



Livingston County Economic Development
Livingston County Government Center
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Approved by *Laura Dan*

**MINUTES
LIVINGSTON COUNTY DEVELOPMENT CORPORATION
Friday, December 6, 2019**

**Livingston County Government Center, Room 205
Geneseo, NY 14454**

Members Attending: G. Moore; R. Smith; L. Lane; D. Knapp; K. Northrop

Members Absent: P. Brooks; D. Fanaro

Staff Attending: W. Bacon; M. Wheeler; L. Wadsworth

Guests Attending: J. Coniglio, Underberg & Kessler

Vice Chairman Moore welcomed members and guests and called the meeting to order at 10:10 am.

APPROVAL OF MEETING MINUTES

A motion was made by Mr. Smith to approve the minutes of the October 4, 2019 meeting. Seconded by Ms. Northrop, all in favor, carried.

TREASURER'S REPORT

Financial Statements

A motion was made by Mr. Knapp to approve the financial statements for period ending November 30, 2019. Seconded by Ms. Northrop, all in favor, carried.

REVOLVING LOAN FUND

Aging Report

Mr. Bacon reviewed the Revolving Loan Fund Aging Report for the period ending November 30, 2019.
A motion was made by Mr. Smith to accept the report as presented. Seconded by Ms. Lane, all in favor, carried.

COMMUNICATIONS & CORRESPONDENCE

Phil Brooks Resignation

Mr. Bacon presented the resignation from Chairman Phil Brooks.
A motion was made by Mr. Smith to accept the resignation from Phil Brooks. Seconded by Mr. Knapp, all in favor, carried.

ANNUAL MEETING

2020 Meeting Dates

Mr. Bacon presented the proposed 2020 meeting dates:

January 3, 2020 – Government Center, Room 205

February 7, 2020 – Government Center, Room 205

March 6, 2020 – Government Center, Room 205

March 27, 2020 – Government Center, Room 205

April 3, 2020 – Government Center, Room 205

May 1, 2020 – Government Center, Room 205

June 5, 2020 – Government Center, Room 205

July 10, 2020 – Government Center, Room 205

August 7, 2020 – Government Center, Room 205

September 4, 2020 – Government Center, Room 205

October 2, 2020 – Government Center, Room 205

November 6, 2020 – Government Center, Room 205

December 4, 2020 – Government Center, Room 205

A motion was made by Mr. Smith to approve the 2020 meeting schedule. Seconded by Ms. Northrop, all in favor, carried.

NEW BUSINESS

Appointment of New Chairman

Mr. Bacon advised that with Mr. Brook's resignation, a new Chairman has to be appointed. He presented the current board roster:

Board of Directors

Chairman

Philip Brooks

Members

Kirsty Northrop

Dwight Knapp

David Fanaro

Treasurer

Robert Smith

Vice Chairman

Gary Moore

Secretary

Laura Lane

Mr. Knapp made a motion to approve the following slate changes:

2019 Board of Directors

Chairman

Gary Moore

Members

Dwight Knapp
David Fanaro

Treasurer

Kirsty Northrop

Vice Chairman

Robert Smith

Secretary

Laura Lane

Seconded by Ms. Northrop, all in favor, carried.

Authorization to Enter into Agreement with the Livingston County Industrial Development Agency

A motion was made by Ms. Northrop to enter into agreement with the Livingston County Industrial Development Agency for economic development services. Seconded by Ms. Lane, all in favor, carried.

Authorization to Enter into Agreement with Birchwood Business Consulting

A motion was made by Ms. Lane to enter into a contract with Birchwood Business Consulting for loan underwriting services. Seconded by Mr. Smith, all in favor, carried.

Frontdoor Back Update

Ms. Wadsworth provided an update on the Destination Downtown Conference held in October with retail consultants from Frontdoor Back, along with 14 in store consultations that were conducted for Livingston County Businesses.

First Impressions Program

Ms. Wheeler provided an introduction to the new First Impressions Program launching in January 2020. Awards will be available for up to \$5,000 for improvements to: Façade & Lighting, Signage, Public Art & Streetscape, and Digital First Impressions. Deadlines to apply are: January 24, April 17, and July 24, 2020. Application & Guidelines will be available on LivingstonCountyDevelopment.com/downtownpartnership.

Causewave Community Partners

MS. Wheeler reminded board members of the Brand Development Workshop on December 16th from 8:30am – 4:30pm. All are encouraged to participate. We will spend the morning learning about branding, discussing the organization's target audience and reviewing the survey results. In the afternoon we will work to develop consensus on target audience prioritization for the brand and the three elements of the brand platform: essence, personality and promise. Prior to the workshop, please make sure you complete the survey that was sent out via email. The survey was designed to collect current perceptions about Livingston County Economic Development based on experiences people have had with the organization. Results from the survey will be presented at the Brand Development Workshop.

ADJOURNMENT

With no further business to discuss, a motion was made by Mr. Knapp to adjourn the meeting at 11:05 am. Seconded by Ms. Northrop, all in favor, carried.

Respectfully submitted,



Maureen Wheeler
Deputy Director