



Executive Committee Minutes Friday, October 17, 2014 9:00 am

Members Attending: Tom Burr, Matt Horn, Mike Manikowski

Non Members Present: Alexi Smith, John Johnson, Nicole Mahoney (to give Marketing Presentation)

Members/Non Members Excused: Marc Smith

Agenda

I. Call to Order/Introductions/Approval of Minutes

Meeting Called to Order at 9:00am by Matt Horn

a. August 15th ((resubmit))

Approval of Minutes:

Mike Moved

Tom Seconded; Unanimously Approved

II. Financial Report

a. 2014 to date

i. John re-worked the financial reports and explained those to the Executive Committee

1. John explained several larger expenses

a. Auditing fees

b. Quarterly water bills

c. John found money in an old Five Star Bank account and closed it; the money has been moved into the operating account

III. Old Business

a. Roofing Project is complete

i. there is a small issue that might need to be addressed in the future

b. Potential tenants

i. John has met with people interested in brewing and possibly setting up a facility here at the Tech Farm

1. Mostly for production, but some small retail would be involved

2. Matt suggested that John should get the ball rolling on getting engineers putting together a site plan

a. Tom voiced a concern about traffic ((car and truck))

ii. John has received a phone call from someone out of Syracuse who is interested in leasing a space here



1. The company takes left over foods from places like cafeterias and other facilities and creates dog treats out of it
 - a. John is hesitant to allow this individual to have the front lab because of the concerns that might be raised with hauling food waste through the building
 - i. He might give this company one of the rear production spaces and offices that have recently become available
 - ii. John wonders whether the utilities would be adequate for him for this company
- c. EDA Grant
 - i. John is in the process of submitting a grant to revamp the wet lab space into a more kitchen-type space. In that grant, John hopes it would cover re-doing the sewer line and also helping with marketing and miscellaneous personnel expenses
 - ii. The grant is through the EDA
 1. Mike made sure that John knew that David Zorn and Greg ((from EDA)) need to endorse the grant
- d. Changing Trash Services
 - i. We have switched from Lyons Trash to Casella
- e. New Building
 - i. John wants to see if GVRMA might be interested in assisting the Tech Farm putting up a light manufacturing building; John asked for more advice
 1. Mike suggested that getting anchor tenants involved would be ideal
 - a. If the 'anchor tenants' are ready for it, that would be the driving force for getting some grants and/or financial assistance
 - b. Matt thinks that GVRMA may be willing to put up the % match for a grant since they were willing to help us to put up a pole barn
 - i. The pole barn, it was decided, was not necessarily in line with the Tech Farm's mission; we need a more useable building for our tenants
 - ii. A Build-to-suit building would be ideal for the Tech Farm
 1. Tom mentioned that one of our tenants is getting ready to expand significantly
 - a. They would like to stay here in Geneva, but the location of such expansion is still to be determined

IV. New Business

- a. Open House
 - i. Alexi has been working hard to reach out to the media, wineries, etc. for door prize contributions, and tasting tables, and to spread the word about the event coming up on November 7th



- ii. Mike thinks that the Italian visit will align nicely with the Open House; it will allow them to see what goes on here
- b. Break the Ice Media
 - i. Strategic Marketing Plan Presentation
 - 1. Nicole Mahoney from Break the Ice Media came to speak to the Executive Committee about putting together a Marketing Plan for the Tech Farm
 - a. She needed to see what everyone's vision of the Tech Farm is for now, and also in the future so she and her team could put together a more effective strategy for us to execute.

V. Director's Report

VI. Executive Session (if needed)

Next Meeting: Executive Committee November 21, 2014 9:00am

Adjournment

Meeting adjourned at 10:20am

Respectfully Submitted,

Michael Manikowski

Secretary