

Sodus Economic Team (SET) Meeting #4

6 December 2011

Call to Order:

Manfred Lichti called the meeting to order at 10:04 AM

Adoption of Agenda:

The agenda was adopted.

Present:

Manfred Lichti, Chair	Owner, Lichti International, Inc.
Mary Jane Mumby	Chair, Sodus Chamber of Commerce; Planning Board, Sodus
Paul Lowans, Treasurer	Owner, Lowans IT Service; Wayne County Business Council
Dennis Taber	Organizer, Sodus Village Neighborhood Watch
The Honorable Brenda Rowe	Village Trustee, Sodus
Mark Vande	Resident, Sodus Point
The Honorable Christian Tertinek	Village Trustee, Sodus Point
Don Lessord	Owner, Lessord Chrysler Products, Inc.
David Englert, Secretary	Planning Board, Village of Sodus

Approval of Minutes:

Minutes from the meeting held on 1 November 2011 were approved, as written.

Discussion:

Manfred visited/spoke with persons from several towns and villages in Upstate New York that have undergone their own successful renaissances. A few common themes he discovered were that all successful towns and villages have attractive and easy-to-navigate web sites.

Discussion ensued about ways for the community to utilize and promote the Chamber of Commerce's web site (sodusny.org).

Discussion then followed about providing exposure for local economic development efforts. David Englert agreed to write a press release about SET for distribution to the local papers.

Discussion followed about convincing local business owners of the importance of economic development and how it can have a positive impact on our communities, as well as on their businesses.

Discussion followed about creative ways to get businesses into empty storefronts, such as through discounted rental rates for new businesses, and shared storefronts (where several small businesses share the same space on different days). Perhaps these efforts will encourage some existing in-home businesses to take space on our Main Streets.

Committee Reports:

Web Site Committee

No report.

Promotional Committee

Mary Jane and David met with Mike Virts to speak about what a potential investor would like to see from a community. He mentioned that it is very important for a community to have a progressive, business-friendly attitude. It is imperative that local taxing authorities understand and appreciate potential tax incentives, such as PILOT programs offered by the State. It is also important that local taxing authorities understand and work with regional economic development agencies to know other methods for attracting and assisting business relocation and retention. Mr. Virts also mentioned that it is important to have a good relationship with utility providers in order to encourage utility relief for new enterprises. In another vein, Mr. Virts listed the many important non-business resources the Sodus area has to offer potential employers and employees. He recommended stressing our agritourism strengths, as well as the year-round attractions we have to offer.

Tangible Assets Committee

No report.

Old Business:

The State awarded the monies for the Regional Economic Development Councils. The Finger Lakes Region will receive \$68 million.

New Business:

The idea of nice signs at all Village and Town borders was once again considered. Cost remains an issue. Local beautification issues were discussed, particularly as they pertain to the business district of the Village of Sodus. Cost remains an issue. Also, the inability (or unwillingness) of several local landlords to participate was considered.

The subject was raised that since SET's work is so closely bound with that of the Chamber of Commerce, that perhaps SET should become a committee of the Chamber. This suggestion will be given some more thought.

The next meeting was set for Tuesday, 3 January 2012 at 10:00 AM in the Sodus Community Library meeting room.

Adjournment:

The meeting was adjourned at 11:22 AM.