



**NYS REGIONAL COUNCIL
MEETING NOTES
Bi-National/Logistics Working Group
9:00 – 11:00 a.m.
September 26th, 2011
Buffalo Niagara Partnership**

1. Intro and Welcome

Craig Turner

Find out what the other Council Groups are doing so that we can integrate discussions and merge ideas.

2. Review REDC criteria

Craig Turner

Currently we are working on the left hand column from the Priority Initiative Selection Criteria in order to put together a plan that Colleen DiPirro will advocate for us.

- Promotes Smart Growth, Creates Jobs, Maximizes Financial Return, Oriented to Young Adults, Builds upon Strengths, Regional, Improves Region's Image, and Inclusive.

3. Review public feedback specific to the topic (from the various public sessions)

Craig Turner

A public participation session, Erie County Community Workshop II, will be held on Thursday, September 29th at the Roswell Park Cancer Institute, in which the participants will be voting via interactive clicker devices. The community workshop is designed to get input and aid in the creation of a five year economic development plan.

4. Explore interconnectivity between the 5 themes (i.e. do we have 5 themes or one single theme with five action items?)

Jim Manno

Strategy:

Create, market, and brand our bi-national region as an international trade center and logistics hub.

Actions:

1. Enhancement of multi-modal transportation capabilities.
2. Take advantage of our borders through strategic and tactical approaches.
3. Advocate policy to attract and facilitate growth and development.
4. Link education/research/training across border and to logistics/supply chain industry.
5. Creation of regional centers for industrial & commercial distribution and light manufacturing.

5. Review the "how" of each action item (from last session) – any additions

Jim Manno

1. *Enhancement of multi-modal transportation capabilities (multi-modal consists of rail, air, water, and road).*

Rail Ex.: CSX transports containers

Maersk is a supplier of cargo transportation equipment that could use CSX to transport.

- If containers are brought to WNY, do we have the space?
- Is the location ok with the community?
 - “Not in my backyard”
- Is there a cost-efficient drainage capacity?
- What roads are capable?
 - Bridges, levies, permit costs, and obstacles...

6. Discussion on action items/themes

- a. **What’s already taking place?**
- b. **Does the action fit with the REDC criteria?**
- c. **What programs/projects/initiatives/legislation would support those action items?**
- d. **What will it take to make those things happen?**
- e. **Who is responsible for making those things happen?**
- f. **What other workgroups can support this action item?**

Jim Manno

Transportation:

- Find a way to move more for less money
 - Need product to fill containers on way out
- Integrate a plan that accommodates population and transportation needs.
- Rt. 219 as part of a roadway inter-modal master plan.
- Think about challenges – policy-making not being done with the logistics industry in mind
 - Need to challenge old legislations
 - Concerns about advantages and obstacles with respect to road load capabilities.
 - Possibility of a heavy loads hypothetical case study
 - Rt. 5 – trucks will have trouble negotiating circles in the winter
 - Infra-tourism: Buses can’t turn in the NF circle

Dallas and Kansas City can be used as models for inter-modal/multi-modal.

Kansas City is a smart port; an industry cluster that is private/public.

****Key strength location: What makes sense for us? ****

****Marketing the region****

What is the marketing message for our group?

- We have resources to market
- Add value to what we have and market our assets.
- Our value is our location.
- Focus on our unique geographical location
- Our region is unique because you get two in one (Canada & U.S.)

For autumn, BNE is focusing on logistics marketing.

Why are we a hub?

We can provide the hydropower for manufacturers

Milk-we have the cows.

CN and CSX are important resources

Can we bring in CSX rep to speak?

CN- Could we delay major investment in Brampton if we can provide facilities in our region?

We have huge resources in lawyers, banks, accountants, customs brokers, and other professionals who can support the bi-national trade/logistics. We need to leverage that.

7. Next steps

Jim Manno

- Find out what our competition is doing (Marketing Intelligence).
- Plan to be responsive to new trends.
- Plan?
 1. Identify as a hub
 2. Create an infrastructure/transportation master plan
 - a. We can lay a foundation but how can we quantify it?
 - b. Case study to show the outcomes
 3. Use the informational sources that we already have
 - a. NAFTA may have info to share
 - b. GBNRTC Study on freight transportation

Goal:

Create locally developed strategic plans and possibly what projects can help advance it.

Outcomes:

1. Marketing plan should be formatted specific to the parties we are targeting
 - a. They are flexible.
2. Bi-National should support work of other groups
 - a. Can we document that to increase the importance of what we propose?
3. What is our unique value proposition?
 - a. How are we different from everyone else?
 - b. What is the competition saying?
4. Need a responsive plan that can take advantage of new opportunities.

The initial mission of the REDC was to split each working group into target industries and create a strategy for each industry. This working group's goal is to create a logistics economic development strategy for WNY. If we have a strategic plan, we can submit it for funding.

(There was a suggestion to still meet as an advisory group after November 14th, the end of REDC working groups)