



GCEDC Board Meeting
Thursday, December 4, 2025
Location: 99 MedTech Drive, Innovation Room
4:00 PM

GCEDC MINUTES

Attendance

Board Members: C. Kemp, P. Battaglia, C. Yunker, K. Manne, P. Zelif

Staff: M. Masse, K. Galdun, L. Farrell, C. Suozzi, J. Krencik, P. Kennett

Guests: M. Brooks (GGLDC Board Member), S. Noble-Moag (GGLDC Board Member), J. Tretter (GGLDC Board Member), E. Wells (e3communications), S. Eigenbrod (Workforce Development Consultant), R. Gaenzle (Harris Beach – Video Conference), T. Hathaway (Batavia Development Corporation), H. Owens (The Batavian)

Absent: M. Clattenburg, M. Gray

1.0 Call to Order

P. Zelif called the meeting to order at 4:01 p.m. in the Innovation Zone.

Presentation – Sheila Eigenbrod – S. Eigenbrod delivered a presentation highlighting several ongoing special projects, including the ACT WorkKeys initiative and the Work Ready Communities program. She explained that the ACT WorkKeys assessments measure applied math, literacy, and workplace document skills, and that students who complete them earn the National Career Readiness Certificate (NCRC), a nationally recognized credential that signals their skill levels to employers. This helps employers understand incoming workforce capabilities and identify appropriate upskilling or support needs. She noted that 105 businesses, schools, and industries are currently engaged in the initiative.

S. Eigenbrod also described a recent opportunity for her and C. Suozzi to present to the Leadership Genesee Class of 2025. She concluded by outlining several initiatives designed to engage educators and students in workforce development discussions. These included the career roadmap tool—used at student-focused events such as the Game Day radio show hosted at area high school football games—which illustrates local training options, major industries, and available resources. She also highlighted the ACT WorkKeys testing center established at GV BOCES, the resumption of educator tours post-COVID, and her collaboration with GV BOCES to develop a workforce portal where educators, counselors, and businesses can share job-shadowing, field-trip, internship, and co-op opportunities.

S. Eigenbrod left the meeting at 4:12 p.m.

Presentation – Earl Wells – E. Wells provided an overview of the public relations services he delivers, noting that his work includes media management, monitoring Rochester and Buffalo media for coverage relevant to the organization, and educating the public about the GCEDC's mission, activities, and impact. He highlighted a strong emphasis on Workforce Development initiatives, which has contributed to increased media attention from regional outlets and has begun to influence similar efforts in other communities.

E. Wells expressed his intention to maintain and build upon this positive momentum in 2026.

E. Wells left the meeting at 4:16 p.m.

1.1 Enter Executive Session

P. Battaglia made a motion to enter executive session under the Public Officers Law, Article 7, Open Meetings Law Section 105, at 4:17 p.m. for the following reasons:

1. The medical, financial, credit or employment history of a particular person or corporation, or matters leading to the appointment, employment, promotion, demotion, discipline, suspension, dismissal or removal of a particular person or corporation.
2. Discussions regarding proposed, pending, or current litigation.
3. The proposed acquisition, sale or lease of real property or the proposed acquisition of securities, or sale or exchange of securities held by such public body, but only when publicity would substantially affect the value thereof.

The motion was seconded by K. Manne and approved by all members present.

C. Suozzi, K. Galdun, L. Farrell, P. Kennett, M. Masse, J. Krencik left the meeting at 4:34 p.m.

1.2 Enter Public Session

C. Yunker made a motion to enter back into public session at 4:39 p.m., seconded by K. Manne and approved by all members present.

C. Suozzi, K. Galdun, L. Farrell, P. Kennett, M. Masse, J. Krencik joined the meeting at 4:39 p.m.

P. Battaglia left the meeting at 4:40 p.m.

2.0 Chairman's Report & Activities

2.1 Upcoming Meetings:

Next Scheduled Board Meeting: Thursday, December 18th at 4:00 p.m.

Employment & Compensation Meeting: Thursday, December 18th at 3 p.m.

Audit & Finance Committee Meeting: Tuesday, January 13th at 8:30 a.m.

STAMP Committee Meeting: Wednesday, January 14th at 8:00 a.m.

Employment and Compensation Meeting: Thursday, January 15th at 3:00 p.m.

Board Meeting: Thursday, January 15th at 4:00 p.m.

T. Hathaway and H. Owens joined the meeting at 4:41 p.m.

2.2 Agenda Additions / Deletions / Other Business – P. Zelif stated that we are awaiting information from additional carriers; therefore item 4.1 should be discussed at the December 18th meeting and removed from the agenda.

K. Manne made a motion to remove item 4.1 Insurance Renewal from the agenda as presented; the motion was seconded by C. Kemp. Roll call resulted as follows:

P. Battaglia -	Absent (at time of vote)	P. Zelif –	Yes
K. Manne -	Yes	C. Yunker -	Yes

M. Clattenburg – Absent
C. Kemp - Yes

M. Gray - Absent

The item was approved as presented.

2.3 Minutes: October 30, 2025

C. Yunker made a motion to accept the October 30, 2025 minutes as presented; the motion was seconded by K. Manne. Roll call resulted as follows:

P. Battaglia -	Absent (at time of vote)	P. Zeff –	Yes
K. Manne -	Yes	C. Yunker -	Yes
M. Clattenburg –	Absent	M. Gray -	Absent
C. Kemp -	Yes		

The item was approved as presented.

3.0 Report of Management

3.1 Public Outreach Update – J. Krencik reported out on the following:

- 1) OXBO tour was given as part of the Business First Build Western New York issue coming out.
- 2) A letter to the editor was sent out to the local media titled: Masse: Environmental Review Process Continues STAMP's Public Participation and had good feedback.
- 3) Genesee County Success Story that highlighted the Rochester-Davis Fetch projects.

4.0 Audit & Finance Committee

Item 4.1 was removed from the agenda.

4.2 October 2025 Financial Statements – L. Farrell reviewed the significant items of the October 2025 financial statements.

- Restricted Cash decreased due to activity related to the Fast NY funds and the GURF approval, along with the associated disbursements.
- Unearned Revenue decreased in conjunction with these Fast NY and GURF-related transactions.
- Accounts Payable decreased by \$150,000 as interest earned on the imprest accounts was remitted to Empire State Development.
- Grant Revenue primarily reflects Fast NY Grant revenue recognized as eligible expenditures were incurred; all other activity was routine for the month.

The October 2025 financial statements were recommended for approval by the Committee.

K. Manne made a motion to approve the October 2025 Financial Statements as presented; the motion was seconded by C. Yunker. Roll call resulted as follows:

P. Battaglia -	Absent (at time of vote)	P. Zeff –	Yes
K. Manne -	Yes	C. Yunker -	Yes

M. Clattenburg – Absent
C. Kemp - Yes

M. Gray - Absent

The item was approved as presented.

4.3 e3Communications Agreement – e3communications, a professional media and public relations firm/consultant, has submitted a proposal for 2026 services related to public relations, sales and marketing content, and marketing services for the Genesee County Economic Development Center.

In 2025, e3communications supported GCEDC staff with GCEDC planning, sales and marketing, and government/stakeholder relations. e3communications also maintains GCEDC’s targeted social media presence to audiences in project development and the greater public on LinkedIn and Facebook. The services provided to the GCEDC were previously split between two contracts 1.) for the GCEDC at \$2,000/month and 2.) for STAMP at \$2,000/month. The proposal for 2026 is a single contract at \$4,000/month.

Fund commitment: \$48,000 fund commitment. Funding is available and budgeted in the 2026 GCEDC Marketing-Operations budget for the full contract.

Committee action request: Recommend approval to the full Board of the contract for services for the Jan. 1, 2026 to Dec. 31, 2026 period at \$4,000 per month.

This was recommended for approval by the Committee.

K. Manne made a motion to approve the agreement with e3communications for the 2026 public relations services, not to exceed \$48,000; the motion was seconded by C. Yunker. Roll call resulted as follows:

P. Battaglia -	Absent (at time of vote)	P. Zeff -	Yes
K. Manne -	Yes	C. Yunker -	Yes
M. Clattenburg -	Absent	M. Gray -	Absent
C. Kemp -	Yes		

The item was approved as presented.

4.4 Workforce Consultant Contract – Included with the meeting materials was a consulting agreement for the period of January 1, 2026 through December 31, 2026. This agreement is between Sheila Eigenbrod and the GCEDC. Services provided by Sheila Eigenbrod include the following:

1. Perform consulting services to assist in the development and implementation of workforce development programs and training initiatives relative to the goals of the Company and its affiliates.
2. Consult with the VP of Business Development of the GCEDC and staff relative to the application, development and deployment of its workforce programs.
3. Consult with educational institutions who may serve as partners in the development, implementation and delivery of training programs. Specifically, interface with Genesee Community College and its BEST Center, other institutions of higher learning, the Genesee Valley Educational Partnership/Business Education Alliance, and local secondary schools as appropriate and GLOW Works, Inc..

4. Provide consulting services as requested by the GCEDC / GGLDC.

This contract is not to exceed \$35,000 and was included in the 2026 GCEDC budget. There is a maximum of \$525 per day and partial days will be billed at an hourly rate of \$75 per hour. The County increased their funding amount beginning in 2022 by \$25,000 annually to support administration of a workforce development program. These funds will be used for this contract.

This was recommended for approval by the Committee.

K. Manne made a motion to approve the 2026 Workforce Consultant Contract not to exceed \$35,000 as presented; the motion was seconded by C. Kemp. Roll call resulted as follows:

P. Battaglia -	Absent (at time of vote)	P. Zeliff –	Yes
K. Manne -	Yes	C. Yunker -	Yes
M. Clattenburg –	Absent	M. Gray -	Absent
C. Kemp -	Yes		

The item was approved as presented.

4.5 BP2 Application – Included in the meeting materials was a completed application received from The Batavia Development Corp. (BDC) who would like to utilize \$75,000 of BP2 fund towards a mall renovation project. The BP2 Funds can be used as matching funds to secure other grant resources to further capital redevelopment projects within the BOA, in this case, the mall improvements. There is currently \$95,375 available in the account.

Fund Commitment: \$75,000.

Board Action Request: Approval of the BP2 funding to the BDC for the mall improvement project.

T. Hathaway reported that the total project cost is \$1.4 million, with the City contributing \$1.1 million and an additional \$250,000 provided through a placemaking grant. She outlined the project scope, noting that it includes renovation of the concourse—specifically replacement of ceiling tiles removed during prior roof repair work due to water damage—along with wall repairs, lighting upgrades, and improvements to the public restrooms. This was recommended for approval by the Committee.

K. Manne made a motion to approve the BP2 Application in the amount of \$75,000 to the BDC as presented; the motion was seconded by C. Kemp. Roll call resulted as follows:

P. Battaglia -	Absent (at time of vote)	P. Zeliff –	Yes
K. Manne -	Yes	C. Yunker -	Yes
M. Clattenburg –	Absent	M. Gray -	Absent
C. Kemp -	Yes		

The item was approved as presented.

5.0 Governance & Nominating Committee – C. Yunker

5.1 Nothing at this time.

6.0 STAMP Committee – P. Zeliff

6.1 Sale of Topsoil – STAMP has approximately 15,000 cubic yards of topsoil that are stockpiled on the site. Keeler would like to purchase up to 13,000 cubic yards of the topsoil at \$3.50 per cubic yard. This would remove almost all of the current stockpile of topsoil on the STAMP site.

The current market rate for the resale of topsoil appears to be in the \$20 to \$25 range. Please keep in mind this price includes the material, machine and labor to load, trucking to Barre stone to be screened, testing to meet DOT standards, amending the material as required, covering and storing.

In August of 2022 the STAMP Committee had reviewed an offer from Keeler for \$3.50 per cubic yard for 1,000 cubic yards of topsoil. The Committee recommended that no additional sales of topsoil should be made as there may be future needs for topsoil as construction continues to progress. Additionally, C. Yunker stated that for future reference he believes market rate is higher.

The Committee approved the sale of 1,000 cubic yards. Keeler did not take the topsoil. There has been no need for the topsoil at the STAMP site since 2022 and the other construction projects have had a surplus of topsoil that they are storing on their site or was sent to the Town.

Fund Commitment: None.

Board Action Request: Approval of sale of up to 13,000 cubic yards of topsoil to Keeler (Barre Stone) for \$4.00 a cubic yard.

This item was reviewed by the Committee and is being tabled until further information is available.

7.0 Employment & Compensation – M. Gray

7.1 Executive Staff – Merit / COLA – This item was discussed in executive session with the Employment and Compensation committee members.

P. Battaglia made a motion to approve an Executive Staff Merit /COLA Adjustments as presented; the motion was seconded by C. Yunker. Roll call resulted as follows: discussed in executive session;

P. Battaglia -	Absent (at time of vote)	P. Zeff -	Yes
K. Manne -	Yes	C. Yunker -	Yes
M. Clattenburg -	Absent	M. Gray -	Absent
C. Kemp -	Yes		

The item was approved as presented.

8.0 Housing Committee – P. Battaglia

8.1 Nothing at this time

9.0 Other Business

9.1 Nothing at this time.

10.0 Adjournment

As there was no further business, C. Yunker made a motion to adjourn at 4:50 p.m., which was seconded by K. Manne and passed unanimously.