



Webster Community Coalition for Economic Development

Meeting Minutes from June 4, 2015

PRESENT:

Carmen Gumina, Ron Nesbitt, John Cahill, Tim Mason, Matt Chatfield, Chris Passero, Ginny Nancy, Robyn Whittaker, Pat Murray, and Greg Chambery, Bill Horeth

Carmen Gumina welcomed everyone to the meeting.

Approval of Minutes:

Minutes from the meeting held on May 7, 2015 were reviewed with no changes. Approval of the minutes – moved by John Cahill; seconded by Ginny Nancy - all approved.

Financial Report:

Matt Chatfield said the financial report for May 2015 will be provided at next month's meeting along with the June 2015 financials.

Staff Activity Report:

Matt Chatfield provided an activity update for the month of May. Matt said there is a lot going on in the Town with the potential hydroponic greenhouse project. He said some of the Town of Webster Officials went on a tour to visit an existing hydroponic greenhouse in the Town of Albion.

Ron Nesbitt said the Albion tour was fantastic and it is a very clean operation. They grow hydroponic tomatoes on 50 acres and everything is automated. He said they package for Wegmans, Aldi's and Tops. The developer is interested in a parcel that the Town of Webster has development rights on and it is located in the Basket \ Salt Road area with about 50 acres or 2.4 million square feet of potential tomatoes. The Town will be meeting with them on June 17th and we are excited because Webster is the number one choice for location. It is a big building and and they could provide up to 140 jobs for the community.

Matt said some of the jobs are packing jobs but others jobs require skilled training to run all the automated machinery. It is a \$60 million dollar plus operation. They reuse or recycle all the rainwater and snow. There maybe a possibility for a composting facility because all the green material comes out every year and they haul it all off site and that

might be another value added benefit. Wood chips are another opportunity because they use only wood chips for the boilers.

Matt said the America's Best Communities Prize Competition (ABC) is gaining momentum and one of the first involved events will be in conjunction with the Webster Parks and Recreation Summer Celebration. He explained how the plan is to utilize some of the camp counselors to conduct surveys and ask questions to residents like why have you chosen to live here in Webster? What would need to change for you to leave Webster? Matt said a goal is to see what aspects are needed in the community for people to want to stay in Webster. We want to know where we should keep investing our public dollars. Should it be in infrastructure and roads or should we continue to invest in economic development. The point is to get the public consensus on all these issues.

Matt said we also want to survey visitors to our Town and ask what is it that they like about Webster and give us some general impressions. We will be going out to the sports venue and ask families if they are using the services here like dining and restaurants or are they going somewhere else. This is a massive public input campaign. Next week we will be going into the schools and ask the high school students to design a waterfront park which would incorporate their own type of design elements and priorities. We want to understand what students think about entrepreneurship and starting a business here in Webster. We want to ask what would that business be and what do you need to start that business here. We will have a presence at every public event. We have public participation consultants lined up and contracts which add up to the \$50 thousand dollars. We have a public engagement professional, a strategic planning consultant. We have two local Webster companies a branding expert and a marketing company to help with Twitter and Facebook questions on a daily basis. All this information will be comprised as part of the development of the actual plan and document that we will be submitting as part of the competition.

Matt said Genesee Regional Bank has donated a storefront and we will use it as our "command center" located at 28 East Main Street. This will be the headquarters and meeting place for our ABC Best Prize Competition team. The funds we raise will be for printing, banners, flyers, and marketing expenses. The funds from Xerox and the ABC Prize Competition will be used for the consultant fees. Matt said the value is not the social media but the value is the campaign and how it all fits together. The plan will be the road map for the next 4 years.



Motion to end the meeting: moved by John Cahill; seconded by Ron Nesbitt- all approved.

Meeting Adjourned: Matt Chatfield adjourned the meeting at 8:37 a.m.

Next Meeting: Tuesday, July 2, 2015 – 7:30 A.M. / Webster Chamber Offices

Respectfully submitted,

John Cahill

Secretary, WCCED
JC/ja