



**REGULAR MEETING:
MARCH 21st, 2024; 8:30 am
MEETING CONDUCTED VIA HYBRID FORMAT
CANANDAIGUA TOWN HALL/ZOOM**

To unlock economic opportunities in Canandaigua and steward investment in order to foster an inclusive, vibrant, and sustainable community.

--CLDC Mission Statement

Record of Proceedings

1. Call to Order

Andy Griffith, President

Mr. Griffith called the meeting to order at 8:32 a.m.

2. Roll Call

Andy Griffith, President

In Attendance:

Terry Fennelly
Bob Taylor*
Andy Griffith
Randy Farnsworth
Tracey Dello Stritto
Thomas Lyon
John Goodwin

John Casey, Town of
Canandaigua
Adeline Rudolph, Town of
Canandaigua
Jared Simpson, Town Supervisor
Michael Mills, City of
Canandaigua*
David Sauter, Town of
Canandaigua
Doug Merrill, City of
Canandaigua
Denise Chaaple, Canandaigua
BID*

Others Present:

Matt Horn, MRB Group
Emma Falkenstein, MRB Group
Bob Palumbo, Mayor, City of
Canandaigua

3. Approval of Minutes

Andy Griffith, President

Motion to approve the February 2024 meeting minutes by Mr. Lyon, second by Mr. Farnsworth. Motion carried unanimously.

4. Financial Report

Bob Taylor, Treasurer

Mr. Taylor reviewed the March 2024 financial report. He noted the CLDC's financial commitments including funds for the Market NY grant and MRB Group's contract. He stated that the CLDC received their allocated funds from the City and Town. Mr. Taylor noted he sent the invoice for the Market NY grant match to the FLVC, and once it's processed, the CLDC will use those monies to complete the reimbursement requests for the grant.

Motion to approve the March 2024 financial report by Mr. Farnsworth, second by Mr. Lyon. Motion carried unanimously.

5. Other Reports and Priority Business

Matt Horn, Executive Director

a. Infrastructure

Mr. Goodwin noted that the City is receiving an Earmark allocation from Assemblywoman Tenny. The \$1.75 million will go to the City's THM project to support water quality enhancements at the Treatment Plant. Additionally, it was noted that the Town will receive \$2.5 million for water tank upgrades on Brick Yard Rd.

Mr. Horn noted that Earmarks can be a good opportunity to receive additional funding for infrastructure projects, but that the timeline to get access to the funds is often extensive.

b. DRI

Mr. Goodwin noted that a group of stakeholders met with Laura Fox O'Sullivan, the Regional Director of the FLREDC, to review Canandaigua's DRI application history. He noted that Ms. O'Sullivan indicated that Canandaigua needs to strengthen its public engagement approach to enhance future applications. Mr. Goodwin also noted that Ms. O'Sullivan suggested re-examining the geographic scope of the application to align with public engagement results. Mr. Goodwin and Mayor Palumbo noted they met with Ginny Clark to circle back regarding conceptual plans for the CADC's lakefront parcel. Both indicated that having a real plan for that space will be essential if a future DRI application will focus on the lakefront.

Mr. Lyon noted how Ms. O'Sullivan indicated that Canandaigua needs a better balance of public and private projects, and how past applications were skewed with too much private investment in a single area. Mr. Lyon also noted the need for strong community input. He also noted that past applications included housing, but that the type of housing must match the needs of the community and the narrative portrayed in the application.

Mr. Goodwin emphasized that the City needs to build partnerships with developers who are ready to execute projects.

Mr. Horn noted that Canandaigua should spend some time exploring what problem(s) the DRI could help solve in the community.

Mr. Griffith noted that Waterloo's DRI focused on enhancing waterfront accessibility. Mr. Lyon noted that Canandaigua's application should also focus on enhancing waterfront access and include a good balance of projects.

Ms. Rudolph suggested that a future application could focus on the North Bloomfield Street Corridor. She noted that the area contains the new YMCA, the VA, Happiness House, the new inclusive playground, and affordable housing. She emphasized how the pedestrian infrastructure in this area is lacking and how the DRI could help catalyze existing investment.

Ms. Dello Stritto and Ms. Chaaple noted that the downtown has many opportunities for upper-story renovations to increase housing. Mr. Goodwin noted that the City still has Restore NY funding allocated to a potential project for the Labelon building.

Mr. Griffith inquired about the CLDC's future involvement with DRI applications. Mayor Palumbo inquired about the geographic scope of the application to better understand what portions of the town could be included if the application focuses on the downtown or waterfront. Mr. Goodwin noted that the City needs a developer willing to do workforce housing and pursue park enhancements.

Mr. Horn stated that Andy's question regarding the role of the CLDC in future applications is in the City's court as they determine their focus.

The Board engaged in discussion regarding the numbers required to make workforce housing affordable for both residents and developers. Mr. Horn noted NYS's emphasis on housing. Mr. Goodwin noted that multiple downtown property owners indicated interest in funds through NY Main Street.

Mr. Lyon, Ms. Dello Stritto, and Ms. Rudolph reemphasized the need for public engagement and for the application to be driven by community leaders.

Mr. Farnsworth inquired if there is enough time to complete authentic public engagement for the next cycle or if the City should wait a year while it regroups to complete a new application approach.

c. Strategic Communication

Mr. Horn noted that MRB Group put together the 2023 Annual Report, which outlines the CLDC's strategic priorities and actions over the past year. Mr. Horn indicated that MRB Group circulated a survey to Town and City leadership for them to review the report and indicate their position of current alignment between City & Town priorities and the CDLC.

Ms. Falkenstein noted that she would resend the report to the email distribution list.

d. City Update

Mr. Goodwin noted that the City is actively looking for developers for the Labelon building. He noted that construction of the Old YMCA is currently in progress and will likely include some kind of event center, brewery, day spa, and other commercial space.

Mayor Palumbo noted that he and Mr. Merrill attended the Association of Towns and NYCOM meeting in Albany recently to meet with assembly members and senators to discuss needs in Canandaigua.

e. Town Update

Supervisor Simpson noted the Town has a couple of proposed and in-progress housing projects. The Town is currently reviewing a PUD application that will include single-family units, townhomes, retail/commercial space, and mini-storage. Additionally, he noted that the County's sales tax is currently flat for Q1.

Supervisor Simpson also noted that the Town will be hosting a Farming Round Table which will be attended by Assemblywoman Tenney. The meeting will focus on issues facing the farming community.

Mr. Fennelly noted that the County Rd 28 petition did not pass, indicating that the project will likely not move forward.

f. Ontario County Chamber

Ms. Dello Stritto noted that she recently met with Ms. Chaaple, the Executive Director of the BID, and the BID Board to overview the new direction of the Chamber. Ms. Dello Stritto stated that the Chamber will be conducting more digital engagement, ribbon cuttings, and general support for Canandaigua businesses, as well as engaging in opportunities to support community development efforts such as how to access government services (HR services,

business development opportunities) and workforce opportunities with the County.

Ms. Dello Stritto emphasized the great work of Ms. Chaaple and the Fire & Ice Festival.

g. Canandaigua BID

Ms. Chaaple stated that the BID's Fire & Ice Festival was a great success. She noted that the festival had over 13,900 attendees, with great ticket sales and sold out events. She emphasized that Fire & Ice was listed in Forbes' list of Top 10 Festivals in North America. Ms. Chaaple expressed her thanks to the Market NY grant which supported expanded activities for the festival.

h. Winter in Canandaigua

Mr. Horn noted Ms. Falkenstein and other MRB Group staff have been working with ESD, Ms. Thompson, and WIC members on the Market NY grant. He noted that Ms. Knoblauch from the FLVC continues to be a great asset in coordinating the market with Agency 29 and providing the grant match.

Mr. Horn indicated that the meeting packet included some service agreements for event support and other market NY grant requirements.

6. Resolutions and Motions

a. Resolution authorizing agreement for event logistics support – Market NY / Winter in Canandaigua

Mr. Horn overviewed the contract for Jessica Thompson, who will support the Market NY grant by providing logistics coordination services.

Motion to approve the resolution authorizing the agreement for event logistics support for Market NY/Winter in Canandaigua by Mr. Farnsworth, second by Mr. Fennelly. Motion carried unanimously.

b. Resolution authorizing agreement for event promotion support – Market NY / Winter in Canandaigua

Mr. Horn noted that Agency 29 is the selected WBE and marketing agency to fulfill the requirements for the Market NY grant.

Motion to approve the resolution authorizing the agreement for Agency 29 marketing services by Mr. Farnsworth, second by Mr. Fennelly. Motion carried unanimously.

- c. Resolution authorizing agreements for event production #1– Market NY / Winter in Canandaigua

Mr. Horn overviewed the agreement for event production services with the Canandaigua BID as outlined in the CLDC's Market NY grant application.

Motion to approve the resolution authorizing the agreement for the Canandaigua BID event production services by Mr. Farnsworth, second by Mr. Fennelly. Motion carried unanimously.

- d. Resolution authorizing agreements for event production #2 – Market NY / Winter in Canandaigua

Mr. Horn noted that the second event supported by the Market NY grant will be the Spring Fling event at Bristol Mountain. He overviewed the agreement for event production services from Bristol Mountain as outlined in the CLDC's Market NY grant application.

Motion to approve the resolution authorizing the agreement for the Bristol Mountain event production services by Mr. Farnsworth, second by Mr. Fennelly. Motion carried unanimously.

7. Other Business

No other business.

8. Privilege of the Floor

No privilege of the floor.

9. Adjournment

Andy Griffith, President

Motion to adjourn at 10:08 by Mr. Lyon, second by Mr. Farnsworth. Motion passed unanimously.

10. Next Meeting:

Regular Monthly Meeting – March 21st, 2024; 8:30 am