

**Business Development Corporation for a Greater Massena
Board Meeting Minutes
March 10, 2021**

Draft!

Board Members: Dan Pease, , Mike Besaw, Sherry Thompson, and Melanie Cunningham

Excused: Ben Murtaugh , Dave LaClair, Jeff Dobbins

Staff: Jim Murphy, Executive Director

Public: Sam Carbone, Sue Bellor, Matt LeBire

Call to Order

VP Dan Pease called the meeting to order at 5:02 p.m.

Approval of Minutes of the Feb. 18, 2021 Meeting

A motion was made by Melanie and seconded by Dan to approve the minutes of the February 18, 2021 Board of Directors meeting. The motion passed unanimously.

Financial Reports

Review of Financial reports was postponed as Treasurer Jeff Dobbins was not at the meeting.

Village Budget Process Update

Jim noted that, based on the feedback the board had received from Matt LeBire, the BDC should not expect to receive anything more than the \$5,000 it had received this past year. This will be our request to the Village. The prior year, the village had provided \$45,000 to the BDC. Matt also noted that the Village would not seek a formal contract with the BDC, as it had in past years. Jim said that he was focusing his efforts on developing a formal contract with the Town (for the first time) which would include references to the Village. Jim noted that he and Mike could make themselves available for any of the upcoming budget work sessions.

BDC/Town Contract

Jim confirmed that this was the first time the Town had requested a formal contract. Their request comes as a result of requests from their auditors. Jim noted that the BDC's auditors had also asked to see these contracts. Jim said he was hoping to formalize a scope of work and measurable outcomes to be expected from both parties. He also noted that the contract would be a good way for the BDC to connect its mission statement and performance goals to those outlined in the contract – and to utilize this contractual relationship to further the implementation of the Town's Comprehensive Plan. He said that the BDC could very well be the mechanism to guide the progress of eventually implementing the plan's goals and initiatives.

ABO Mission Statement/Performance Goals/Required Reports

Jim said he has received Acknowledgement of Fiduciary Responsibility and Board Self-Evaluations from some board members and requested that those who had not done so, to send these signed documents to Jim. Other ABO required reports, including an annual review of the BDSC's Procurement Policy, Internal Controls Policy and Investment Report should probably be started at the committee level, once they were up and functioning. Mike suggested that each board member come up with two to three performance goals of their own and send them to Jim in advance of the next meeting, to be discussed then.

Committee Assignments

Mike made the following committee assignments for 2021. (Chairs in bold):

- Governance and Operations Committee – Mike, **Dan** and Melanie
- Audit and Fiscal Oversight – **Jeff**, Sherry and Ben
- Financial Infrastructure – **Dave**, Jeff and Mike

Mike asked that committee chairs set up a meeting in advance of the next Board meeting.

Role of BDC in Fishing Tournaments

Jim reported that he had been asked by the Town to lend assistance to the effort to stage four fishing tournaments in the town of Massena over the summer. He said that he expected his role to be to connect businesses to the opportunities presented by the tournament and to attempt to calculate economic impact/return on investment for the town. Mike suggested that we develop materials to hand out (with a local realtor, perhaps) to provide information for those who might be interested in coming back or even moving here. Melanie suggested that something be developed to help tournament officials to find out where to stay, where to go eat or where to buy groceries. Sam noted that he is working with Jason Hendricks on developing an app that would help in this effort. Sam also suggested that the BDC could help in fundraising/grant-writing.

The first tournament is set for June 24-25.

Executive Director's Report

Jim briefly updated the Board on his ongoing projects, including the Massena Theater Project, Town of Massena Comprehensive Plan, LWRP, Microenterprise Grant Program, Arconic Industrial Park Strategic Planning Group and St. Lawrence County Economic Development Study Advisory Group.

Other Board Action Items

None

New Business/Other Business

Board members discussed the feasibility of a resort or boutique hotel in the township, especially along the St. Lawrence River. Mike suggested reaching out to USDA-Rural Development for possible funding. Jim also suggested the possibility of identifying and focusing on tourism development zones to direct potential development to specific, already approved geographies. The Board discussed other possible sources of funding to push the effort, including NYPA and an expected CFA application process.

Questions from the Public/Press

None

Executive Session

None

Adjournment

Dan made a motion to adjourn the meeting at 5:35 p.m., that motion was seconded by Melanie and passed with all members voting 'Aye'.

Next Regular Meeting Date: April 14, 2021 at 4:45 p.m.