

MINUTES
SPECIAL MEETING
COMMITTEE OF THE WHOLE
MONDAY, MARCH 22, 2010, 6:30 PM
160 GENESEE ST, 6TH FLOOR, CHAMBERS, AUBURN, NY 13021

CALL TO ORDER: Hon. Peter Tortorici, Chairman AT 6:38PM.

ROLL CALL: Mary Jones, Clerk of the Legislature, all Legislators present, except excused Petrus, Pinckney, Mahunik, and Sincebaugh.

PLEDGE OF ALLEGIANCE:

MOMENT OF PRAYER:

PRESENTATION: Emerson Foundation and Saratoga Associates on the Pavilion at Emerson Park, Power point presentation attached to original minutes.

Meeting Agenda for Emerson Foundation

A.	Welcome / Purpose of Meeting Introduce Tony Franceschelli	Chairman Tortorici
B.	Review interest of Emerson Foundation in pavilion Recap earlier work of project team (i.e. architectural, etc.) Introduce Holzman & Burns	Tony Franceschelli
C.	Review scope of work / goals Highlight research approach Review key findings / recommendations	Rob Holzman, Saratoga Assoc. Frank Burns
D.	Address key questions Propose next steps (i.e. MOU, stakeholder workshop, etc.)	Tony Franceschelli
E.	Open Q&A; Discussion	All
F.	Adjourn	

KEY MESSAGES

CAYUGA COUNTY

- Emerson Park is an important public asset utilized by residents from throughout the county and region (reference record 2009 attendance).
- The pavilion is one of the most unique public waterfront facilities in the region and has been a gathering place for community celebrations, dances, concerts and weddings for generations.
- Today, the pavilion is in need of significant repairs and upgrades in order serve future generations.
- Cayuga County is pleased the Emerson Foundation has assisted the County in evaluating the needs and opportunities associated with the pavilion and for their expressed interest in helping the County make strategic investments in the pavilion.

EMERSON FOUNDATION

- If anything has been learned from the analysis of the pavilion, it is that the necessary repairs and maintenance will be expensive – even without taking into account any desired upgrades. We remain a step or two away from having a clear understanding of projected costs, so it is premature for us to indicate what the Emerson Foundation may be willing to invest. Suffice to say, we recognize this is likely to be an expensive undertaking and -- because this is a facility that is important to the community and to our foundation – we want to be a partner with the county to bring about positive change.
- New York State recently rejected a grant application from the County that could have provided \$600,000 to the County for needed renovations to the pavilion. While it is unfortunate the State funding did not come through this time, we remain committed to advancing this project and would like to continue to work with the County to identify other potential funding sources.
- The Emerson Foundation is a private entity interested in working with the county to affect a good public outcome. We want the ideas and research that have been shared here tonight to be fully discussed and carefully considered. In the end, we want the people of this community to have an improved pavilion facility and a better Emerson Park. The Foundation does not want to run or operate anything at the Park. We simply want to help the county effectively engage the public and implement smart strategies with long-term, positive outcomes.

SARATOGA ASSOCIATES / FRANK BURNS

- Emphasize unique attributes of pavilion
- Review research findings (i.e. regional marketplace / demographics, etc.)
- Review scope of project – existing conditions, market analysis, general discussion regarding competition
- Review benchmarking study with focus on similar facilities/public ownership
- Overview of recommendations
- Stress positive economic impact of drawing more visitors, out-of-towners to pavilion for events (hotel, shops, theater, wineries, etc).

Questions:

Fearon, 10% for food and beverage, what about a flat fee, big operators, more revenue.

Frank Burns Saratoga Associates, fee structures, capital improvements, 10% is least offensive, provides a source of revenue.

Fearon, approved list of vendors.

Burns, one operator.

Fearon, single vendor.

Burns, yes.

Mills, alcohol beverages?

Burns, yes, we put in our calculations, 10% includes alcohol.

Lattimore, cost to county for operating the park, is a loss of \$350,000?

Gary Duckett Director of Parks & Trails, yes, revenue is \$165,000, \$70,000 which comes from the pavilion.

Burns, need to take the burden away from the taxpayers.

Lattimore, needs air-conditioning.

Gino Alberici Auburn resident, cost of improvement.

Burns, with everything about 6.5 million.

Tony Franceschelli Park advisory committee, we are 1 to 2 steps away from final numbers. I do not think the 6 million is correct, my guess is half of that.

Lattimore, will it take away from business here?

Burns, no, I think it will actually be better.

Tortorici, renovation will bring new people in.

Lattimore, one of the great things in New York State is the Merry-Go-Round Theater.

Burns, single vendor would get more use out of the pavilion, Easter, Mothers Day etc. Work with the Theater, bus tours, people need a place to eat.

Tortorici, some of the places did 3 weddings a day, big turnover.

Burns, one operator, get them in and out.

Sam Giangreco Parks Commission, 3 issues, 1. Heat is there, need to replace windows, 2. Concession stand, could you use the old park garage. 3. Need more staff to do the cleaning.

Burns, Lease agreement would take care of that.

Giangreco, there's no place to dance in Auburn, you have to go to Syracuse for entertainment.

Burns, the market exists, just need the staff.

Fearon, Ithaca market, some people just pick a place for a wedding, not necessarily where they live. Destination Wedding.

Bernie Simmons Caterer, it's good to see your taking steps to secure the building, it needs a lot of work.

Mills, timing, requests for 2012.

Duckett, still booking for 2011.

Franceschelli, that's why we're here, need to move forward with Memorandum of Agreement.

Mills, issue with one vendor, they would book everything so we need to get in place soon.

Tortorici, need to move now.

Mills, renovate and move, we have to do this.

Lattimore, 10 year – \$3,000,000?

Burns, \$67,000 this year capital improvement, \$67,000 next year, put money aside for future.

Tortorici, I would like a resolution and MOA to create partnership with the Fred L. Emerson Foundation to come up with a plan on how to renovate and run the pavilion. One management, take over pavilion, put revenue in an account to maintain it and keep it up. Who would support this and move forward? All Legislator's voting yes. Resolution can run tomorrow.

Motion to adjourn by Lattimore at 7:37PM, 2nd by Axton, all in favor.

Motion by Lattimore to approve minutes of 3-22-10 on 4-27-10, 2nd by Pinckney, all in favor.