

# *Tompkins County Development Corporation*

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Administration provided by  **TCAD**

**TOMPKINS COUNTY DEVELOPMENT CORPORATION  
BOARD OF DIRECTORS MEETING**

• Thursday, June 14, 2018 •

**3:30 PM**

**Governor Daniel D. Tompkins Building  
Legislative Chambers  
121 E. Court Street  
Ithaca NY 14850**

**AGENDA**

- 1. CALL TO ORDER**
- 2. PRIVILEGE OF THE FLOOR**
- 3. BUSINESS**  
  
TC Chamber of Commerce Foundation Funding Request – Live in Ithaca Project
- 4. CHAIR’S REPORT**
- 5. STAFF REPORT**
- 6. APPROVAL OF MEETING MINUTES – May 10, 2018**
- 7. ADJOURNMENT**

## Live in Ithaca Request to TCDC

**TO:** Tompkins County Development Corporation

**FROM:** Tompkins County Chamber of Commerce Foundation, Inc.

**DATE:** June 8, 2018

**RE:** Live in Ithaca Project Support

**Background:** Since the summer of 2015, the Tompkins Chamber/Chamber Foundation President and staff, Workforce Development Board Executive Director Julia Mattick, and numerous major employers from the area have frequently met to discuss employing new tactics to support our county-wide and regional workforce attraction efforts. TCAD leadership was part of the discussion early on, and has been kept in the loop along the way.

While there is now interest among several counties in the Southern Tier, and at the state level to attract young professionals and recruit workforce back to New York State (as stated by Governor Cuomo and Empire State Development head Howard Zensky in their recent visit to Ithaca), we believe Tompkins County was ahead of our peers in envisioning this project—and has the most compelling story to attract and sustain our workforce regionally.

**Problems Identified by Partners:** Continuous challenges meeting recruitment goals for executive and skilled positions; issues with recruiting and retaining diverse candidates to our area; dual partner households (even for non-education industries); amount of time invested by HR staff in identifying community resources/ information; overall lack of access to comprehensive, single source information about our area, housing choices, schools, communities, and resources were all identified as key challenges. The TCDC board is very familiar with our significant workforce development and recruitment challenges—from entry level positions to CEOs, and everything in between.

**Project Goals:** Through a three-pronged approach under the brand “Live in Ithaca”, the Chamber has lead efforts to provide enhanced support to hundreds of for profit, non-profit, government and education industry employers, and the community at large. The Project will have an Advisory Board/Council and a Marketing Committee, which TCAD staff would be a welcome addition to. Project recommendations and solutions included:

***A New, Comprehensive Website Resource:*** A new, dynamic website, [Liveinithaca.org](http://Liveinithaca.org), will host volumes of information and referrals to local resources under the main categories “Career, Community, Quality of Life, and Our Stories”. An organic feeling, image based site, this will scale to any user format and include access to local employer information by industry (and then their own job posting pages/company information), dual career relocation resources, a thorough exploration of our community resources and opportunities (such as faith communities, school choices, housing/apartments, volunteer and service organizations, local food and beverage, nightlife, arts & culture...and much more). The site will tell the unique stories of diverse individuals who have relocated here or returned to the area, and feature their families, favorite community assets, and workplaces as part of those stories.

***An Integrated Marketing/Community Branding Campaign:*** The integrated marketing campaign will use real stories from our community, compelling quality of life imagery, and feature area employers to call candidates and people exploring our community (or who might be likely to consider it) to the site. We will utilize social media (Facebook, Linked In, Twitter, Instagram), combined with effective search engine optimization, targeted advertising and remarketing, and public relations pushes to drive traffic to the site. A belief (based on experience shared by partners and local recruiters) that alumni from our colleges and people who grew up in this area will be more likely to consider returning will inform the solutions and marketing efforts employed, as will building off of the success of the Visit Ithaca brand managed by the Chamber/CVB team.

***Relocation Guide:*** A fresh relocation guide will complement the above resources, and should be cost neutral to the overall project budget. Feeling more like a magazine, this heavily image-based publication will share much of the content located on the website in stories and images to support employers in their recruitment efforts once candidates are in market, and make their work to acclimate candidates to our community easier. It will also be used to fulfill the hundreds of relocation guide requests we receive each year at the Chamber.

**Funding:** The estimated first year project costs, including the marketing campaign, were \$100,000. Private employers (including all three colleges, Tompkins Trust Company, Cayuga Medical Center and others) have invested over \$40,000; a private non-profit grant making foundation has invested \$10,000; and the Chamber has allocated \$7,500 for the first year, and has provided in-kind services to the project over three years equaling well over \$50,000. Conversations are ongoing with numerous other private employers and the City and the County to garner support in their 2019 budgets (they've expressed similar recruitment challenges as all other employers in TC).

**Request:** Support from the TCDC on behalf of our economic development agencies and to help this critical project succeed would be greatly appreciated. We are seeking support at a level of at least \$10,000 for the first year, and we ask that you consider an ongoing partnership with the Chamber Foundation to maintain this asset over time as a collaborative effort. Several individual employers have provided this level of funding, but cannot likely continue to fund at the same level in the years ahead.

Not only will this investment be critical to the success of the program, it demonstrates an intentional partnership between the Chamber, Workforce Development, and TCDC/IDA as well as TCAD to support the needs of employers from start-ups to well-established higher education partners, to the healthcare industry and beyond. The Chamber is committed to ensuring a path for participation for all employers (with job openings available) who would like to be featured on the site, even if they are not Chamber members.

**Featured Opportunities for TCDC/IDA:** The project will have a few components that should be attractive for TCDC, including:

- Entrepreneurial Resources (business counseling, technical assistance, financing)

- Relocate/Expand Your Business category (similar to above, plus IDA incentives/options)
- “Our Story” blog can feature TCAD’s selected company/their team member or a member of your team that fits the project goals
- Inclusion in the print relocation guide as a resource, and as an advertiser
- Additional ways the project supports the economic development and job creation goals of the area:
  - Existing residents may be able to better understand the great opportunities many area employers have through exploring the industry sectors on the site.
  - Our transient community will be able to better understand all that we offer, and acclimate more quickly.
  - The social media marketing efforts associated with the project will enable the entire community to engage with telling our story in a positive way.

**Tompkins County Development Corporation  
Board of Directors Meeting DRAFT Minutes  
May 10, 2018  
Tompkins County Legislative Offices  
121 E. Court Street, Ithaca, NY**

**Present:** Martha Robertson, Rich John, Jennifer Tavares, Leslyn McBean Clairborne, Mike Sigler

**Absent:** Grace Chiang, Laura Lewis

**Staff:** Heather McDaniel, Ina Arthur, Mariette Geldenhuys

**Guests:** Martha Armstrong (FLRPnet), Deborah Dawson

**CALL TO ORDER**

Rich John called the meeting of the **Tompkins County Development Corporation** to order at 3:35 PM

**PRIVILEGE OF THE FLOOR**

**BUSINESS**

Committee Appointments

The TCDC Board needs to appoint a Finance Committee per the 2009 update to the PAAA legislation. When the PAAA legislation was created in 2007, the board did create an Audit Committee and a Governance Committee.

Heather McDaniel recommended that at this time and Audit and Finance Committee be populated as one committee and later the Governance Committee can do a review of the TCDC's bylaws and recommend separating them into two committees.

Rich John suggested appointing Mike Sigler, Laura Lewis and Rich John to the Governance Committee.

Rich John suggested appointing Rich John, Martha Robertson and Jennifer Tavares to the Audit/Finance Committee.

**Martha Robertson moved to appoint the Governance Committee for both the TCIDA and TCDC as outlined and to expand the current audit committee to an audit and finance committee and to appoint the board members as outlined. Jennifer Tavares seconded the motion. The motion was approved 5-0.**

Jennifer Tavares suggested that when the Governance committee reviews the bylaws that other policies also be reviewed along with the attorney. It is best practices to have the attorney review policies annually.

### Funding Request – Finger Lakes Regional Prosperity Network Food Business Incubation Program

Martha Armstrong gave an overview of the Finger Lakes Regional Prosperity Network Food Business Incubation Program. The program has received a grant from the Appalachian Regional Commission (ARC) for a year long PILOT of the program. This money will be used to hire a director who will develop a program that builds relations with the entrepreneurial community, shares knowledge, encourages supply chain connections and fosters growth of the region's food and beverage manufacturers. The ARC grant will fund the program in the ARC's Southern Tier Central Region: Chemung, Schuyler and Steuben counties. This was envisioned as a .6 FTE.

This funding request of \$17,030 to the TCDC is to fund an additional .2 FTE so the program could include Tompkins County.

Rich John asked how the outcomes were estimated. Martha Armstrong commented that these are an estimate based on companies TCAD has interacted with in the past.

Martha Robertson asked about the timing of the grant. The grant is for a one-year PILOT program that will run for one year starting with the hiring of the director.

Jennifer Tavares asked why Tompkins County was not in the original grant application to ARC. This is due to the grant being funded through Southern Tier Central (STC) vs. Southern Tier East (STE) where Tompkins County is located. STE rejected the original grant application.

Leslyn McBean Clairborne asked about the educational qualifications in the job application. Will there be options that would include work experience instead of a certain level of higher education.

This position will be hired through Cornell Cooperative Extension and the Cornell University system. Thus there is little leeway with educational requirements.

**Martha Robertson moved to approve the Request of \$17,030 to fund FLRPnet's Food-Processing Business Incubation Program Pilot program in Tompkins County. Mike Sigler seconded the motion. The motion was approved 5-0**

### **CHAIR'S REPORT**

None.

### **STAFF REPORT**

None.

### **APPROVAL OF MINUTES**

Jennifer Tavares and Rich John made corrections to the draft minutes

**Mike Sigler moved to approve the minutes with requested corrections from the March 8, 2018 TCDC Board meeting. Martha Robertson seconded the motion. The motion was approved 5-0.**

The meeting was adjourned at 3:50 PM.