

Meeting Minutes from March 6, 2014

PRESENT:

Adele Bovard, Tom Spoonhower, Ann Kowal, Ron Nesbitt, Pat Murray, Tim Mason, Darrell Byerts, Chris Passero, Greg Chambery, Matt Chatfield, Robyn Whittaker, Mike Wojcik, Ann Carmody, Mike O'Connor

Adele Bovard welcomed everyone to the meeting.

Approval of Minutes: Minutes from the meeting held on February 6, 2014 were reviewed with no changes. Approval of the minutes – moved by *Ann Carmody*; seconded by *Ron Nesbitt* – all approved.

Financial Report: *Tom Spoonhower* provided the Board with a financial report as of the end of February 2014. *Adele Bovard* presented the Memorandum of Understanding (MOU) and explained the commitment to partnership between the 5 entities involved; Town of Webster, Village of Webster, Webster Central School District, Webster Chamber of Commerce and The Webster BID. Each party is committed to provide a specific amount of funding to WCCED. Tom Spoonhower stated that the fiscal year runs from January through December.

The 2014 annual budget incurs a deficit of \$5,295 above 2014 anticipated revenues. This gap will be sufficiently covered by the current surplus of \$12,039, with an anticipated surplus of \$6,744 to be carried over into 2015. Adele Bovard discussed the need to identify a long-term revenue stream to cover the annual deficit, and current spending would not be sustainable beyond 2015. It was agreed that a meeting of the Corporation members should be held mid-2014 to discuss additional funding alternatives.

Approval of financial report - moved by *Ron Nesbitt*; seconded by *Ann Carmody* - all approved.

Staff Activity Report:

Matt Chatfield presented a brief overview of the extensive activities conducted over the course of the 12 days in February, which included a myriad of outreach and business development efforts.

Economic Development Strategy Discussion: *Matt Chatfield* facilitated a discussion of the draft Vision, Goals and Objectives, which were organized into three categories: Economic Development, Organizational Development and Community Development. Board members were asked to enter into small group discussions to provide feedback and identify top priorities on which to focus staff efforts for the coming 12 to 24 month period. A consensus was reached that WCCED should focus on economic development as a primary objective for the coming year, with the advancement of the organization a secondary priority. Community development activities were considered to be beneficial, yet not a core priority given the limited capacity and staff time available.

The need to develop a revolving loan fund (RLF) was considered a priority for 2014. *Pat Murray* offered to assist in the advancement of this idea. *Pat Murray* will provide the Board with a basic understanding of the US Community Reinvestment Act (CRA) at the April meeting and how the requirement of banks to reinvest within their branch geographies can be leveraged to gather sources of revenue for the RLF.

Matt Chatfield will develop a refined strategy document for continued discussion at the April meeting. This will include the identification of metrics to measure success. *Matt* will also meet with *Tim Mason* on the advancement of Brand Positioning for WCCED and the Webster community.

Roundtable Discussion: Board members were provided an opportunity to discuss relevant topics of concern within their organization.

Darrell Byerts mentioned on-going development activity in the Village of Webster, including the pending application for NYSDOT Transportation Alternatives Program (TAP) funding to make bicycle/pedestrian improvements to North Avenue from Main Street north to Commercial Street. *Matt Chatfield* will be assisting the Village in the development of the grant application, which is due June 11, 2014.

Though the Town of Webster has identified the installation of sidewalks on Ridge Road from Barrett Drive to Five Mile Line Road as a priority, *Ron Nesbitt* deferred that the Village was likely more prepared to apply for TAP funding at this time. *Ron* also mentioned on-going development applications for properties along Hard Road and Ridge Road. Ridge Road will be paved during the evenings the summer of 2014. Senior and multifamily housing projects are slated for Publishers Parkway, Hard Road and Picture Parkway pending agreements for transportation improvements along Hard Road and signalization of Publishers/Hard intersection.

Robyn Whittaker discussed the pending 2014 activity schedule for the BID, including a new Wine Walk and the refocus of Villages Days towards the arts and music.

Ann Carmody identified that area hotels were interested in the development of a Visitor's Guide to include a website or mobile application. There was support for the creation of a committee to advance the development of the guide with the support of WCCED.

Adele Bovard discussed the Career and Technical Education asset mapping and strategic planning process the WCSD is undertaking, including her participation in discussions with RIT, MCC and area manufacturers on the development of a program to provide middle-skill training and internships for secondary and post-secondary students.

Meeting Adjourned: President Bovard adjourned the meeting at 8:44 a.m.

Next Meeting: Thursday, April 3, 2014 – 7:30 A.M. / Webster Chamber Offices

Respectfully submitted,



Secretary, ECCED
JC/ja