

Wayne Economic Development Corporation
Board Meeting – February 23, 2022
MINUTES

The regular meeting of the Wayne Economic Development Corporation (WEDC) was called to order by Chairman Scott Johnson, at 9:24 a.m. at 9 Pearl Street, Lyons, Second Floor Conference Room. The meeting was held in person at 9 Pearl St. Lyons, NY and also via Zoom.

Meeting began with roll call. Member present in-person was Julie DiLella – Treasurer. Members present via Zoom were Scott Johnson - Chair, Ken Miller – Vice Chairman, Kaye Stone-Ganzs – Secretary, Pamela Heald and Jeannie Brockmyre. Robert DeBadts was absent. Also present were staff members Kathleen Bronson, COO; Jamie Corteville, CFO; Ariel Cardiel, Economic Development Specialist, and Deb Hall, Records Management Officer/Assistant Secretary. There were no guests or members of the public in attendance.

Minutes from the January 26, 2022 board meeting were presented for approval as a motion by Ms. Heald with a second by Ms. Brockmyre. Minutes were accepted with unanimous approval.

A Resolution to Update the Microburst Program Policy & Procedures was presented to the Board. This program was previously a 50/50 loan to grant program for new businesses that was introduced in August of 2021. There was significant interest in the program but with growing concern by business owners that new debt could be a detriment to the growth of the business. Homes and Community Renewal (HCR) does not require the loan amount but does require business owner or employees of the business to meet a Low- to Moderate-Income level, according to HUD guidelines. Ms. Bronson talked with other counties who were implementing similar programs without the requirement for a loan. The proposed update simply removes the loan requirement. Ms. DiLella asked what marketing efforts would be done to reintroduce the program. Ms. Cardiel explained that information would be posted on billboards and flyers throughout the county. A motion to approve the resolution came from Ms. DiLella with a second from Ms. Stone-Ganzs. All approved.

A Resolution to Approve Updated Performance Measures was presented to the Board. Performance goals were identified and presented to the Governance Committee in a recent February meeting. These are now being recommended to the full board for approval. Goals were modified slightly to address the following areas of focus: business retention, expansion and attraction, local entrepreneurship, workforce capabilities, property and infrastructure improvements, state and local partnerships, and a new goal addressing potential economic interruptions as was seen during COVID. These goals will be referenced as new programs and projects are announced. A motion to approve the resolution came from Mr. Miller with a second from Ms. Stone-Ganzs. All approved.

A Resolution to Re-Appropriate Remaining WEDC Equal Opportunity Funds (EOF) to GAIN! was presented. Ms. Bronson explained that this would take existing loan funds and reassign them to the ag loan program that is getting more interest. An amount of \$200,000 in the EOF will remain set aside for the brownfield revolving loan fund and the remaining will transfer to GAIN! program. A motion to approve the resolution came from Ms. Stone-Ganzs with a second from Ms. Heald. All approved.

A Resolution to Write-off Delinquent Loan from Economic Opportunity Loan #40001-149 was presented. Ms. Bronson briefly reminded the board of this delinquency. A motion to approve the resolution was made by Ms. Heald with a second from Ms. Stone-Ganzs. Ms. DiLella expressed

here concerns for this action setting a precedent for others and cast her dissenting vote. The motion carried by a vote of the majority.

A Resolution Authorizing the Wayne County Student Pitch Competition was presented. Ms. Bronson identified this as part of the workforce development goal in that students will be given the chance to develop a business concept or production idea and “pitch” the idea in the competition for a small range of prize levels. She gave the example of the Welch brothers who were 17 yr-old applicants in the 2021 Pitch competition and how they may have been at a disadvantage against the adult applicants. Mr. Johnson stated it is never too early to start students on this path of understanding business plans. Ms. Stone-Gansz asked if the age level will be limited to high schoolers, which is a detail that is still be worked out. Ms. Bronson said the applicants must be students at the time of the award event in November. Ms. Heald mentioned the YEA! organization that matches youth entrepreneurs with mentors and suggested that all the details must be clearly stated in writing so as not to cause confusion when announcements are made. A motion to approve the resolution came from Ms. Heald with a second from Ms. Stone-Gansz. All approved.

A Resolution Authorizing a Loan Deferment for a Specific Loan was presented. Ms. Bronson stated that the office had received a hardship letter from the owner identifying COVID-related complications from which the business suffered economic loss early in the startup phase and the owner soon after stopped business activities. The deferment would last until June of 2022 when the accrued interest and principle will again be due. A motion to approve the resolution was made by Mr. Miller with a second from Ms. Heald. All approved.

Ms. Corteville presented the fiscal report indicating current bank balances as of 2/15/2022. She noted the Eco Opp fund that will be affected by the previous resolution. She then presented a loan aging report, noting the loans that are delinquent and the ones previously discussed in resolution.

Next were updates on projects sponsored by WEDC. Ms. Bronson mentioned the Business Panel with Women Owned Businesses and that Ms. DiLella was a panelist. That event was well attended and focused on some challenges and opportunities for women owned business especially for state certification as WMBE. Ms. Hall mentioned that the staff had created an annual calendar of events that will allow the dept. to showcase the economic development programs offered by this agency. There will be a business panel once a quarter as well as other events to recognize and engage small business owners, including the next Startup Pitch competition. She then played a marketing video that was produced to showcase the popular Pitch competition. This will be used in general marketing campaigns for the dept.

In other business, Ms. Corteville noted that the annual audit was almost complete and that the auditors will make a presentation at the March meeting. Mr. Johnson announced the next WEDC Board Meeting was set for March 23, 2022 at 9:00 a.m. A motion to adjourn at was made by Ms. Stone-Gansz with a second from Mr. Miller at 10:09 a.m.

Respectfully submitted,


Deborah Hall, Assistant Secretary