

**Wayne Economic Development Corporation**  
**Board Meeting – August 24, 2022**  
**MINUTES**

A regular meeting of the Wayne Economic Development Corporation (WEDC) was called to order by Chairman Scott Johnson, at 9:01 a.m. at 9 Pearl Street, Lyons, Second Floor Conference Room. The meeting was held in person and also via Zoom, as allowed by Executive Order until September 12, 2022.

Members present in-person were Chairman Scott Johnson, Vice-Chairman Phil Eygnor, Kaye Stone-Gansz, Secretary and Treasurer Julie DiLella. Members joining via Zoom/phone were Jeannie Brockmyre, Pamela Heald and Robert DeBadts. Also present via Zoom was John Morrell, agency counsel. Attending in person were staff members Brian Pincelli, CEO; Katie Bronson, COO; Jamie Corteville, CFO; Ariel Camp (formerly Cardiel), Economic Development Specialist, and Deb Hall, Assistant Secretary. Guests present were Tricia and Steve Kuntz from Fig Hollow Barn and Stephanie Smith from SRS Photography.

Minutes from the June 22, 2022 board meeting were presented for approval as a motion by Mr. Eygnor with a second by Ms. Stone-Gansz. Minutes were accepted with unanimous approval.

Ms. Camp introduced the Microburst Grant applicants, Mr. and Mrs. Kuntz from Fig Hollow Barn and invited them to explain their business model and grant request to the board. Ms. Kuntz stated that the Barn is a venue only service with no catering kitchen. The facility has room for approximately 200 cars and is in a private location in the country where no neighbors are nearby nor imminently impacted by noise or visual impediments from events at the barn. She identified multiple types of events that could generate revenue, not just weddings, although weddings are a primary target market. Mr. Kuntz explained that grant funds of \$16,200 being requested will go toward the purchase of an exterior door, property fencing, and sitting furniture and on site security equipment. Fig Hollow Barn will also employ one FTE or equivalent at the LMI (low to moderate income) level. Board members complimented her on the early successes and beautiful aesthetics.

Ms. Camp then introduced Ms. Smith from SRS Photography who was asked to explain her business model and need for grant funding. Ms. Smith stated that she moved to Lyons less than a year ago to pursue a dream of owning and running a photography studio. She immediately got involved with the local community and did pro bono work to get her name and her work out in the community. She now attends local farm markets to provide mini-sessions for on the spot photos and also does special shoots for clients such as Mural Mania. She has seen a significant increase in business and now has a studio in Lyons. The grant funding will be used for additional camera equipment essential to her services as well as first year operating expenses. She is the only employee. Ms. DiLella complimented her on her success thus far and suggested that in the future, since Rochester is/was the photography capital, to reach out to local colleges for potential students and/or interns. Ms. Smith stated that future goals are to record on the spot news-type coverage in order to showcase the unique beauty of the region.

Both applicants were thanked and excused from the meeting. Mr. Pincelli stated that these applicants were a great example of showcasing that the Microburst program purpose is being fulfilled. He pointed toward the fact that different avenues of communication are working to garner interest and said that Ms. Camp spends a great deal of time working with applicants to present the best application possible. More applications are in the pipeline.

Mr. Johnson stated there were Resolutions on the agenda for the two grant applicants. He asked for a motion to approve the Fig Hollow Barn project, which was moved by Mr. Eygnor and seconded by Ms. Stone-Gansz. All members approved.

A second motion by Ms. Heald was made to approve the grant application for SRS Photography, with a second from Mr. Eygnor. All members approved.

Ms. Corteville reported on the financial health of the agency by showing the bank balances and the loan aging report. She stated that one GAIN loan will be closing soon, just waiting on proof of life insurance policy. Ms. Heald asked if there was any concern for the few late payers in the programs, and Ms. Corteville said she did not have concern as they are always responsive to requests for payment.

Ms. Bronson reported on the Pitch Competition SCORE workshops that are ongoing until September 13. A few students have attended the workshops as well. Ms. Hall reported on the advertising that has been done to date for both the adult and the student pitch competitions.

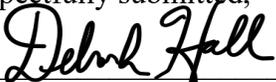
Ms. Camp announced that an RFP will be forthcoming for an approved Business Park Study in the County which could include potential redevelopment of the now shuttered Butler Prison facility. The Board discussed some of the nuances to a project at that location but agreed that redevelopment was necessary.

Mr. Pincelli reported that development of the EPA Brownfield program is ongoing with \$1 million in RLF plus a \$200,000 match from EDC. Discussions have started with local agencies and interested parties on potential projects. He also stated that he was approached by SBA to gauge interest in whether the EDC would be interested in offering SBA 504 financing. This program splits equity interests to 50% participating bank, 40% SBA and 10% participant equity. It is typically used for larger capital direct funding. It is at no cost to the agency and which would be paid for administering.

Ms. Camp mentioned the Greater Rochester Community Foundation Bullis Fund which funded the Edge Factor video projects. The goal is to get more videos produced but part of the money is going toward an 8<sup>th</sup> Grade Career Carnival, which was postponed due to COVID. It will take place this year in October at the Palmyra Fair Grounds. Ms. Stone-Gansz asked if kids could attend even if their school did not. Ms. Camp will look into that. Ms. Bronson stated that our role is to continue to encourage and expose students to careers in Wayne County but that we work with the Community Schools Partnership to have the maximum reach.

In other business, Mr. Johnson stated that he really enjoyed the event in July at the Newark Pilots home game. No other business was brought before the Board. The next WEDC Board Meeting was set for September 28, 2022 at 9:00 a.m. A motion to adjourn at was made by Ms. DiLella with a second from Mr. DeBadts. Meeting adjourned at 10:02 a.m.

Respectfully submitted,

  
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Deborah Hall, Assistant Secretary