

FINGER LAKES REGIONAL COUNCIL MEETING MINUTES

NOVEMBER 9, 2011

Council Members Present: Joel Seligman, Danny Wegman, A. D. Berwanger, Maggie Brooks, Bob Brown, Marianne Clattenburg, Dick Colacino, Charlie Cook, Bill Destler, Ted Fafinski, Taylor Fitch, Steve Griffin, Mary Pat Hancock, James Hoffman, Bradley MacDonald, Tom Macinski, Theresa Mazzullo, Augustin Melendez, Mark Peterson, Tyrone Reaves, Thomas Richards, Christine Whitman. **Representatives for Council Members Present:** Cynthia Cooper for Anne Kress, Mitch Rowe for Laverne Lafler, Patrick Rountree for James Merrick, Jason Aymerich for Kirsten Werner, James Whipple for David Callard **Members Absent:** Pam Heald, John Noble, Cynthia Oswald, Sandra Parker, Hilda Rosario Escher, Robert Sands.

Team Members Present: Robert McNary, Joe Hamm, Dave Seeley, Ed Downey, Kent Gardner, Dick Petite, Kiska Stevens.

State Agency Members: Daniel Buyer, Victoria Daly, Paul D'Amato, Linda Hardie, Tim Joseph, Lee Loomis and Ralph Van Houten.

Other Attendees: Greg Albert, Josh Farrelman, Anne Humphrey, Mark Michaud, Jordan Nicholson, Peter Robinson, David Zorn.

Mr. Wegman and Mr. Seligman welcomed the members and associates, thanking them for their assistance in developing the Strategic Plan. Mr. Seligman noted that at today's meeting we will review the Plan, with a focus on such areas as the Priority Projects, Leverage and Performance Measures. He emphasized that we need to get the document to the graphic design folks by this Friday, so we are using today's session to solicit the final recommendations.

Mr. Seligman explained that the direct and indirect job numbers, as well as leverage, will be refined over the next day or so. He stated that the USRG/Fulcrum Transformational Project, did not get their CFA application in on time. As a result, it is not eligible for CFA assistance at this time. Thus the recommendation is that their \$4 MM allocation should be divided among several other transformational projects.

He indicated that Mr. Wegman has developed a different approach to the Performance Measurement Section of the Plan. He asked him to explain it. Mr. Wegman stated that the work performed by the Workgroups has been truly impressive and should provide the basis for performance measurement for the individual sectors, as well as the Plan as a whole. A description of the 5 Year Projects and Strategies was distributed as a basis for this measurement. It included the names of the organizations which would be charged with insuring progress in these sector areas. Mr. Seligman asked the Council to provide their recommendations on the proposed Performance Measurement section and get comments back to Mark Michaud by November 10th. Council members might want to recommend what are the best measurements, for example, job creation, research, investment, quality of life matters, etc.

Mr. Seligman noted that we will need to have another Council meeting to review and approve the recommended CFA project scores, as suggested by the Scoring Committee. It will be convened at 3:00 PM on November 18, 2011 at MCC and should not last longer than an hour. The Council must accomplish this task by November 21st.

Mr. Wegman mentioned that, moving forward with implementation of the Plan, we should not forget the Local Government Shared Services Project. Mr. Seligman noted that it will be important as we carry out the Plan to reconvene the Workgroups and update it on a yearly basis. He also stated that we might also want to reconsider how we will process CFA applications in the future.

Next Mr. Hamm gave an update on the Community Engagement Outreach Effort. He stated that we need to make sure that the public can see the revised Plan. He plans to send out an e-mail blast to those who attended our sessions over the past several months, as well as others involved in the Plan development process. He also stated that we will be distributing hard copies to locations where the public can review it. A media release will occur on or around November 14th, when the Plans are due in Albany. Council members and leadership will be available to discuss it in greater detail with the news media.

Mr. Wegman unveiled the pop-up book that will accompany the Plan. Its purpose is to catch the attention of the Plan reviewers and demonstrate, in a fun and attractive way, what we are about.

Mr. Seligman asked if the Members were comfortable with our proposal to reallocate the USGR/Fulcrum funding to the various other projects, as well as whether they are generally in favor of the details associated with the other 9 transformational projects. Mr. Hoffman asked if the wording for extending Excelsior Tax Credits to region-wide projects was acceptable. Mr. McNary indicated that it was and he had already forwarded it to Mr. Michaud. Ms. Whitman asked if we could use the operating budget of groups like High Tech Rochester, to match the funding for the Business Accelerator Cooperative (leverage). Mr. Seligman indicated that we believe that this will be acceptable. Mr. Melendez asked if minority and women owned businesses are incorporated into the Plan. Mr. Peterson stated that this is one of the cross-cutting measures, with these companies and their employment being found in the various strategy sectors.

Mr. Destler stated that he would like to endorse the new Performance Measures, as it is a definite improvement to the Plan. Mr. Seligman asked for a motion to approve the Plan, as amended. Mr. Melendez made the motion and Ms. Mazzullo seconded it. There being no further discussion, the motion was unanimously approved. There were no abstentions.

Ms. Hancock inquired when we will receive word regarding the Plan competition. Mr. McNary state that the decisions will probably be made in early December, including the CFA approvals.

Mr. Seligman adjourned the executive session at 3:45 PM. He then reconvened the public session at 4:00 PM. Following are the topics discussed in the public session:

- Mr. Seligman explained some of the major areas in the Plan that have been modified, including the Priority Projects, Leverage and Performance Measures.

- The USRG/Fulcrum Project has been combined into the Eastman Business Park Transformational Project. However, because the CFA application was not submitted on time, their allocation has been reallocated to other projects in the Plan.
- A \$5 MM Excelsior Tax Credit allocation for Eastman Business Park has been retained, as these funds could possibly be utilized by companies expanding here, including the Fulcrum Project. Additionally, we allocated up to \$5 MM for various industry expansion projects found throughout the region that were submitted as part of the recent CFA competition. The remaining \$5 MM was reserved for companies that will be assisted by the Business Accelerator Cooperative.
- We have also revised the Performance Measurement Section of the Plan to reflect a new approach recommended by Mr. Wegman. Essentially it will define performance measures associated with the goals, strategies and 5 year projects advanced by the 11 Workgroups. There will also be organizations tasked with monitoring progress attained by these Workgroups.
- Mr. Seligman reported that the Strategic Plan must be submitted to the State by 4:00 PM on November 14, 2011. However, we will make the final draft available online as soon as possible, so the public can review it. He and Mr. Wegman will present the Plan to the State Strategic Plan Review Committee on November 18, 2011 in Albany. It is anticipated that we will hear about the four winning plans, as well as the CFA awards, in early December. Moving forward, the Council will meet periodically in 2012. Additionally there will be an annual reassessment of how successful our implementation effort has been.
- The next meeting will be an executive session to be held on November 18, 2011 to review and approve the CFA scores recommended by our Scoring Committee.
- He indicated that it is also the Council's goal to implement a Shared Services Program with local government - for example purchasing materials used by public works agencies.
- Mr. Hamm discussed the Community Engagement Strategy that we have been implementing as part of the Plan development process. He also stated that we will be getting the Plan out as soon as possible. It will be available online, as well as in hard copies. On Monday, November 14th there will be news releases on the Plan. Also Council members will be available to answer questions.

Mr. Seligman and Mr. Wegman closed the meeting by thanking everyone that contributed so much to the development of the Plan, as well as the CFA project reviews. This included, but was not limited to, the Council Members, Workgroup Members, staffs, state agency personnel, the Lt. Governor, Irene Baker, the public and many others.