

ONONDAGA CIVIC DEVELOPMENT CORPORATION

Regular Meeting Minutes

September 7, 2023

The Regular meeting of the Onondaga Civic Development Corporation convened on Thursday, September 7, 2023 at 335 Montgomery Street, Floor 2M, Syracuse, New York, 13202 in the conference room.

Michael LaFlair called the meeting to order at 8:35 am with the following:

PRESENT:

Michael LaFlair
Mitch Latimer
Virginia Biesiada O'Neill
Vincent Cioci

ABSENT:

Kimberly Townsend
Alison Miller

ALSO PRESENT:

Robert M. Petrovich, President/CEO
Nancy Lowery, Secretary
Nate Stevens, Treasurer
Alexis Rodriguez, Assistant Treasurer, OCDC
Karen Doster, Recording Secretary
Len Rauch, Office of Economic Development
Christopher Andreucci, Harris Beach PLLC
Carrie Wojtaszek, Galaxy Events Company

APPROVAL OF REGULAR MEETING MINUTES – JULY 18, 2023

Upon a motion by Mitch Latimer, seconded by Virginia Biesiada O'Neill, the OCDC Board approved the regular meeting minutes of July 18, 2023. Motion was carried unanimously.

TREASURER'S REPORT

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

Upon a motion by Virginia Biesiada O'Neill, seconded by Vincent Cioci, the OCDC Board approved the Treasurer's Report for the month ending August 2023. Motion was carried unanimously.

PAYMENT OF BILLS

Alexis Rodriguez gave a brief review of the Payment of Bills, Schedule #110.

Upon a motion by Mitch Latimer, seconded by Vincent Cioci, the OCDC Board approved the Payment of Bills schedule #110 with General Expenses being \$478.61. Motion was carried unanimously.

CONFLICT OF INTEREST

Board members and staff verbally acknowledged they had no conflicts.

CANINE CARNIVAL 2023

Carrie Wojtaszek stated this year Canine Carnival is requesting \$5,000. She stated the event will be held at Jamesville Beach Park again. She stated they are going to do a one mile "Pawrade" to kick off the event and raise additional funds for local animal shelters. She stated they have over 60 different animal rescue booths and different related pet vendors coming on board. She stated they signed on a new sponsor, Upstate Honda Dealers, to help underwrite some additional costs as well. She stated they had Staff Works for quite a few years but they are based in Utica and they are going to do more Utica centralized things. She stated the funds they are requesting will primarily offset the cost of the event including operating expenses, tents, port a potties and things like that to make the event happen. She stated the goal each year is to raise money for the local nonprofit local shelters and to help them as there is quite an influx of pets, dogs in particular, inside the shelters. She stated this also serves the problem of helping to find them forever homes.

Virginia Biesiada O'Neill asked how the expenses this year compare to last year. Carrie Wojtaszek stated they are similar to where they were last year expenses compare. She stated they go out and get lots of quotes for tents and port-a-potties and encourage people to donate. She stated every

proceed they make from the event they actually give back so they work really hard in trying to keep those prices down. She stated after Covid everything went up.

Robert Petrovich asked what the \$20,000 management expenses are. Carrie Wojtaszek stated that is for the coordination of the entire event. She stated it is not just a one day event. She stated there is obviously staff the day of the event but also all the coordination of pulling the permits and working with county. She stated she has an entire team that works on this for months and months. She stated it goes to the Galaxy management team.

Robert Petrovich stated \$132,000 is an advertising expense and asked what is that and how is that number established. Carrie Wojtaszek stated she will provide a breakdown but it is a lot of radio. She stated much of it is in kind. She stated it is radio, TV and billboard so they do a strong advertising campaign around this event to encourage people to come out to the event.

Robert Petrovich asked if it is a pass through from Galaxy to others or is it a Galaxy cost. Carrie Wojtaszek stated it is per spot so it is a Galaxy cost, a billboard cost and through CNY Central.

Robert Petrovich asked if it is a gross or discounted cost. Carrie Wojtaszek stated it is a discounted cost. She stated they run a large quantity of spots similar to what they do for other events like Lights on the Lake or Taste of Syracuse. She stated being a local company they strive to make the community better. She stated they know in order to get people there they have to give frequent advertisements to tell people over and over again to mark their calendars to come out to the functions.

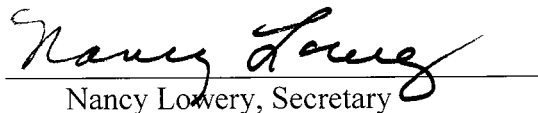
Virginia Biesiada O'Neill asked in addition to the \$5,000 from OCDC, where else does the funding come from. Carrie Wojtaszek stated they reach out to local community members. She stated a Earthwise Pet Center is a new sponsor and they have Peaceful Pets, Tractor Supply Company, various corporate vendors and the Veterinarian Medical Center. She stated any proceeds from the event are split across all the different animal shelters that come to the event. She stated she will provide a breakdown. She stated last year a little over \$20,000 was donated back to animal rescues over 12 years, Wayne Maher and the Priscilla Maher Animal Welfare Foundation had donated over \$300,000.

Robert Petrovich stated when backing out the advertising cost, Canine Carnival needs to raise \$32,000. He stated when you back out management expenses it brings it to \$12,000. He asked if only \$14,700 has been raised so far. Carrie Wojtaszek stated the \$14,700 was as of August 2 and they just raised another \$7,500 through Upstate Honda Dealers and on top of that they raise donations at the event. She stated a \$5 donation is encouraged at the door. She stated she will give the exact breakdown.

Upon a motion by Mitch Latimer, seconded by Vincent Cioci, the OCDC Board approved a resolution authorizing the disbursement of the Economic Growth Funds in the amount of \$5,000 to be used for Canine Carnival. Motion was carried unanimously.

ADJOURN

Upon a motion by Mitch Latimer, seconded by Vincent Cioci, the OCDC Board adjourned the meeting at 8:42 am. Motion was carried unanimously.


Nancy Lowery, Secretary