

**BINGHAMTON LOCAL DEVELOPMENT CORPORATION
REGULAR MEETING MINUTES
THURSDAY, JANUARY 24, 2019**

ATTENDANCE	2018											2019
	2/22	3/22	4/26	5/24	6/28	7/26	8/23	9/27	10/25	11/15	12/13	1/24
Directors												
David , Rich	P	P	P	P	P	P	N/A	P	P	P	N/A	EX
Frank, Kenneth	P	P	P	P	P	EX	N/A	P	P	EX	N/A	P
Jacyna, Mary	P	P	EX	P	P	P	N/A	P	P	P	N/A	EX
Koffman, Betsy	P	P	P	P	P	P	N/A	P	P	P	N/A	EX
Papastrat, Chris	EX	EX	P	P	P	P	N/A	P	P	P	N/A	P
Sall , Ron	P	P	P	P	P	P	N/A	P	P	P	N/A	P
Shager, Chuck	P	P	P	P	P	P	N/A	P	P	P	N/A	P
Saraceno, John	P	P	P	P	P	P	N/A	P	EX	P	N/A	EX
Smith, Art	P	P	P	P	P	P	N/A	P	P	P	N/A	P
Stromhaug, Per	P	P	P	P	P	P	N/A	EX	P	EX	N/A	P
Berling, Juliet	P	P	EX	P	P	P	N/A	EX	EX	EX	N/A	P
Dani Cronce	EX	P	EX	EX	P	P	N/A	EX	P	P	N/A	EX
Staff												
Robert Murphy	P	P	P	P	P	P	N/A	P	P	P	N/A	P
Joel Boyd	P	P	P	EX	P	P	N/A	P	P	P	N/A	P
Lesley Cornwall	P	P	P	P	EX	P	N/A	P	P	P	N/A	EX
Other												
Steve Carson	P	P	P	P	P	P	N/A	EX	EX	P	N/A	P

Vice President Art Smith called the meeting to order at 9:05 AM.

APPROVAL OF THE MINUTES OF THE NOVEMBER 15TH, 2018 REGULAR MEETING

Vice President Smith asked for a review of the November 15th, 2018 Regular Meeting minutes. Vice President Smith asked for a motion to approve the minutes. C. Papastrat motioned, R. Sall seconded and the motion passed (7-0-0).

APPROVAL OF THE MINUTES OF THE NOVEMBER 15TH, 2018 ANNUAL MEETING

Vice President Smith asked for a review of the November 15th, 2018 Annual Meeting minutes. Vice President Smith requested a motion to approve the minutes. R. Sall motioned, C. Papastrat seconded and the motion passed (7-0-0).

A. Smith mentioned that President Saraceno was unavailable due to flight delays in connection with a business trip and Mayor David was absent due to attending the U.S. Conference of Mayors in Washington, DC.

PRESENTATION OF THE NOVEMBER, DECEMBER 2018 FINANCIAL REPORTS

Executive Director R. Murphy presented the November and December 2018 Financial Reports in the absence of L. Cornwall. R. Murphy said there were no new delinquencies among borrowers. R. Sall noted a typo in the UDAG loan repayment of Ellis Brothers; R. Murphy said it would be corrected. Bubbles made another payment. VMR is in bankruptcy; we are waiting for communication from the bankruptcy court. R. Murphy said the BLDC filed its claim on against Mountain Fresh Dairy. Mountain Fresh Dairy asked if the BLDC would accept bringing the loan current after a year of missed payments. He said on consultation with the Mayor and Corporation Counsel the BLDC declined and repeated its demand for the full satisfaction of the loan debt: principal, interest and late fees. He said Mountain Fresh Dairy had said they were intending to make the full repayment however the BLDC was planning to continue with its foreclosure action. C. Papastrat asked if Mountain Fresh Dairy made a full payment if they would own the building. K. Frank said they offered to pay the back due payments and not the total due and owing. If they paid the latter it would eliminate their obligation and the mortgage would go away and they would own the building free and clear. Approximately \$127,000.00 is due and owing. Jrama's Catering is six months in arrears. The BLDC has liens on the equipment and personal guarantees of the owner and his wife. The BLDC has sent a demand letter and is bringing small claims action in City Court. R. Murphy said he and L. Cornwall had sent numerous emails and certified letters attempting to get satisfaction of the \$1,037.00 past due. Jrama's owner started selling his equipment on which the BLDC had a lien and the BLDC sent him a notice demanding all proceeds from the sale. R. Murphy said now there were tax liens on the business which impaired the owner's ability to repay and now supersede the BLDC. Separately, the mini-micro loan to Zach Salisbury reported as delinquent is now current.

Old Business:

Mountain Fresh Dairy update

R. Murphy already provided an update with the Treasurer's Report.

Main Street program updates

J. Boyd said the program received an extension until 6/20/19. He said the office was working with eight properties and received State approval to move ahead with six of them. Two properties are pretty much finished, 25 Main Street and 96 Front Street. He explained the City was waiting on further design work at 5 Main Street which will have a first floor barbeque takeout business and a residential unit. He said the BLDC is waiting on drawings for the facades of 8 and 13 Main Street to provide to contractors for bid. The office is working with CAUD and NYSHPO on 11 Main Street which will undertake extensive renovations to replace the exterior cornice, extend the tavern gathering space to the second floor and add two residential units to the third floor. The program is looking at streetscape improvements to return the 2012 NY Main Street kiosk sign that was stolen from near the Main and Front Street intersection, and to consider adding a hub for a bike share program. We are exploring extending the bike share program currently at Binghamton University or starting another program with a national program like Citi Bike, Gotcha Bike or Zagster.

Binghamton Ice Festival, Ivory Christmas

R. Murphy said the inaugural Binghamton Ice Festival had a great turnout despite snowy weather; ice sculptures are still on the sidewalks today as they melt and are a nice touch in the downtown. He said the event intended to encourage residents to highlight activities in the colder months. He commended Tytus Haller of The Colonial restaurant who organized the event. He said the goal of Ivory Christmas was to get merchants to manage and sustain it going forward. He noted events like the "Dickens Christmas" in Skaneateles, NY as opportunities for people to celebrate the winter months in upstate New York. A. Smith recalled a large Burlington Winter Weekend in Burlington, VT where despite snow and sub-zero temperatures, thousands of people enjoy their downtown late into the evening. R. Murphy said he had conversed with the organizers of the Ice Festival and the DoubleTree Hotel's "Christmas Experience" about rethinking aspects of their events to maximize interaction with the downtown. He said bringing up the decorations and cleanliness were key to advancing the initiatives. A. Smith said we are trying to improve downtown with the Main Street Program and said he was dismayed at the amount of litter at the intersection of Oak and Main Street. R. Murphy said the curb appeal of the high school factored in visitors impressions of the school district and the city. R. Murphy noted how neighbors came out in force for the recent hearing of the Planning Commission about converting the Davidge Mansion at 31 Front Street into student housing. He thought the neighborhood was tired of uncaring absentee landlords. R. Murphy said he would like the BLDC to be part of an effort to get garbage off Court Street and garbage pickup off Court Street, to figure out collection points/trash corrals behind buildings.

New Business:

RESOLUTION 19-1 A RESOLUTION OF THE BINGHAMTON LOCAL DEVELOPMENT CORPORATION AUTHORIZING THE EXECUTIVE DIRECTOR TO ENTER INTO AN AGREEMENT WITH THE CITY OF BINGHAMTON TO PROVIDE ECONOMIC DEVELOPMENT SERVICES

R. Murphy said there was a proposed contract that would be taken to City Council. S. Carson said the draft was the same as last year. A. Smith asked for a motion to approve the resolution. K. Frank motioned, P. Stromhaug seconded and the motion was approved (7-0-0).

RESOLUTION 19-2 A RESOLUTION OF THE BOARD OF DIRECTORS OF THE BINGHAMTON LOCAL DEVELOPMENT CORPORATION (BLDC) AUTHORIZING THE BLDC TO ENTER INTO A CONTRACT FOR SERVICES WITH SUNY BROOME COMMUNITY COLLEGE AND INTO A GRANT DISBURSEMENT AGREEMENT WITH EMPIRE STATE DEVELOPMENT FOR THE DELIVERY OF THE ENTREPRENEURIAL ASSISTANCE PROGRAM (EAP) THROUGH THE BROOME ENTERPRISE TRIAD PARTNERSHIP

R. Murphy said 11 businesses recently graduated from their program on Tuesday. He explained that the program was a pass-through of approximately \$76,000.00 in funds from Empire State Development to SUNY-Broome which operates the course with support from the BLDC. The course has about 22 students and is a 66-hour commitment over the course of a semester. A.

Smith asked for a motion to approve the resolution. R. Sall motioned, P. Stromhaug seconded and the motion was approved (7-0-0).

RESOLUTION 19-4 A RESOLUTION OF THE BINGHAMTON LOCAL DEVELOPMENT CORPORATION APPROVING PERFORMANCE MEASURES FOR THE BLDC FOR 2018-19.

R. Murphy said the measures were identical to prior years and are required by the NYS Authorities Budget Office. A. Smith asked for a motion to approve the resolution. R. Sall motioned, K. Frank seconded and the motion was approved (7-0-0).

RESOLUTION 19-5 A RESOLUTION OF THE BINGHAMTON LOCAL DEVELOPMENT CORPORATION AUTHORIZING THE EXECUTIVE DIRECTOR TO RETAIN AND ENTER INTO AN AGREEMENT WITH KEY BRANDING LABS TO PROVIDE MARKETING SERVICES

R. Murphy explained that Key Branding Labs could provide social media marketing for the BLDC and city projects. He said their services were significantly less expensive than ad agencies used by The Agency/Broome County Industrial Development Agency and the Greater Binghamton Chamber. He said social media was a more nimble advertising medium and was very effective for targeting entrepreneurs and younger people who are making things happen in our community. He said he wanted to conduct this for a six-month period and assess its effectiveness that it was not just about encouraging small businesses but that social media highlighted things happening throughout Binghamton that should be appealing to a broad spectrum. He said he was looking for support from the Board to work with Adam Sabol whom he had worked with on a number of projects, and that his work was inexpensive but effective. P. Stromhaug said the Binghamton University Office of Innovation & Entrepreneurship used Key Branding Labs for the Incubator. He said Key Branding Labs was one of the first graduates of the Incubator and took an office in the downtown. K. Frank commented that the BLDC adopted the city's purchasing guidelines and that an agreement would have to go to bid if the total exceeded \$7,500.00 per year. He said the six-month contract was under that limit, but beyond that the BLDC would have to go out for bid. R. Murphy agreed with removing the renewal provision from the resolution. R. Sall suggested the BLDC use the six months to lay out a marketing plan. R. Murphy said Key Branding Labs campaign would target Facebook, Instagram and Twitter; they would provide BLDC with a continuous presence and that he wanted to get started. P. Stromhaug and K. Frank asked for a one-page scope of services for the next meeting. K. Frank motioned to approve the resolution with the amendment to delete verbiage suggesting a 6-month extension of the agreement and with the understanding that a scope of services would be provided at or prior to the next meeting. R. Sall seconded the motion and the resolution passed (7-0-0).

Executive Director's Remarks

R. Murphy distributed brochures for the Opportunity Zone Program; there are three zones in the City of Binghamton and said he would be happy to speak to any business that inquired about them and said the information would be posted on the Economic Development webpage.

K. Frank said City Council had just approved the selection of The Bonadio Group as a new auditing firm for the City, BURA and the BLDC to take over from Insero & Co. C. Shager said Bonadio was selected after a competitive bid process that involved four applicant firms and that there would be different costs that would eventually need to be approved by the BLDC.

There being no further business to come before the Board, Vice President Smith asked for a motion to adjourn the meeting. K. Frank motioned, A. Smith seconded, and the motion passed (7-0-0). The meeting ended at 9:49 AM.

Ron Sall, Secretary
Binghamton Local Development Corporation