that are planned. Mr. Ertel thought the Chamber could have the flyers available at their booth at “Day in the Park.” Mr. Buettner and Mr. Ertel thought that the amount should be allocated today for the printing of the flyers and the Chairman can decide when to have them printed. Motion made by Mary Powell to allocate \$500 a for the printing of flyers using the “House that Jack Built” print ad concept to be distributed at the a local festivals and/or other events held in the Town of Clarence at the discretion of the Chairman. There was a second by Christopher Kempton. On the question Mr. Kempton asked if it is not to exceed \$500. Mr. Hartzell answered yes. Mr. Kempton said it will come out of the

Marketing and Promotion budget line. Mr. Hartzell added that he will discuss further with Ms. Powell before he proceeds with the printing of the flyer.

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

Mr. Hartzell said that we have an invoice from Print King for ad development. Mr. Hartzell said they did two ads for the CIDA and leg work on the ad campaign and should be paid for that work. We will no longer be using them for graphic work although we will use what they have provided. CIDA will now be using John Arnold. Michael Buettner moved to pay the invoice from Print King with a second by Chris Kempton. On the question the payment will come from the Advertising budget line. There was nothing further on the question

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

Mr. Ertel reminded the Board that there would be follow-up discussion on the Carl Calabrese presentation and the lobbying efforts by his company. Mr. Ertel asked Mr. Neill if he has heard anything on the lobbying efforts. Mr. Neill said that Hamburg has joined. Mr. Leone added that Hamburg and Lancaster have joined but only for three-months. Mr. Ertel added that he believes that CIDA should keep on looking at this effort to see where it is going and how it would benefit the CIDA. Mr. Bylewski would like to see how the three months plays out with the other IDAs before the CIDA commits to the effort. Mr. Ertel said that the Town of Amherst is in for longer. Mr. Neill added that they are but can opt out at anytime. Mr. Bylewski added that Mr. Calabrese did follow-up with a letter on his question regarding how much time was spent in Albany on IDAs. Mr. Buettner agreed with Mr. Bylewski as well as Mr. Hartzell. Mr. Hartzell suggested to wait 90 days until the legislature is back in session. Mary Powell would like to see a time line from Mr. Calabrese as to the time spent on in Albany as well. There was nothing further.

Mr. Hartzell thanked everyone for attending the meeting and volunteering their time and efforts.

There was a friendly motion to adjourn.

Next Meeting –July 15, 2010

(Note: Pam Smith and Clayt Ertel informed the Board that will not be at the July meeting)

Respectfully submitted,
Cynthia M. Rosel