

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

MINUTES

September 16, 2010

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

Absent: David Schuster

Chairman Hartzell called the meeting to order at 8:00 am and took roll call. Members present were Chairman David Hartzell, Clayt Ertel, Christopher Kempton, Michael Buettner and Scott Bylewski as well as Paul Leone, Nathan Neill, Steven Bengart, Pam Smith, Robert Geiger and Cindi Rosel. Mary Powell arrived at approximately 8:06 am after the correspondence report. Dave Schuster was absent.

Minutes: August 19, 2010.

Mr. Hartzell asked if everyone reviewed the minutes from the August meeting. Scott Bylewski moved to approve the minutes of August 19, 2010. There was a second by Chris Kempton. There was nothing on the question.

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

Treasurer's Report.

Chris Kempton handed out the Treasurer's Report as of September 16, 2010. Mr. Kempton said that the Budget for 2011 needs to be approved at this meeting. It has to be posted on the website by September 30, 2010. He would like to discuss the budget after he gives his monthly report. Mr. Hartzell said that the budget is number 8 on the agenda and we can discuss at that time. There has been no change in the CD market, so the funds will be kept in the Money Market. Mr. Kempton reported that there were significant fees collected since the August meeting. Total fees collected are now \$74,042.50. It looks like we will achieve our budgeted income amount if more fees are received. Mr. Kempton asked if it was anticipated that more projects would be closing before the end of the year. Mr. Bengart and Mr. Leone answered yes, there are. Mr. Kempton asked if there were any questions. Motion by Scott Bylewski with a second by Clayt Ertel to approve the Treasurer's report as presented. There was nothing on the question.

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

Correspondence.

We received a form from the New York State Economic Development Council asking if the IDA would like to be reimbursed for the unspent balance of its contribution or have NYSEDC (New York State Economic Development Council) keep the funds to fight future IDA battles such as the IDA tax. There was a brief discussion. Mr. Bylewski as well as Mr. Bengart suggested that we request a refund. The Board was in agreement. The form will be faxed back to the NYSEDC requesting the pro-rated refund.

9680 County Road – John Roba Project.

Mr. Leone reminded the Board members that a public hearing was held for this project on August 19, 2011. No action was taken at that time as the applicant, John Roba of J & R Products, had not submitted an application to the Town for the expansion. The item is on the agenda to consider the request for Agency Assistance. The applicant, Mr. Roba, was present at the public hearing to explain the project and answer any questions. The amount of the project is \$300,000 and entails the construction of a 5,000 to 7,000 +/- square foot addition to the existing 10,500 square foot building on approximately 3+/- acres of land located at 9680 County Road. The project would include the renovation of the existing building and the purchase and installation of machinery and equipment. J & R Products is a manufacturer and supplier of replacement parts for recreational vehicles. The business is growing rapidly and needs to expand. It started with 10 employees nine years ago and now has 33 employees. They expect to add a minimum of 10 additional jobs. Mr. Leone added that they would be receiving benefits in the form of a Pilot, mortgage recording tax exemption and sales tax exemption. Mr. Bylewski added that the Town did pass a SEQR resolution and did approve the project. There was a motion made with a second by Chris Kempton to approve the Neg Dec for the 9680 County Road Project. There was nothing on the question.

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

Motion made by Clayt Ertel to approve the inducement resolution as presented with a second by Chris Kempton. On the question Mr. Bengart added that all the discussions had at the public hearing on August 19, 2010 are incorporated in making the decision at this meeting.

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

Budget for 2011.

Mr. Hartzell opened the discussion on the proposed budget. Mr. Kempton began with the amount that would be committed to advertising and marketing and promotion. The advertising line was the same as 2010 and marketing and promotion was put in at a little higher. The community relations amount is based on the adopted donation policy. There was discussion regarding the Seminar costs and perhaps having a seminar here at the Town Hall in addition to ones held at UB. Mr. Hartzell added that the seminars that had at UB are better attended. CIDA pays for the mailings to everyone in Clarence to promote the UB seminars. UB picks up the rest of the cost. Mr. Kempton asked if the Board should consider just having just the UB seminars. If it is decided to do seminar in the Town Hall, the cost could be taken from the

marketing and promotion. The \$1,000 is not reflective on what is actually spent on the seminars. Mr. Hartzell would like to increase the seminar line to \$3,000, which would include the mailing fees. Mr. Bylewski said that he hoped that the brochures that the CIDA contributed to will have a positive effect in promoting the CIDA to the businesses in and outside of the Town. He also mentioned that there is a project in the works to use the WNED "Our Town" video as a further marketing piece. It would be compressed and rearranged to include interviews with the CIDA chair, Scott as Town Supervisor and others. It would cost \$5,000 to \$10,000. The cost is around \$1,000 per minute. He asked that the CIDA keep that in mind during the budget discussion and consider making a contribution to this effort. Mr. Leone asked about the \$15,000 increase in the Administrative Fees and what that was based on. There was discussion on the collection of the Administrative Fees having been met for 2010. The interest collected has not been met. The fees collected for this year will increase. Mr. Hartzell also said that he thinks that Marketing and Promotion should be increased to \$10,000 and Advertising to \$30,000. There was further discussion regarding raising expenses and the anticipated income for 2011. There would be a line item added to Appropriated Fund balance to reflect the \$17,000 Community relations line item. Ms. Powell also added that we should consider the use of the funds for infrastructure. Mr. Kempton made a motion to adopt the preliminary budget as the adopted budget for 2011 based on the discussions had and that the changes be incorporated in the 2011 budget. Mr. Bylewski added that would include the changes in the line items for Advertising be increased from \$20,000 to \$30,000, Marketing and Promotion be increased from \$7,000 to \$10,000 and Seminar costs be increased from \$1,000 to \$3,000. Administrative fees will be reduced to \$85,400 to balance the budget. Mr. Hartzell asked if there was a second to Mr. Kempton's motion. Mr. Ertel made the second. There was nothing further on the question.

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

Mr. Hartzell thanked Mr. Kempton for the effort he put in to the Budget. For the record, Mr. Bengart added that the Budget will be posted on the line by September 30, 2010.

There was discussion regarding the budget, use of funds, and return.

Marketing, Promotion and Advertising.

There was discussion regarding how to better use Advertising and Marketing and Promotion, to promote the CIDA. Mr. Hartzell said that if you want to get business to come to Clarence, you have to go outside of the Town with your advertising to attract business to come to the Town. The radio ads were a great campaign. Mary Powell talked about Ellicottville and Lewiston and how those Towns are promoted to attract business. There was discussion on using one or two day events to promote tourism to the Town. Mr. Buettner thought that tourism promotion should be done by the Chamber. We could support it, but it should not fall under the purview of the CIDA. Mr. Leone said that Chautauqua is talking about doing a special Pilot for tourism. There was discussion about having the right promoter for special events for tourism in Clarence. Mr. Hartzell talked about the success of the Taste of Clarence/Car Show and amount of people that attended. He spoke about different events held in other Towns including a Jazz Festival. Mr. Kempton spoke about public awareness being the main priority and main objectives in promoting industrial and business development in Clarence being to increase on what IDA's have to offer to businesses. He continued saying that the focus on public awareness may continue to be the major priority in marketing. He added that another purpose would be to

communicate to the business community that Clarence is open for business, encouraging those businesses within Clarence to consider expanding and that the CIDA is here to help them and to attract businesses from outside Clarence to consider relocating to Clarence. Therefore, the three initiatives to focus on are Public awareness; attract businesses from outside Clarence to come in and to encourage business here, to expand. The priority is changing. There has to be a decision on where to focus the Marketing and Advertising. Mr. Hartzell thought that we need to promote attracting business to come to Clarence. Mr. Kempton asked which media would be the best way to do this, newsprint or radio and perhaps TV. There was further discussion on how to achieve these initiatives.

There was further discussion on promotion at things like the Annual Meetings such as the Business Expo at Eastern Hills Mall. Mr. Ertel said that there was not a lot response to that. Mary Powell suggested going to the Commercial Real Estate Brokers Annual Meeting or other such events. It would be great opportunity to promote the CIDA to businesses attending.

There was discussion regarding the type of projects that the IDA's considers and adaptive re-use and a recent article in the Buffalo News. Mr. Neill said the purpose is to re-use the buildings not the tenants. Mr. Hartzell was concerned that there could be too many of the same businesses approved, even though they are in an enhancement zone. Mr. Bengart said that the CIDA has to take a hard look at every single project, if the requirements are met and what distinguishes the project from a similar project, even if it is an enhancement zone. Mr. Bylewski said that we cannot discriminate just because there is another business of that type near the same kind of business wanting to locate in that area. We have to look at what that business is bringing to the area, especially look at jobs creation. There was further discussion regarding adaptive re-use. Mr. Hartzell brought in the Seal and Design ad that was in the last issue of the Bee.

Mr. Bylewski had one non-agenda item. He spoke to Noel Dill of Rock Oak regarding proposed plans for the mixed use of the property located in the front of Rock Oak. Mr. Dill would like to have business incubators. A meeting will be held on Friday, September 24th at 8:30 am. He wanted to know if Paul Leone would be there. He also invited Bob Geiger from the Chamber.

There was a motion by Clayt Ertel with a second by Chris Kempton to go into Executive Session on the employment of a particular person pursuant open meetings law section 105-1(f) and attorney client privilege at 9:20 a.m. The Board went back into regular session at 9:24 am. No action taken.

Meeting adjourned at 9:24 a.m.

Next meeting is October 21, 2010

Respectfully submitted,

Cynthia M Rosel

