



Thursday, January 15, 2015
Upstate MedTech Centre – Suite 107
5:00PM

GGLDC MINUTES

Attendance

Board Members: T. Felton, A. Young, J. Rizzo, P. Zelif, W. Hinchey, H. Upson, M. Wiater, P. Battaglia (via Skype), S. Noble - Moag
Staff: M. Masse, L. Farrell, E. Richardson, P. Kennett, R. Tabela, C. Suozzi
Guests: R. Cianfrini (GCEDC Board Member), C. Yunker (GCEDC Board Member), R. Gaenzle (Harris Beach), Paul Mrozek (The Daily News), J. Gsell (Genesee County)
Absent:

Call to Order / Enter Public Session

T. Felton called the meeting to order at 4:41 p.m. in the Upstate MedTech Centre Innovation Zone conference room.

2.0 Chairman’s Report and Activities

2.1 December 4, 2014 Minutes

P. Zelif made a motion to approve the December 4, 2014 Minutes as presented; the motion was seconded by M. Waiter.

Roll call resulted as follows:

T. Felton -	Yes	A. Young -	Yes
P. Zelif -	Yes	M. Wiater -	Yes
H. Upson -	Yes	P. Battaglia -	Yes (via Skype)
J. Rizzo -	Yes	W. Hinchey -	Yes
S. Noble-Moag -	Yes		

The item was approved as presented.

3.0 C. Suozzi – Sales Management

3.1 Real Estate Broker Referral Commission Policy – Removed from Agenda.

4.0 L. Farrell – Finance & Operations

4.1 GGLDC 2014 Audit Services Agreement – L. Farrell presented a contract for 2014 independent audit services with Mostert, Manzanero & Scott, LLP for an amount not to exceed \$10,400. This amount includes \$8,800 for a Yellow Book audit, which we are required to have done annually, and \$1,600 for a Single Audit which is only necessary when an entity has over \$500,000 of federal expenditures within a year. This is a 4% increase from last year. The Agency is not required to change audit firms. They are required to change audit partners every 5 years and this will be the second year with this audit partner.

L. Farrell asked the Board to approve the GGLDC 2014 Audit Services Agreement with Mostert, Manzanero & Scott, LLP not to exceed \$10,400.

S. Noble-Moag made a motion to approve the GGLDC 2014 Audit Services Agreement with Mostert, Manzanero & Scott, LLP not to exceed \$10,400 as presented; the motion was seconded by W. Hinchey. Roll call resulted as follows:

T. Felton -	Yes	A. Young -	Yes
P. Zelif -	Yes	M. Wiater -	Yes
H. Upson -	Yes	P. Battaglia -	Yes (via Skype)
J. Rizzo -	Yes	W. Hinchey -	Yes
S. Noble-Moag -	Yes		

The item was approved as presented.

4.2 2015 GGLDC Officers (as recommended by the Governance & Nominating Committee) - L. Farrell shared that in December 2013 the GGLDC Board approved a slate of officers for 2014. It was discussed at that time that the GGLDC should appoint officers and committee members in July rather than December or January going forward since Board Member term limits are set to end in June rather than December. We are suggesting that the Board approve the GGLDC officers now and we will begin holding our Annual Meetings in July for 2015 and thereafter where the annual election of officers will take place.

L. Farrell asked the Board to approve the 2015 GGLDC Officers, expiring June 30, 2015, as follows:

Tom Felton – Chairman / President & CEO
Andrew Young – Vice Chairman / Treasurer
Hollis Upson - Secretary

W. Hinchey made a motion to approve the 2015 GGLDC Officers as presented; the motion was seconded by P. Battaglia. Roll call resulted as follows:

T. Felton -	Yes	A. Young -	Yes
P. Zelif -	Yes	M. Wiater -	Yes
H. Upson -	Yes	P. Battaglia -	Yes (via Skype)
J. Rizzo -	Yes	W. Hinchey -	Yes
S. Noble-Moag -	Yes		

The item was approved as presented.

5.0 M. Masse – Real Estate Development / Management

5.1 Green Genesee/Smart Genesee Inter-Municipal Agreement - M. Masse shared that at the March 23, 2013 GGLDC Board meeting, the Board approved a \$30,000 commitment to Green Genesee. There was a delay in the implementation of the project due to a CFA grant application that was made and awarded in 2014. As part of the grant agreement, there is an inter-municipal agreement that must be ratified by all of the entities involved in the project: County of Genesee, GCEDC, GGLDC, Town of Batavia, Town of Oakfield, Village of Oakfield, and Town of Alabama.

M. Masse asked the Board for authorization to sign the Green Genesee/Smart Genesee Inter-Municipal Agreement. No additional funds are required.

H. Upson made a motion to approve the Green Genesee/Smart Genesee Inter-Municipal Agreement as presented; the motion was seconded by P. Battaglia. Roll call resulted as follows:

T. Felton -	Yes	A. Young -	Yes
P. Zelif -	Yes	M. Wiater -	Yes
H. Upson -	Yes	P. Battaglia -	Yes (via Skype)
J. Rizzo -	Yes	W. Hinchey -	Yes
S. Noble-Moag -	Yes		

The item was approved as presented.

5.2 Genesee County Highway Department 2015 Mowing Contract – M. Masse shared a proposal for mowing of the storm water ponds and vacant land at Gateway II, MedTech Centre, and Ag Park for 2015. The proposal amount is from the same vendor as last year and the price has remained the same.

M. Masse asked the Board to approve a mowing contract with the Genesee County Highway Department for \$9,600.
W. Hinchey made a motion to approve the mowing contract with Genesee County Highway Department for \$9,600 as presented; the motion was seconded by S. Noble-Moag. Roll call resulted as follows:

T. Felton -	Yes	A. Young -	Yes
P. Zeliff -	Yes	M. Wiater -	Yes
H. Upson -	Yes	P. Battaglia -	Yes (via Skype)
J. Rizzo -	Yes	W. Hinchey -	Yes
S. Noble-Moag -	Yes		

The item was approved as presented.

5.3 Ag Park Land Purchase Contract Extension – Removed from Agenda.

6.0 S. Hyde

6.1 Nothing at this time

7.0 Other Business

7.1 SemiCon West 2014 Marketing Support to CEG – R. Tabelski shared that the STAMP Committee and the GCEDC board approved the expenditure of \$5,000 to sponsor NY Loves NanoTech’s trade show booth and dessert reception during SemiCon West 2014. We would like to pay this invoice from the GGLDC as it is a reimbursable expenditure under the GGLDC ESDC STAMP Marketing Grant.

R. Tabelski asked the Board to approve an expenditure of \$5,000 to the Center for Economic Growth.

P. Zeliff made a motion to approve an expenditure of \$5,000 to the Center for Economic Growth as presented; the motion was seconded by W. Hinchey. Roll call resulted as follows:

T. Felton -	Yes	A. Young -	Yes
P. Zeliff -	Yes	M. Wiater -	Yes
H. Upson -	Yes	P. Battaglia -	Yes (via Skype)
J. Rizzo -	Yes	W. Hinchey -	Yes
S. Noble-Moag -	Yes		

The item was approved as presented.

7.2 Search Engine Optimization Strategy – R. Tabelski shared that in June 2014, the GCEDC launched the WNY STAMP website. Since the launch of the site we have over 33,000 visitors to the site, but would like to create a stronger online marketing presence by deploying a Search Engine Marketing (SEM) Plan. The GCEDC Marketing team has created a SEM plan that will increase the visibility of our site, maximize the number of visitors, increase our Google ranking and brand awareness overall. The first step of our plan is to utilize Webozy, our website hosting company, to deploy a search engine optimization (SEO) strategy. This optimization service is a low cost effective way to establish Google/internet search credibility.

The second state of our Search Engine Marketing plan includes working with an online web translation specialist to translate the WNY STAMP site into Mandarin Chinese and Japanese, as well as exploring online advertising to deploy a targeted advertising campaign (pay per click) to semiconductor industry executives.

The GGLDC will engage Webozy for a 6 month contract for SEO services in an amount not to exceed \$1,500 as it is a reimbursable expenditure under the GGLDC ESDC STAMP Marketing Grant. This expenditure does not require a vote because it is under the \$5,000 threshold listed in the GGLDC’s Procurement Policy.

8.0 Adjournment

As there was no further business, P. Battaglia made a motion to adjourn at 4:51 p.m., seconded by P. Zeliff and passed unanimously.