

ONONDAGA CIVIC DEVELOPMENT CORPORATION
Regular Meeting Minutes
March 7, 2023

The Regular meeting of the Onondaga Civic Development Corporation convened on Tuesday, March 7, 2023 at 335 Montgomery Street, Floor 2M, Syracuse, New York, 13202 in the large conference room on the 1st floor.

Michael LaFlair called the meeting to order at 8:42 am with the following:

PRESENT:

Michael LaFlair
Kimberly Townsend
Mitch Latimer
Virginia Biesiada O'Neill
Vincent Cioci

ABSENT:

Alison Miller

ALSO PRESENT:

Robert M. Petrovich, President/CEO
Nancy Lowery, Secretary
Nate Stevens, Treasurer
Alexis Rodriguez, Assistant Treasurer, OCDC
Svetlana Dyer, Assistant Secretary
Karen Doster, Recording Secretary
Christopher Andreucci, Harris Beach PLLC
Matthew Pelligra, Office of Economic Development
Mike Lisson, Grossman St. Amour

APPROVAL OF REGULAR MEETING MINUTES – JANUARY 17, 2023

Nancy Lowery stated the agenda should read January 17, 2023 minutes. She stated the January 17, 2023 minutes were included in the meeting material package sent to the Board for review.

Upon a motion by Virginia Biesiada O'Neill, seconded by Mitch Latimer, the OCDC Board approved the regular meeting minutes of January 17, 2023. Motion was carried unanimously.

TREASURER'S REPORT

Alexis Rodriguez gave a brief review of the Treasurer's Report for the month ending February 2023.

Upon a motion by Vincent Cioci, seconded by Kimberly Townsend, the OCDC Board approved the Treasurer's Report for the month ending February 2023. Motion was carried unanimously.

PAYMENT OF BILLS

Alexis Rodriguez gave a brief review of the Payment of Bills, Schedule #108.

Upon a by Mitch Latimer, seconded by Virginia Biesiada O'Neill, the OCDC Board approved the Payment of Bills schedule #108 with General Expenses being \$98,646.38. Motion was carried unanimously.

CONFLICT OF INTEREST

Nancy Lowery stated based upon the items on the agenda today a conflict of interest is not necessary.

AUDIT FROM GROSSMAN ST AMOUR

Upon a motion by Mitch Latimer, seconded by Virginia Biesiada O'Neill, the OCDC Board approved a resolution accepting the 2022 Annual Audit of the Onondaga Civic Development Corporation. Motion was carried unanimously.

APPOINTMENT OF ASSISTANT SECRETARY

Robert Petrovich stated he is proposing the appointment of Svetlana Dyer who is new to our team and doing a great job as Assistant Secretary as a back up to Nancy Lowery.

Upon a motion by Mitch Latimer, seconded by Vincent Cioci, the OCDC Board approved a resolution appointing Svetlana Dyer as Assistant Secretary to the Onondaga Civic Development Corporation. Motion was carried unanimously.

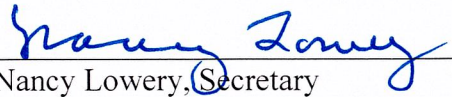
APPOINTMENT OF ASSISTANT TREASURER

Robert Petrovich stated he is proposing the appointment of Alexis Rodriguez as Assistant Treasurer as a back up to Nate Stevens. He stated she is doing a great job for us and he endorses that appointment.

Upon a motion by Virginia Biesiada O'Neill, seconded by Mitch Latimer, the OCDC Board approved a resolution appointing Alexis Rodriguez as Assistant Treasurer to the Onondaga Civic Development Corporation. Motion was carried unanimously.

ADJOURN

Upon a motion by Michael LaFlair, the OCDC Board adjourned the meeting at 8:46 am. Motion was carried unanimously.



Nancy Lowery, Secretary

you want to do something to be successful, you have to have a completely new business model, which he believes they have finally established. He stated this year they will be celebrating their 31st year. He stated they started back in 1992 as a 501 C-3 and it's been quite a journey. He stated Covid was an uncertain time and really put a stop to everything in the arts and it has been challenging. He stated he is a lifelong artist and performs with the Ripcords. He stated he has seen the evolution of music and the importance of it. He stated he really wants to emphasize the importance of supporting the arts and especially the New York Blues Festival being a free festival. He stated there are few in the country and they have a very expensive fan base coming all the way from Florida, up to Maine to Canada and variations with tribal societies in Ottawa. He stated there is a strong roots community throughout the nation and it's an incredibly important genre because of its origins coming from here and the diverse nature of it. He stated it has so much connective tissue. He stated in this world we all navigate primarily through a virtual device that's kind of hijacking the human experience which he feels can be unhealthy and a bit out of balance because you really need that real time experience. He stated we are social creatures and we need this for mental health, for wellness, vitality for the soul, spirit of a community, a city, a state and a nation. He stated the arts are so vital and unfortunately they seem to be the first thing that takes a hit when it comes to economics. He stated they are a not for profit and have a volunteer board of extremely passionate people who put this together. He stated they have over 100 volunteers that come together annually to make this what it is. He stated they used to be in Clinton Square but then during the pandemic the city took the opportunity to fix the pipes under the road so they weren't able to have the festival there. He stated they reached out to the fair and looked at what their options were and they moved there which lends to them expanding and growing. He stated Clinton Square has limited space, limited parking and couldn't hold a big A-Lister because it would be hard to manage the overwhelming amount of people. He stated the Fairgrounds, in particular Chevy Court, provides a nice platform for them to grow and bring in an A-Lister. He stated this year they have an icon of the blues genre, Buddy Guy. He stated he is going to be a headliner and is a living legend. He stated it is hard to imagine the next iconic artist of that magnitude. He stated with the AI world it is very challenging to find their niche now and to exist economically. He stated he is here to ask for a grant that CRT provides. He stated he really likes CRT's logo with the music notes because it speaks volumes to him on how important music is. He stated the collaboration with all the local, regional and state helps and they need all the grants they applied for. He stated they intend to grow. He stated some of the things that will help with the grant from CRT is to increase marketing, the outreach for audience and potential sponsors. He stated marketing is vital. He stated secondly since they are at the State Fair, they added buses and shuttles. He stated they are in discussions with Centro and putting it together so people can access the festival

that might not be able to at a cost of about \$5,000 which is not in the original budget. He stated there has been a substantial increase in arts fees. He stated just for a frame of reference, Buddy Guy costs \$75,000 and there are other artists they would hope to get like Marcus King who is \$125,000. He stated there is always something going on in Syracuse on weekends in the summer so you have to be competitive. He stated it is very important to present the best possible lineup to attract people to come here and hopefully spend a few days. He stated it is being held June 15 to June 17. He stated they have a great line up and once Buddy Guy signed it was easier to get other artists to want to be part of this festival. He stated he appreciates the work that CRT does and how important it is because being a 501-c-3, they are totally dependent upon sponsorship, both private, corporate and all of the grants they receive. He stated their budget is up around \$290,000 this year and last year it was about \$248,000. He stated they are growing, expanding and they want to continue this trajectory, because they have been very successful to this point. He stated they have shown their longevity and one of the things they really pride themselves on is they make themselves accessible. He stated they won best show concept against someone like Live Nation that has a real monopoly. He stated Blues Festival outdid Live Nation with all of their money, all their resources and it is because they had the team to orchestrate the best festival. He stated it is very commendable. He state Live Nation is expensive to see a show at the amphitheater and not everyone has that luxury so it is important for them to continue to have this festival and experience. He stated they continue to move the in the right direction. He stated he is hoping he is conveying something that may resonate with the Board and feel the importance he feels for this festival. He stated CRT's participation would be extremely helpful and necessary for them to be successful. He stated he appreciates giving him a moment to express myself.

Greg Lancette stated a complete application was included with the meeting materials and it met all the criteria.

Regina MacArthur stated technology has made this type of event a lost art.

Upon a motion by Regina McArthur, seconded by Ryan Smith, the CRT Board approved a resolution approving a grant in the amount of \$25,000 to the New York State Rhythm and Blues Festival, Inc. to support the 2023 Blues Festival. Motion was carried unanimously.

APPOINTMENT OF ASSISTANT SECRETARY

Robert Petrovich stated consistent with other boards that are operating under the banner of Onondaga County Economic Development it is important, from staff's view, to have Svetlana Dyer in the capacity as Assistant Secretary to the Trust working with Nancy Lowery to advance the agenda and prepare for meetings going forward.

Upon a motion by Ryan Smith, seconded by Regina McArthur, the CRT Board approved the appointment of Svetlana Dyer as Assistant Secretary to the Trust for Cultural Resources. Motion was carried unanimously.

APPOINTMENT OF ASSISTANT TREASURER

Robert Petrovich stated consistent with other boards that are operating under the banner of Onondaga County Economic Development it is important, from staff's view, to have Alexis Rodrigues in the capacity as Assistant Treasurer to the Trust to work with Nate Stevens advancing the goals, objectives and missions of the trust on a going forward basis.

Upon a motion by Ryan Smith, seconded by Regina McArthur, the CRT Board approved the appointment of Alexis Rodriguez as Assistant Treasurer to the Trust for Cultural Resources. Motion was carried unanimously.

ADJOURN

Upon a motion by Regina McArthur, seconded by Ryan Smith, the CRT Board adjourned the meeting at 9:10 am.



Nancy Lowery, Secretary