

**Minutes of Village of Lancaster Community Development Corporation
Meeting Date February 3rd, 2021**

CDC Board: Jim Allien, Robert Lawrence, Tom Sweeney, Deb Glowny, Michelle Czech, Joe Ligammare

Absent: Bill Schroeder, Paul Rudz, Paul Maute, Joseph Quinn

Attendees: Lynne Ruda, Brittany Leighbody, Stephanie Chryst

Minutes

Corrections - Adding Michelle Czech and Bill Schroeder to the "board" section and not the "members" section. Joe L. made a motion to approve the minutes from the January 6th, 2021 meeting. Seconded by Deb G. and unanimously approved.

Treasurer's Report

Tom S. provided the treasurer's report. See provided CDC budget FY 2020-2021 (VOLCDC Treasury and Budget Report Feb 1 2021.pdf)

Main Street Manager Report

Brittany L. discussed the fundraising efforts. \$1000 football square profit. (less about \$40 in fees). The platform she utilized made this program nice and easy.

Almost \$200 in raffle tickets sold for the basket raffle.

We now have the entrants subscribed to website for future contact. There are 100 new subscribers on the website.

Brittany L now has the local businesses listed on the CDC website (rediscoveringlancaster.com)

She will be sending email blasts to subscribers to inform them of programs and promotions

Easter is the next program period. Brittany L Discussed efforts there. including the donation of chocolate and scavenger hunt. everything can be done correctly with Covid issues. 250 bunnies at \$1/bunny.

Deb G. inquired about the providers contacted and asked if she had checked Niagara Candy. She did multiple and never got back.

Brittany discussed a possible mother's day program. Purchasing our own flowers and setting up and selling on Central. To date, no one has been interested in setting up. Jim A asked if she has talked to anyone about purchasing discount flowers. Brittany L. will reach out.

Jim A asked if Brittany L. saw any programs possible this summer with Covid restrictions loosening up. Brittany L. discussed the art of music using sidewalks with players.

Village Report

Lynn R. provided the Village report. "There is a Lot happening".

- W. Main on hold until weather breaks. Final pavement not down yet. Landscaping moving forward.
- At about 50% completion of the design phase of Cayuga park. Hopes to be able to get this done on schedule. Moving forward.
- Waiting on final NY approval for CMAC grant. Process kicked off as of yesterday. Out to bid for 2021-2022 construction.
- Working on getting funding for green infrastructure through a NY grant program..Asking for about \$300k. That would open up the Senator Gallivan funding to be used elsewhere (\$300k).
- 94k CARES grant for an adult outdoor fitness center. Doing at W. Drullard and Central. She hopes to get everything signed in Feb.
- LED Street light conversion going on now. Cost saving measures and going green.
- Working on getting Climate smart certification (Brown certification) helps with future applications. UB students helping.

New Business

Historic Tour App

Jim A. - Brought up the historic tours app discussion mentioning that this would fall under Lynn R's board committee. .
Lynn R asked some questions regarding the app. Brittany L described the sample app. This would be the same platform as Dansville uses. Bob L. mentioned that this is a platform and not our own stand alone app.
Lynn R. asked who it would be owned by. Jim A. stated that it would be a 50/50 Village/cdc split. There would be 2 tours. One for the business district and one for the historic tour.
Lynn asked about pricing \$1000 up front and \$99 monthly. She questioned how it would work since we are a non-profit. Lynn asked about the control of the content. Tom S. discussed the control of the app.
Lynn R. stated that she loved the idea, but wanted to see an official proposal for the whole board. She asked that the CDC lay out what the money is being used for/gaining for the community. Lynne R asked if we could get an official proposal together for the Village.
Lynn R. brought up that she felt there is a missing connection between the Village board and the CDC.
A discussion regarding the communication breakdown ensued. Joe L. discussed ways to remedy the communication.
Brittany L mentioned the goal of the app to be funding itself after 1 year with merchants helping to foot the bill after seeing benefits. Brittany L would ask merchants for \$5/month to be in the app. She discussed app updates, value, etc.
Jim A mentioned past communication breakdown. Between the CDC board and Village board.
Lynn R asked for the timing of the app launch. Brittany L Stated as soon as we get the funding it would be about 30 days.
Lynn asked for "unlisted correspondence".

Lancaster IDA Grant Report

Tom S. Looking for the IDA to assist with grant money. Paul Leone. came up with the idea of a 30-40-50k grant.
Brittany L created a 2 page summary to provide to the IDA.
She came up with some stats along with a grant request to the IDA. In general, the IDA cannot do anything to fund retail businesses. IDA can give gifts and loans, etc. If they wanted to, they could help fund in the year where we can't really raise money with events/etc.
Tom S. sw Paul Rudz who is on the IDA board. Tom S. is hopeful that the IDA is able to help.
Jim A mentioned the suggestion of a \$40k loan that could potentially be forgiven down the road since it is a common practice with the IDA.
Brittany L stated that she is trying to push the fact that we are an economic development engine.
BL mentioned the idea of big fundraisers that bring in a large amount of money but take a large amount of money to put on and run. A lot of risk and chance of loss.
Brittany L assisted merchants with over 25 virtual sales that did over \$1500 each.
The CDC is Up to almost 3k followers on social media.
Brittany L Sent out sponsorship letters with help from Stephanie.
Frank Todaro is going to do \$1,000 sponsorship with the CDC

Chamber Report

Deb G provided the chamber report. Everyone is doing a great job with the restructuring of the chamber. Breakfasts coming back. March 6 meat raffle. Things are coming back. Back and strong.

Joe L. made a statement about the buy in from the merchants. He talked about continuing to move forward. BL mentioned that "From the Attic" is looking to be involved.

Tom S. provided an update on the development of W. Main Street. They closed on their loan 1 hour ago today. Planning groundbreaking on 3/1.

Jim A. Stephanie. Here for any help that we need. Working on sponsorship opportunities.
At 4:55 Jim A. made a motion to adjourn. Tom S. seconded by Robert L. and unanimously approved.