

**Business Development Corporation for a Greater Massena  
Board Meeting Minutes  
June 9, 2021**

**DRAFT!**

Board Members: Mike Besaw, Jason Hendricks, Jeff Dobbins, Dave LaClair

Excused: Dan Pease, Melanie Cunningham, Sherry Thompson

Staff: Jim Murphy, Executive Director

Public: Sam Carbone, Sue Bellor, Matt LeBire

**Call to Order**

President Mike Besaw called the meeting to order at 4:48 p.m.

**Approval of Minutes of the May 12, 2021 Meeting**

A motion was made by Jeff and seconded by Dave to approve the minutes of the May 12, 2021 Board of Directors meeting. Motion passed unanimously.

**Financial Reports**

Monthly financial reports were not available at this meeting, but would be ready for the next meeting, marking the halfway point of the BDC's fiscal year. Treasurer Jeff Dobbins noted that it had been a quiet month.

Jim said that the BDC had received payments from the town (\$25,000) and had invoiced the village for \$2,500 to complete its contract for 2020-2021. The BDC had also received \$7,000 from the US Treasury in recovery funds identified by Mark Bogdan. There was also some discussion about possible alternatives to purchasing supplies from WB Mason, although it was noted that the BDC did not purchase enough bulk supplies to take advantage of state contracts or other alternatives.

**Executive Director's Report (Attached!)**

Jim submitted a written Executive Director's Report (attached), which highlighted the meetings he participated in over the past month as well as a summary of contacts and targeted outreach efforts and initiatives over the past 30 days.

Jim provided board members with the potential project list from the Village of Massena's last Downtown Revitalization Initiative for possible inclusion in another possible funding request.

While discussing the possible use of the BDC's exhibit booth at upcoming fishing tournaments, board members also talked about developing an overall recruitment strategy to connect with the upcoming tournaments, putting together a formal pitch, information packets and/or a team of

community leaders to serve as recruiters for potential projects that might arise from fishing tournaments or other local tourism events.

Sam also provided an update on CoinMint and other local cryptocurrency projects.

Jim reported that he has completed the Microenterprise Grant Program's entrepreneurial training component of the grant and had submitted an official Administrative Plan and other paperwork for the program. The next step is to get grant reimbursements to the 9 businesses being helped by the program, including five startup businesses. Board members expressed that we should be advertising the success of the program with press releases and on our Facebook page.

Jim also discussed progress with the Town of Massena's various fishing tournaments and the possibility of applying for a Market-NY grant to support next year's tournaments. This led to a discussion about how to better connect the fishing events to local businesses. The group discussed how the BDC could take a more proactive role in directing business traffic to the aps, measure success and to garner testimonials about the business benefits of the events. The thought was to put together a "test group" of businesses that we anticipate would see an increase in business during the tournaments and "push" those businesses on the fishing aps and other means. The goal is to promote what's positive going on in the community.

The Board then had a wide-ranging discussion about how to better connect with businesses, particularly new businesses, with BDC (and other) services. Suggestions ranged from developing materials for banks/other to give to their clients to proactively reaching out to anyone who files a DBA at the county level – develop mechanisms to connect the resources available to people who could use the help.

Jim also provided a quick overview of various grant programs now available through state and federal government. Matt and Mike talked about the need to coordinate all our grant/planning efforts, including holding regular meetings with the town, village and BDC.

#### **Other Board Action Items:**

**Resolution to authorize BDC's Executive Director to seek unclaimed funds** - It came to Jim's attention that the BDC might have unclaimed funds available through the NYS Comptroller's Office of Unclaimed Funds. This resolution formally authorizes Jim to seek those (unspecified) funds from 2012. Motion passed unanimously.

**AEDC Administration of MATA loan** – The Adirondack Economic Development Corp. responded to our request to provide loan administration services to the Massena Arts and Theater Association for \$1,000 per year. Our goal was to maintain an arm's length relationship with the MATA loan the BDC provided by having a third party administer the loan. Jim also brought up the possibility of loan forgiveness for achieving certain benchmarks with the project. While there was a consensus that the BDC should simply start invoicing the loan, board members agreed to have Dan Pease look at the legal aspects of that before making a final decision on loan administration.

**Bylaws/Attendance Policy** - Mike introduced a draft revision to the BDC's bylaws that would institute an attendance policy for the BDC Board (attached). Mike asked the board to review the draft amendment and to provide input prior to a vote at the next meeting.

**New Business/Other Business**

Sam reviewed the efforts to promote Massena through Business View magazine, proposed Massena Monopoly game and others.

Matt provided an update of the Village's grant efforts, including the possibility of extending its current contract with its current grant-writer for the next 6 months.

**Questions from the Public/Press**

None

**Executive Session** - None

**Adjournment**

Jeff made a motion to adjourn the meeting at 6:20 p.m., that motion was seconded by Jason and passed with all members voting 'Aye.'

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