

ONONDAGA CIVIC DEVELOPMENT CORPORATION
Regular Meeting Minutes
September 14, 2017

The Regular meeting of the Onondaga Civic Development Corporation was held on Tuesday, September 14, 2017 at 333 West Washington Street, Syracuse, New York, 13202, in the large conference room on the 1st floor.

Alison Miller called the meeting to order at 9:15 am with the following:

PRESENT:

Dennis Duval
Matthew Marko
Alison Miller
Michael LaFlair

ABSENT:

Ben Dublin
Ravi Raman

ALSO PRESENT:

Julie Cerio, President/CEO
Brian Bartlett, Secretary
Nate Stevens, Treasurer
Karen Doster, Recording Secretary
Chris Andreucci, Harris Beach
Nichols J. Pirro, Priscilla Mahar Animal Welfare
Samara Hannah, Red House Art Center
Bill Hider, Red House Art Center
Gwendolyn Webber-McLeod, WISE
Laura Serway, WISE
Marisol Hernandez, WISE
Amber Stevens, PTAC

APPROVAL OF REGULAR MEETING MINUTES JUNE 12., 2017

Upon a motion by Mike LaFlair, seconded by Matthew Marko, the OCDC Board approved the regular meeting minutes of June 12, 2017. Motion was carried unanimously.

TREASURER'S REPORT

Nate Stevens gave a brief review of the Treasurer's Report for the month of August 2017.

Upon a motion by Dennis Duval, seconded by Michael LaFlair, the OCIDA Board approved the Treasurer's Report for the month of August 2017. Motion was carried unanimously.

PAYMENT OF BILLS

Nate Stevens gave a brief review of the Payment of Bills Schedule #67.

Upon a motion by Matthew Marko, seconded by Dennis Duval, the OCDC Board approved the Payment of Bills scheduled #67 with General Expenses being \$37,085.49. Motion was carried unanimously.

CONFLICT OF INTEREST

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

PRISCILLA MAHAR ANIMAL WELFARE FOUNDATION

Nicholas Pirro stated the Canine Carnival is September 30. He stated previous years it was held in August but Wayne Mahar decided it would be a good idea to move it to the end of September when the weather is more favorable especially for the animals. He stated Laura Serway has done a fantastic job in bringing in over 50 rescue groups including groups from outside the area. He stated the average attendance is between 14,000 and 20,000 depending on weather and 2,000-3,000 dogs come every year. He stated over 100 animals get adopted every year from the various rescue groups. He stated there is a lot of business done with the vendors and publicity for all the rescue groups. He stated it has been a great event and all the money raised by the various events is put back into rescue groups throughout the area. He stated the request is for \$12,500 and it is a very worthwhile event. He stated it is probably the largest event like this in the New York State.

Julie Cerio stated in our contract with Priscilla Mahar Animal Welfare Foundation they are asked to come back each year to present and this is also an ask for this year.

Matthew Marko asked how much money was asked last year. Julie Cerio stated last year was \$20,000 and this year is \$12,500.

Laura Serway stated over \$40,000 was given back out. She stated all the different rescue groups here in CNY got a piece of the pie in Onondaga County. She stated the money goes directly back in and their expenses were minimal to none.

Nicholas Pirro stated it is just about all volunteer and the only expenses are a few of the tents.

Matthew Marko asked if 2nd Chance has a role or any connection. Nicholas Pirro stated they participate. He stated they have done a great job with that program.

Upon a motion by Dennis Duval, seconded by Matthew Marko, the OCDC Board approved a resolution approving a grant of \$12,500.00 to the Priscilla Mahar Animal Welfare Foundation.

RED HOUSE ART CENTER

Samara Hannah stated Redhouse is a young nonprofit arts organization founded in 2004 and have grown quickly mostly in the past 5 years. She stated they have gone from 3 full time people to nearly 50 full time staff. She stated a lot of the growth is from demand for their programming because everyone is excited about the quirky edgy fun artistic program Redhouse offers. She stated also the growth comes from their education and outreach programs. She stated they have utilized their 12,000 square foot space as creatively as possible and they have run out of room. She stated they are building out a 33,000 square feet area on the parking garage side of the old Sibley's building and will allow them to have 2 main stage theaters with seating capacity for 100 to 300 or 350 depending on configuration, 2 rehearsal rooms, classroom space and full scene shop. She stated most of what they have now is make shift space and their main stage theater maxes out at 89 people. She stated the new space will allow them to do much more. She stated having 33,000 square feet doesn't mean they are going to do more shows and their intent is not to expand their theatrical programs but to expand their educational programs. She stated they also have interest in rentals and collaborations. She stated this is a chance to

bring in a critical mass of arts and culture into that part of downtown and utilize the space for starting to build the balance for people who don't know a lot about the arts by bringing them in.

Matthew Marko asked about the garage side of the building. Bill Hider stated the garage side is 5 stories with 2 stories below and 2 above. He stated it is a big space and nothing but a big concrete cavern so there wasn't a lot of site work they had to but it has to be insulated because of people driving above and below them.

Matthew Marko asked if they will have 2 floors. Samara Hannah stated it's mostly one floor and the upper floor is a partial mezzanine level used for tech crew. Bill Hider stated the theater is configured with portable risers so they can set up the theater in different styles and also allows them to take everything out to use as a meeting room or banquet hall. He stated they have had some inquiries from corporations to use it for training during the day. He stated it's very flexible space that will be used by a lot of people. He stated they have a catering kitchen as well.

Matthew Marko asked what happens to the current facility. Samara Hannah stated it is actually two buildings and the entire property is being sold as one unit. She stated it has been on the market for about 2 years. She stated Scott Allen who owns the back building is representing the entire sale of the property on behalf of Redhouse. She stated when they move out she thinks he will be more aggressive in selling it. She stated they have open house between 4:00 and 6:00 pm if anyone wants to come.

Upon a motion by Matthew Marko, seconded by Dennis Duval, the OCDC Board approved an official intent resolution for the financing of up to \$8,000,000.00 in tax exempt bonds for the Red House at City Centre project and authorizing a public hearing. Motion was carried unanimously.

UPDATE ON RESULTS OF WISE ECONOMIC GROWTH FUND GRANT

Julie Cerio stated a requirement with OCDC contracts is when funds are given, the organization has to report back to the Board and this is WISE's report.

Gwen Webber-McLeod handed out overview materials about the project that was funded with OCDC's investment into the WISE Women's Business Center. She stated she is the President and CEO of Gwen Inc. which is her own company but she is also honored to serve as the Chair of the WISE Women's Business Center. She stated WISE exists to provide access to financial, social and intellectual capital for women who are interested in growing businesses here in CNY. She stated when she was here before they were seeking \$10,000 investment from OCDC into their organization. She stated in those 10 years they served over 8,000 women, invested 10,000 hours in training and coaching to women entrepreneurs, staff invested over 5,000 hours and as a result the companies integrated into the economy over \$58,000,000. She stated as move forward into the next 10 years they want to pay specific attention to emerging populations of women entrepreneurs in the region. She stated OCDC's funding allowed them to pilot a program called Exito. She stated this program created entrepreneurial support, coaching and training to a group of emerging Latina entrepreneurs in the community.

Marisol Hernandez stated as part of her partnership with WISE, they realized that they needed to reach to the Latino community in a different way so the Exito program came on board. She stated Exito uses a platform called Dream Builder so people who participate in the classes do 3 to 4 hours per week on their own time online and they meet once a week as a team for 2 hours. She stated during that time they bring in guest speakers from different places in the community that offer extra support to what they are already lending in the classes. She stated last year they started with 9 students and graduated 9 which is a great partnership. She stated 4 from Puerto Rico, 2 from Columbia, 1 from Chile and 2 from Ecuador and all from different backgrounds and professions. She stated they take anyone who has a dream of owning their own business and they hold classes in the evening so it is convenient for the women. She stated they have speakers from the Small Business Administration so that they also learn from occupational safety and learn all the skills they need to start and grow their business. She stated they started the 2nd Exito and they will have completed 20 women by the end of this year. She stated it includes all the coaching, counseling and one on one from WISE Business Center. She stated it also includes helping to speak English in public, in networking and meeting people. She stated by the end of the program they have a business plan. She stated many people in the Latino community don't know the services are free. She stated if they qualify and do what they need to do to fulfill the requirements, they can benefit from it and then spend money in our community and hire people.

Brian Bartlett stated he was able to experience the graduation and it was wonderful. He stated you could see it was life changing for the 9 women involved.

Gwen Webber-McLeod stated at this time they are not seeking additional money but in closing she would like to offer for consideration looking at the future of WISE for the next 10 years and there strategic intent to continue reaching out to emerging and established women entrepreneurs. She stated one of their missions is to identify underserved aspiring women entrepreneurs and reach out to them. She stated OCDC's funding of Exito gave them an opportunity to pilot a model that they intend to replicate with other populations of women that are emerging as entrepreneurs. She stated there is a saying going on that the future is female and as the Chair of the Advisory Board at WISE she believes that is true in the terms of the contributions that women entrepreneurs can make to the economy. She stated one of their strategies is that they are not only reaching out to organizations like OCDC but they are broadly going to be in an external relation strategy where they are making sure people know about WISE and understand the impact they are having as women entrepreneurs and also see the value in investing in them. She stated they intend to look for additional funding to support these kind of initiatives and they appreciate OCDC honoring and recognizing the power of women entrepreneurs in the region.

Dennis Duval stated no matter what business you have, getting capitalized is always an issue and how to navigate that and become comfortable in that environment is difficult for a lot of people. He stated there needs to be an avenue for people who have small businesses to be able to have those relationships with banks and be comfortable or have an advocate to negotiate for them. Gwen Webber-McLeod stated that part of their external relations strategy is talking to financial institutions about how and why women bring up their businesses.

Dennis Duval stated when you get certified as an MBE or WBE it comes with a stigma attached with it when you go into a lending institution.

Matthew Marko stated having the counseling to push through the sticky spots is the most valuable part of the program. He stated whether you are a MBE or just a BE you are going to have sticky points, doubts and question your ability and you need other people to get you through that and hold your hand at times.

UPDATE ON RESULTS OF PTAC ECONOMIC GROWTH FUND GRANT

Julie Cerio asked if this on the last funding Amber Stevens is reporting on. Amber Stevens stated she is reporting an additional \$5,000 to an original 10,000.

Nate Stevens asked Amber Stevens to talk about what PTAC is. Amber Stevens stated she is new to the PTAC program as of last May and Steve Barr ran the program prior to her. She stated they are currently in their 10th consecutive year in existence in Watertown. She stated PTAC stands for Procurement Technical Assistance Center and it is a federal wide program with 97 centers across the United States. She stated the purpose is to provide assistance to businesses who are interested in government procurement on all levels. She stated the program was originally designed and implemented in 1985 by the Department of Defense as a means to help businesses grow and increase the number of suppliers in the government market place. She stated it is administered by the Department of Labor Logistics Agency. She stated there is a YouTube video created by the Defense Logistics Agency in support of the program and the services provided if interested in learning more about PTAC. She stated the PTAC program in the North Country region is housed at the Greater Watertown North Country Chamber of Commerce. She stated she covers 11 counties currently.

Julie Cerio stated aside from funding we gave them use of our office anytime they needed it to meet a client.

Amber Stevens stated there are 9 PTACs across New York State. She stated it's a cost sharing cooperative agreement so half of the funding comes from DLA on a federal level and the Greater Watertown North Country Chamber of Commerce is responsible for the other half of the funding. She stated a majority of their clients are in Onondaga County. She stated there are 612 clients today and have grown to 165 in Onondaga County alone. She stated she runs the program at the Chamber of Commerce. She stated they have well established clients and some just starting out. She stated they analyze what they need and they do an assessment of the potential for them to do business in the government market place. She stated she walks the clients through what certifications they qualify for and get them in place. She stated they connect them with other large businesses, prime contractors and point them in the direction of government agencies

where there is a potential for them to do business. She stated not only are they a resource that bridges the gap for small businesses but also a resource for prime contractors. She stated another service they offer their clients is the bid match service and OCDC's funding has helped them to continue to offer that. She stated the service provides clients with email notifications on any solicitations posted publicly matching their profile criteria. She stated it makes it easier for their clients rather than going into all the different bid board sites. She stated they are looking at \$23.1 million worth of federal contracts awarded to their clients in Onondaga County. She stated what sets them apart from the other resources is PTAC is focused on government contracting alone. She stated they cannot help with a company's business plan and they are held to certain terms and conditions by the DLA and Federal government. She stated everything they do is free and confidential. She stated if anyone has any questions, please reach out to her.

Matthew Marko stated it is an area that a lot of people need help in because they don't have the expertise and it can be daunting.

Upon a motion by Michael LaFlair, seconded by Dennis Duval, the OCDC Board adjourned the meeting at 9:56 am. Motion was carried unanimously.



Brian M. Bartlett, Secretary