

ONONDAGA CIVIC DEVELOPMENT CORPORATION
Regular Meeting Minutes
June 14, 2018

The Regular meeting of the Onondaga Civic Development Corporation was held on Thursday, June 14, 2018 at 333 West Washington Street, Syracuse, New York, 13202, in the large conference room on the 1st floor.

Matthew Marko called the meeting to order at 8:30 am with the following:

PRESENT:

Matthew Marko
Alison Miller
Michael LaFlair
Richard Zaccaria
James Jordan

ABSENT:

Ben Dublin
Dennis Duval

ALSO PRESENT:

Julie Cerio, President/CEO
Brian Bartlett, Secretary
Nate Stevens, Treasurer
Karen Doster, Recording Secretary
Quante Wright, Office of Economic Development
Chris Andreucci, Harris Beach via conference call
James Keib, FOCUS Greater Syracuse
Wayne Mahar, Priscilla Mahar Animal Welfare Foundation

APPROVAL OF REGULAR MEETING MINUTES MAY 10, 2018

Upon a motion by Michael LaFlair, seconded by Richard Zaccaria, the OCDC Board approved the regular meeting minutes of May 10, 2018. Motion was carried unanimously.

TREASURER'S REPORT

Nate Stevens gave a brief review of the Treasurer's Report for the month of May 2018.

Julie Cerio stated Mike Lisson's name was in the draft minutes and should be corrected to Mike LaFlair.

Upon a motion by Richard Zaccaria, seconded by Alison Miller, the OCIDA Board approved the Treasurer's Report for the month of May 2018. Motion was carried unanimously.

PAYMENT OF BILLS

Nate Stevens gave a brief review of the Payment of Bills Schedule #74.

Upon a motion by Alison Miller, seconded by James Jordan, the OCDC Board approved the Payment of Bills scheduled #74 with General Expenses being \$10,320.54. Motion was carried unanimously.

CONFLICT OF INTEREST

The Conflict of Interest was circulated and there were no comments.

FOCUS GREATER SYRACUSE

James Keib stated he is the Executive Director for Focus which is a 501 C 3 nonprofit organization engaged in community engagement activities for over 20 years. He stated their mission is to engage the community to gain their input, feedback and opinions on important issues facing our community. He stated they feel there is great value for people in decision making positions to know what the general public feels about things. He stated often times it gives them impetus to move ahead and they have had great success moving projects forward based on the public opinions. He stated this is a community engagement and outreach project to inform the public about issues related to economic development. He stated the genesis of this proposal came from a meeting with the County Executive Mahoney and Deputy County Executive Primo where they were talking about FOCUS and interest in being more proactive on topics impacting our community. He stated the County Executive mentioned economic development in general but specifically curious about the negative impacts in our community and our ability to recruit businesses, to get existing businesses, to grow here and move into our community. He stated they want to inform the community about what economic development

really is and bring in people from outside our community. He stated also to talk about specific challenges we face not only Syracuse but in Upstate New York and how negative feedback from the public, press and social media might make it difficult for us to do things. He stated and to celebrate the successes we have and share with people the strategies behind those things.

Michael LaFlair asked if there is a budget breakdown for the four areas. James Keib stated there is about \$8,000-\$9,000 towards FOCUS staff to pull all of this together and \$10,000 to bring in speakers, space and those kinds of things.

Matthew Marko asked for James Keib to submit a breakdown for the record. James Keib agreed.

Michael LaFlair stated the target month is stated as July but a lot of people are on vacation and asked why July was chosen. James Keib stated July was chosen because he started the effort a couple months ago and was just projecting how soon. He stated the next step is to meet with Julie Cerio and Isabelle Harris to lay this out so we might find July is not going to happen for a lot of reasons. He stated even August is difficult but he did not want this to delay.

Matthew Marko asked if there is any reason why it couldn't be cued up for the early fall. James Keib stated it can be. He stated they feel it is important that the speakers get out to different parts of our community not just a meeting downtown. He stated they think it is important to go to some of the neighborhoods in Syracuse.

Matthew Marko stated FOCUS will use their forums as well as others. James Keib stated yes.

Matthew stated it is not separate in and of itself. James Keib stated it might be but they have to see how it would work out, how they would space them out and the timing.

Matthew Marko stated this is not replacing what FOCUS does but in in addition. James Keib stated yes

Matthew Marko stated he has had the pleasure of working with James Keib and his staff over the years. He stated Jim Keib is a consummate professional and brought great perspective. He

stated he is doing a great job and continues to collaborate. He stated FOCUS is a great asset for the community and provides a forum that in many ways would be absent without his support.

Upon a motion by James Jordan, seconded by Alison Miller, the OCDC Board approved a resolution approve Economic Growth Funds of \$19,300.00 to FOCUS Greater Syracuse and to include the budget breakdown. Motion was carried unanimously.

PRISCILLA MAHAR ANIMAL WELFARE FOUNDATION

Wayne Mahar stated he is the founder of Priscilla Mahar Animal Welfare Foundation. He stated the County and County Executive have graciously put in money for the past 3 years which is why he is before the board today. He stated the Foundation was started 8 years ago in his mom's name who was a single mom and passed away. He stated her only companionship was a dog or a cat and when she passed away he wanted to keep helping animals in her name. He stated the Foundation is a 501-c-3 nonprofit and whatever money they take in is donated back to Central New York animal rescues and welfares. He stated they have 2 events and the major event is Canine Carnival. He stated the first year was at the Wegman's Good Dog Park with about a dozen rescues, a few food vendors and maybe 600-700 people attended. He stated there was too much traffic and it was suggested to move to Longbranch Park because there is plenty of room. He stated they had to move again due to too much traffic which is a great thing. He stated the past 2 years they have been at Jamesville Beach because that was the only place that could hold them other than the Fairgrounds. He stated the one day event, typically held in the fall, averages 15,000 to 20,000 people attending with over 50 rescues coming as far as the Carolinas but mostly Upstate New York. He stated they have animal demonstrations and food vendors. He stated hundreds and hundreds of animals have been adopted including cats, reptiles and horses. He stated it is one of the largest animal rescue events in the Country and even if somebody doesn't have a pet, it is a day of fun. He stated to date they have donated \$230,000 to Central New York animal rescues. He stated 5 or 6 people started with him to make this happen and 3 really focus on the Canine Carnival. He stated nobody has received payment or expects to be paid but they have expenses. He stated last week they made a new donation of \$42,000 to local rescues. He stated the County has graciously chipped in \$20,000 to help cover increasing expenses. He stated they have increasing expenses and only have 5 sponsors. He stated they are trying to find more. He stated they more they can grow, the more animals and rescues they can help in CNY.

He stated the money stays mostly in Onondaga but some in the surrounding 5 county area. He stated rescues from NYC or the Carolinas are appreciated but we don't give them money.

Richard Zaccaria asked if independent vendors come to the carnival. Wayne Mahar stated yes.

Richard Zaccaria asked what they primarily vend. Wayne Mahar stated it is primarily animal goods. He stated Kinney Drugs comes but they are charged a little higher price because they are not associated with animals.

Richard Zaccaria asked if primarily vendors are going to have something associated with animals. Wayne Mahar stated yes that is what they strive for.

Richard Zaccaria stated in essence all the vendors giving something back to rescues. Wayne Mahar agreed. He stated Dinosaur BBQ is not charged for set up of food service because they also feed the volunteers.

Michael LaFlair stated they do a fantastic job but his concern is that we subsidize at the same rate for the past 3 years and now a 4th year and asked if there is a plan in place to lower or change that going forward. Wayne Mahar stated this year is a turnaround year because he thinks they have gone as far as they can to get to this point; 8 years, \$230,000 donated, 100% volunteer effort. He stated Canine Carnival has 5 sponsors that average about \$4,000 each. He stated Galaxy Events is being brought on to try and sell Canine Carnival. He stated their objective is for the event to sustain itself and this is the year they are going to try and start doing that. He stated they are bringing on someone who is going to sell but there are commissions and expenses. He stated they are at the point that the event is so big now with increasing expenses this will be the first time with some manpower to get over a hump and see if they can get a few bigger sponsors.

Matthew Marko asked about the 2nd event. Wayne Mahar stated they have Pucks for Paws at the Crunch game and is a minor He stated the Crunch donates from selling jerseys and raffles so they make a couple thousand dollars once a year. He stated there is no expense on that event because the Crunch are fantastic.

Matthew Marko asked for a breakdown to see what the \$20,000 is going towards specifically out of the budget. Wayne Mahar stated almost \$7,000 is for tenting, couple thousand in insurance, they have to purchase tables chairs, port-a-potties,

Matthew Marko asked if this investment by OCDC is going to cover some of those expenses and also make the Carnival self-sufficient. Wayne Mahar stated that is where they are headed. He stated they are getting somebody to go out, promote, sell and get bigger sponsors and sustain Canine Carnival for years to come.

Matthew Marko stated it is a business opportunity for somebody. He stated we would like to see these investments growing the economy and this is a great event. Wayne Mahar agreed.

James Jordan asked if there is an admission to get in. Wayne Mahar stated the admission is free.

Chris Andreucci stated a majority of this group's support is in Onondaga County and asked what percentage. Wayne Mahar stated about 80% of that money stays in Onondaga County.

Julie Cerio stated we need to make sure our donation stays within Onondaga County. Wayne Mahar stated yes and no money is donated outside Central New York.

Matthew Marko asked staff to work the Mr. Mahar on the budget breakdown to prove that.

Upon a motion by Richard Zaccaria, seconded by Michael LaFlair, the OCDC Board approved a resolution approving Economic Growth Funds of \$20,000.00 to the Priscilla Mahar Animal Welfare Foundation inclusive of further detail and break down on the budget submitted. Motion was carried unanimously.

APPOINTMENT OF COMMITTEE MEMBERS

Upon a motion by Alison Miller, seconded by Michael LaFlair, the OCDC Board approved a resolution appointing James Jordan and Richard Zaccaria to the Finance Committee and the Governance Committee. Motion was carried unanimously.

DISCUSSION

Julie Cerio stated we are a zero local dollar office so the money that comes in from bonding and project fees are used running the office. She stated we are entering budget season and this is the time of year we look to see how much each Board contributes to running the office. She stated the current contribution is 85% from OCIDA, 10% from OCDC and 5% from CRT. She stated there is probably going to be an increase to OCDC because of more activity. She stated it will probably be before the Board next month.

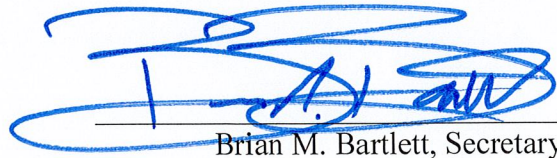
Matthew Marko asked what the 10% totals. Nate Stevens stated about \$84,000.

James Jordan asked who we typically get requests from and are they all 501-c-3's. Julie Cerio stated they are all not for profits. She stated one of the goals of OCDC is to lessen the burden of County government so anything that comes to us that falls into those categories. She stated we try to not be a primary or a consistent source of funding to spread what we have.

James Jordan asked over the past 2 to 3 years what was the average spend. Nate Stevens stated what we award is about \$200,000 but depends on what comes in. He stated he will show him the audit report after the meeting.

Chris Andreucci stated the new Board members are required to do PAAA training.

Upon a motion by Matthew Marko adjourned the meeting at 9:10 am. Motion was carried unanimously.



Brian M. Bartlett, Secretary