



Board of Directors Meeting Minutes December 20, 2013

Members Present: Mike Manikowski (Secretary), Matt Horn: Bill Mulligan, Ed Hansen, Dennis Piedimonte, and Marc Smith

Members Excused: Senator Nozzolio,

Non-Members Present: Susan Noble, Susan Brown, Sue Vary

Meeting was called to order by Matt Horn at 9:00 a.m.

Approval of Minutes: Motion to Approve the minutes from the September 20, 2013

Moved: Mike Manikowski
unanimously

Seconded: Dennis Piedimonte

Approved

Old Business

- Reviewed financial situation
 - Presented cash flow situation.
 - Regular expenses on target
 - Expenditures low, income higher than budget
 - Large expenditure to C T Male for release of VCP
 - Looking for cheaper gas and electric rates
 - Several rents still outstanding
- Five Year Plan
 - Transition due to pending retirement of Director
 - Where do we want to be in 5 years
 - Unique asset-Partnership between Public, Private and University- More targeted, unique mission, restrictive zoning
 - Destination for business especially in Food
 - Park is ready to grow
 - Cheap land but difficult to market
 - Access to entrepreneurs, scientists to Cornell
 - Start Up NY eligible- Cornell put Geneva and the Park at top of priorities
 - Strongest option is a community group- Cornell, County, City, Hobart working to promote Park
 - Should we update the campus plan that was created in 2002- How?
 - New outlook
 - Proposals for new look
 - Model
 - Outsource?? Needs are more complex than building management
 - Goal is to fill the park, new buildings



- Real Estate brokerage a possibility
- Put it on the web
- Reach out to Allied companies such as Kraft, Sysco, Maines to build on site
- Discussed changing Legislation re: what the Park can do
 - Challenge will be the restrictions of our legislation, what request should be made to cover all eventualities to protect our sustainability
 - Need to have a non-agriculture prospect to present to the Senator before asking
- Need to identify person in the government who is receiving Start up NY calls
- Growth of tenant companies
 - Stony Brook
 - Growing-toward maximum production
 - Would be Start Up eligible if they wanted to build
 - Would a spec building be interesting to both Cheribundi and Stony Brook
 - Cheribundi
 - Would be eligible because a graduate of an incubator
 - Compete clause may create an issue
 - Cheribundi might struggle with Red Jacket: Cherries vs Apples or Juice vs. Juice is the problem- non compete clause
 - Sweet Spring Salmon- should fit in well with Start Up
- CFA-Food Innovation Center
 - Discussed inquiring if companies such as Mains SYSCO or Kraft would want to be a part of such research, innovation and new ideas
 - Wegman's is interested (especially in Geneva)
- Ask station faculty and others to help us through their contacts with business
- Discussed that the Park is full: Need to grow through new construction
 - Who would be likely tenants
 - Microbrew
 - Companies that support current tenants such viticulture and juices
 - Dole, Food Fresh
- Need for Signage
 - List of Tenants- Good advertising
 - Discuss how to remove confusion with Cornell and the Experiment Station
 - Has to be flexible as tenants change regularly
 - Land for lease- sign
 - Possibly get a marketing grant to pay
- USDA
 - Still have an agreement to hold land but modified so that they can be put on any 4.5 acre parcel in Park



- Have not raised the required \$\$ for the project
- If they do, we will receive ~\$800,000
- Model for Park Management
 - Team concept- two parts
 - Facility management
 - Staff to work on development of Facility- Deal closer Person to expand and retain tenants base, Internal harvesting
 - Marketing
 - Travel to shows
 - Distribution of materials
- Food Science Department at the Station
 - Moving to Ithaca
 - Creates Opportunities
 - Will not impact Viticulture or Park in a major way
 - Food Venture Center, V&B, GAPS, Analytical Lab will remain at station
 - Can the Pilot Plant be used as commercial kitchen? Dr. Brown will follow up on that
 - Park could then continue with role as stepping stone
- Discussed looking into RIT's incubators
 - Debbie Sindardi-
- RFP for proposals for redesign of park
 - Real estate developer not marketing firm
 - Developers list to call to see if they are interested in exploring development of the park
- Discussed setting up a FAM Tour to promote the Park
 - Sue Vary will work with the Park to do this
 - Site selectors, developers
 - City will put up site selectors in hotel here in Geneva
- Cost of Land Lease
 - \$2000-30000/ acre per year
 - Since the Park is developed we can ask more but still not as high as Rochester
 - Competition is state driven, Eastman Park, Genesee County
- Discuss job creation
 - Dairy
 - Fruits and Vegetables

New Business:

- 2014 Budget
 - High or Low budget – the only difference is in the payroll and transition lines
 - Motion to approve the lower of the two budgets

Moved: Marc Smith

Seconded Bill Mulligan

Approved:

Unanimously



Directors Report

- Park was chosen as certified incubator With this comes an award of \$125,000
 - No details on usage at this time
 - CFA listed staffing as primary need
 - Waiting for information from ESDC

Executive Session - not needed at this time

Next Meeting

Executive Committee meeting-January, 2014 at 9:00

Adjournment

Meeting adjourned- 11:15

Respectfully submitted,

Michael Manikowski
Secretary