

Onondaga County Industrial Development Agency  
Regular Meeting Minutes  
April 9, 2009

The regular meeting of the Onondaga County Industrial Development Agency was held on Thursday, April 9, 2009 at the Eastside Business Center, 1201 East Fayette Street, Syracuse, New York.

Joseph Scuderi called the meeting to order at 8:05a.m. with the following:

PRESENT:

Joseph Scuderi  
William Towsley  
David Knapp  
Russell Andrews

DELAYED:

Karen Kitney

ABSENT:

Robert Baldwin  
Gregg Kidd

ALSO PRESENT:

Mark Arbon, Agency Counsel, Gilberti Law Firm  
Mary Beth Primo, Executive Director, Agency  
Gregory Hitchin, Business Development Manager, Office of Economic Development  
Kim Hall, Management Analyst, Office of Economic Development  
Carolyn May, Sr. Economic Development Specialist, Office of Economic Development  
Cheryl Menzel, Sr Economic Development Specialist, Office of Economic Dev  
Karen Doster, Recording Secretary  
Jim Menter, Voss Signs  
Ross Sheckler, iCone  
Marvin Forester, iCone  
Shelley Ryan, Gilberti Law Firm  
Melissa Dujnic, Gilberti Law Firm  
Robert Trachtenberg, CNYTDO

APPROVAL OF REGULAR MEETING MINUTES – MARCH 12, 2009

Upon a motion by Russell Andrews seconded by David Knapp, the OCIDA Board approved the minutes of March 12, 2009 annual meeting with Joseph Scuderi and William Towsley voting yes. Motion was carried.

TREASURER'S REPORT

Greg Hitchin gave a brief review of the OCIDA investments and accounts for the month of March 2009.

Upon a motion by William Towsley, seconded by Russell Andrews, the OCIDA Board approved the Treasurer's Report for the month of March 2009 with Joseph Scuderi and David Knapp voting yes. Motion was carried.

PAYMENT OF BILLS – SCHEDULE # 320

Greg Hitchin gave a brief review of the Payment of Bills, Schedule #320.

Upon a motion by William Towsley, seconded by Russell Andrews, the OCIDA Board approved the Payment of Bills Schedule #320 with General Expenses being \$462,348.37, Marketing Expenses being \$4,788.47 and PILOT payments to Town of Clay for \$57.73, Village of North Syracuse \$2,734.12, North Syracuse Schools for \$3,441.90 and Onondaga County for \$2,690.61 with Joseph Scuderi and David Knapp voting yes. Motion was carried.

VOSS SIGNS – APPLICATION TO THE EMPLOYEE PRODUCTIVITY PROGRAM

Jim Menter stated that he is the owner of Voss signs and currently has 35 employees. He stated that he and his brother bought the company 12 years ago. He stated that they went from seven employees to 35 employees. He stated that they own a 35,000 square foot building. He stated that they have expanded in a lot of different markets which has contributed to their growth. He stated that their newest market that he wants to get into is point of purchase display. He stated that they have a lot of the equipment that will allow them to get into that market. He stated that they have purchased a lot of high end digital equipment for digital printing. He stated that they are traditional screen printers and got into digital printing three years. He stated that they have

picked up some national accounts, Subway being one of them and are having conversations with Burger King. He stated that to do Burger King's point of purchase displays, Voss Signs has to reproduce the color of their signs perfectly. He stated that there is a process that came about two years ago called G7. He stated that G7 is grey scale and it is a process once implemented that will allow repeatability of color in any printing process. He stated that it is a color matching process, color reproduction process and the program allows the user to identify the spectrum of color needed to obtain on each piece of equipment. He stated that when Burger King wants their displays on its windows printed, the colors need to match the print on its brochure, on its floor and newsprint. He stated that visually all the prints will look alike with the G7 technique. He stated that of the 35 people, everyone will be involved in the training to some degree but intensely there will be ten to fifteen people involved from the designers, machine operators, screen printers, screen makers and film makers. He stated that every step involved will have to know about the G7 training. He stated that it is a whole different philosophy on how to print. He stated that about 1% of their business is the full color process reproduction and when they do them now, they don't match. He stated that visually getting the colors to match is hit or miss and they just keep trying and trying. He stated that with the G7 process they will have the initial ability upfront to know what the results will be at the end. He stated that the total requested from the Agency is \$9,150 and the total cost for the training is over \$27,000 because of the equipment and expenses of trainers. He stated that two trainers are coming from Kansas from Nazdar Consulting Group. He stated that Nazdar is their ink supplier. He stated that they subsidized some of the training and their theory is the more Voss Signs print, the more ink we will buy.

Upon a motion by William Towsley, seconded by Russell Andrews, the OCIDA Board approved a resolution accepting an application to the Employee Productivity Program from Voss Signs, a company that manufactures screen-printed and digitally printed outdoor signs, vehicle wraps, banners and other custom signage for \$9,150 as part of a \$18,300 program to provide training to 35 employees in G7 training to integrate the new equipment fully into the business with Joseph Scuderi and David Knapp voting yes. Motion was carried.

ICONE PRODUCTS LLC (IPL) – AGENCY PARTICIPATION IN THE QUASI EQUITY FUND TO BENEFIT ICONE PRODUCTS

Ross Sheckler stated that iCone Products LLC is a spinoff of a company in Liverpool, New York. He stated that they have been in operation for six years in the aerospace design, heavy vehicle design and highway information distances. He stated that two and half years ago DOT, in response to the new hard hat law, requested that iCone create a system which will allow state engineers, construction workers, state patrol to monitor the traffic in and around work zones throughout the State. He stated that the hard hat law that was passed 24 months ago requires that there be speed enforcement in all work zones which is interpreted at the time to mean put a patrol car at every work zone. He stated that it took them about two weeks to figure out that they can't afford to do that so they turned to iCone. He stated that DOT asked them what they can do to make it simple enough, cheap enough and universal enough that they can reasonably expect every work zone to have speed monitoring. He stated that the iCone came out of those discussions and has been tested in Central New York for 18 months. He stated that it provided background traffic coverage during the State Fair. He stated that when the bridge came down, iCone provided the only traffic monitoring on the back streets. He stated that Clear Channel was using it and New York State DOT Traffic Center was using it at the time. He stated that they are now in a position where they are demonstrating across the country and are part of the national demonstration in North Carolina and California. He stated that they are being tested in about 12 states right now. He stated that the product is up, it is operating, they are selling and in production. He stated that early feedback is extremely positive. He stated that they are in a position now where at least a dozen states are asking the applications to do more and more of the work for them. He stated that the increased work is a good thing and a bad thing and the bad thing is they need to produce faster. He stated that the good thing is that it is the first of its kind in the industry where all participants in the highway construction world can reach into a construction zone and see what is happening to traffic. He stated that the New York Police have asked that when they login to have a listing of the construction zones in their region ranked by over speed during the previous day. He stated that the State and Federal traffic engineers have asked for an automated report to come out of the website that measures the performance of traffic through the work zone. He stated that it can be done but it is labor intensive. He stated

that iCone is asking for part of a \$550,000 effort that they are undertaking using some of their funds, some state funds and funds from various agencies around Onondaga County. He stated that they will be hiring six to ten IT engineers as fast as possible. He stated that the operation is going to grow from the existing 12 people to somewhere in the neighborhood of 50 to 100 engineers by the end of 2010.

David Knapp stated that when driving through a work zone he sees a sign stating the speed you are traveling. He asked if the iCone is based on this but much more advanced. Ross Sheckler asked if the speed on the sign is accurate. Dave Knapp stated that he looks at his speedometer when he sees it but it is hard to tell if it is his car, the car in front of him or the car behind him.

Ross Sheckler stated that iCone is a smart traffic barrel with a switch on the side. He stated that they want an iCone placed every quarter mile before the construction site and at every mile place a variable message sign saying "stopped" or "slowed traffic" in a certain distance. He stated that the iCones enable actual real time based on sensors on the road before reaching the construction site.

David Knapp asked if the cones all talk to each other. Ross Sheckler stated that the cones talk to a server in Liverpool and the server drives all the other intelligent equipment on the worksite.

Marvin Forester stated that it has its own communications base and radar. He stated that each cone is an intelligent computer. He stated that the model is like a cell phone with a piece of hardware but also has a data aspect to it.

Ross Sheckler stated that this all can be done but they are wanted faster than they expected.

Upon a motion by Russell Andrews, seconded by David Knapp, the OCIDA Board approved a resolution to participate in an amount of \$100,000 in the Quasi Equity Fund for the iCone Product conditioned upon the approval of the GSBDC Board with Joseph Scuderi and William Towsley voting yes. Motion was carried.

ACCELERATE CONFERENCE – SPONSORSHIP OF THE 2009 ACCELERATE CNY CONFERENCE.

Bob Trachtenberg stated that he is before the Board today on behalf of Accelerate CNY and Accelerate 2009. He stated that a couple of years ago they decided that there were too many conferences, too many requests for sponsorships and too many attempts to get attendees to attend. He stated that they got together with a bunch of other organizations in town including the MDA, the Chamber, Center of Excellence, National Grid, MACNY and the CASE center and decided to combine, hold one conference, hit sponsors once and make it a big deal. He stated that they started it in 2007 and the original conference goes back to 1994. He stated that this year because of economic conditions and cutbacks, they decided to scale the conference back to make it more affordable and not hit the sponsors so hard. He stated that they thought about what was core about the conference and they found that the educational session was. He stated that they cut it from a full day to a half day, eliminated the lunch and key note speaker, and emphasized the sessions. He stated that it will run from 8:00 am to 12:00 pm with opportunity for networking after the conference but not providing lunch or structure after that. He stated that they cut the conference down to less than half of what it had been in the past. He stated that they are hoping that Onondaga County will sponsor the breakfast for \$2,000.

Joseph Scuderi asked who has committed so far. Bob Trachtenberg stated that everyone that is listed on the back of the brochure has committed.

Upon a motion by Russell Andrews, seconded by William Towsley, the OCIDA Board approved a resolution supporting the Accelerate 2009 program with a sponsorship of the Conference breakfast at a cost of \$2,000 with Joseph Scuderi and David Knapp voting yes. Motion was carried.

AGENCY FISCAL YEAR

Mary Beth Primo stated that the Agency discussed the Agency fiscal year at the study session and it was agreed that it would be a good idea to have the Agency fiscal year coincide with the calendar year and the County fiscal year. She asked how the Board would like to make the

transition, either a short 6 month year or a long 18 month year. She stated that it appears there will not be a considerable difference financially between the two methods of transition as far as accounting costs. She stated that it would make more sense and would be easier to control if there was a short year starting with July 1, 2009 to December 31, 2009 and then start the fiscal calendar year in January 2010.

Upon a motion by Russell Andrews, seconded by David Knapp, the OCIDA Board approved a resolution authorizing a change to the Agency fiscal year from July 1 to June 30 of each year to January 1 to December 31 of each year starting January 1, 2010 with Joseph Scuderi and William Towsley voting yes. Motion was carried.

AGENCY BUDGET – APPROVAL OF THE AGENCY BUDGET FOR THE JULY 2, 2009 – DECEMBER 31, 2009 PERIOD.

Greg Hitchin reviewed the agency budget.

Upon a motion by William Towsley, seconded by Russell Andrews, the OCIDA Board approved a resolution accepting the Agency budget for the year July 1, 2009 to June 30, 2010 with Joseph Scuderi and David Knapp voting yes. Motion was carried.

AGENCY BY-LAWS AND POLICIES: AMENDMENT OF BY-LAWS AND CERTAIN POLICIES.

Mark Arbon stated that these are the same amendments to policies that were discussed at prior meetings and they have been circulated.

Mary Beth Primo stated that at the previous study session it was decided that the local access agreement would mandate that all projects use local labor and it was also thought that the local contractors incentive policy match the local access agreement. She stated that when she was thinking about it, she realized that when the local contractor's incentive was first created, the

Agency didn't have a mandated policy required all projects use local labor. She stated that now that the Board is going to adopt one, it doesn't make sense to have a local contractor's incentive since the Agency is mandating the use of local labor for all projects. She stated that she thinks there is no reason to do that and the Board should consider getting rid of the local contractor's incentive contained in the Green Credit Policy.

William Towsley stated that there is a policy for local employers and local labor as an overall policy then why have an added incentive if it's green for the same usage. He stated that he would agree.

David Knapp stated that he recalls a comment being made during the Board's discussion of the rules for local labor that for some of the green technology we might not have the assets locally. Mary Beth Primo stated that the comment came up in the discussion of whether the choice of labor or contractors for the local contractor's incentive policy should be from within a 200 mile radius of the County or be restricted to the ten county area. She stated that the Agency's local labor policy will have a variance in it.

Mark Arbon stated that the changes can't be made until notification to all the taxing jurisdictions is given.

(Karen Kitney arrived at meeting.)

Joseph Scuderi asked what happens if there is no one in this area that is qualified. Mary Beth Primo stated that they can come before the Board for a variance or waiver. She stated that will be part of the policy.

Mark Arbon suggested that once the local labor policy is adopted then the Board can proceed to amend the UTEP to delete the added incentive.

Joseph Scuderi asked if the incentive should be excluded from the resolution. Mark Arbon stated that he recommends that the amendments to the UTEP that were circulated be adopted and after

the local labor policy is adopted go back and further amend the UTEP and give notice to taxing jurisdictions that the added incentive is being deleted.

Upon a motion by Russell Andrews, seconded by William Towsley, the OCIDA Board approved a resolution adopting the amendments to the Agency By-Laws and amendments and revisions to certain Agency policies with Joseph Scuderi, Karen Kitney and David Knapp voting yes. Motion was carried.

#### POLICY – TECHNICAL ASSISTANCE GROUP

Mary Beth Primo stated that the Technical Assistance Group consists of two board members and the two Board members were Robert Baldwin and John Rizzo. She stated that John Rizzo has resigned from the board and needs to be replaced.

Carolyn May asked Mark Arbon if Karen Kitney can appoint someone to the Technical Assistance Group in Robert Baldwin's absence. Mark Arbon stated that he believes she can appoint someone.

Mark Arbon stated that the Technical Assistance Group is provided with a copy of the PILOT agreement, they review it and make any comments or recommendations. Mark Arbon stated that the Technical Assistance Group will only look at the PILOT agreements that are deviations or PILOTs that were consented to by the taxing jurisdictions. He stated that the normal PILOTs do not need to be reviewed by the Technical Assistance Group.

David Knapp volunteered to be a member on the Technical Assistance Group.

#### FAMILY BUSINESS CENTER – QUARTERLY REPORT TO THE AGENCY

No representative present to give report.

RECOMMENDATION FOR THE CLAY BUSINESS PARK TEMPORARY COMMITTEE.

Greg Hitchin stated that one of the items that needs to be completed to move the Clay Business Park along is to take the draft EIS that was done in 2002, update it and make a more generic impact statement then circulate it to all interested parties to get comments. He stated that staff would like the Board's opinion for selecting a vendor. He stated that C & S Engineers did the initial one and they are also the Town engineer for the Town of Clay. He stated that the option is either to continue to let C & S Engineers do the work or to send out an RFP.

Mary Beth Primo stated that the staff is recommending continuing with C & S Engineers because they are familiar with the property, have done work for us before and are the Town of Clay's engineers.

Joseph Scuderi asked what harm is there in sending out an RFP. Mary Beth Primo stated that it is just a time consideration.

Joseph Scuderi stated that the RFP can be set up to have a short timeframe to respond. He asked if the RFP was done previously. Greg Hitchin stated that there was no RFP done previously.

Joseph Scuderi stated that his recommendation is to send out an RFP because it is simple to do.

David Knapp asked if there is a time consideration. Greg Hitchin stated that the response time can be short and it is not insurmountable. Joseph Scuderi stated that it could save money.

Upon a motion by William Towsley, seconded by David Knapp, the OCIDA Board adjourned the regular Agency meeting at 8:39 am with Joseph Scuderi, Karen Kitney and Russell Andrews voting yes. Motion was carried.

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Mary Beth Primo, Executive Director