

**Watertown Empire Zone  
Administrative Board Meeting  
November 2006**

The Watertown Empire Administrative Board meeting was held on Wednesday, November 29, 2006, in the City Council Chambers, City Municipal Building, 245 Washington Street, Watertown, New York.

Members Present: Chairman Peter Clough, James Fitzpatrick, Thomas Cesta, Joseph Butler, Deborah Cavallario and Peter Sovie.

Excused: Robert Lawlor, William Welbourn, Phil Gaffney

Also Present: Doug Schilling, Michael N'Dolo of Camoin Associates, City Comptroller James Mills and Planning Coordinator Ken Mix.

**CALL TO ORDER**

Chairman Clough opened the meeting at 4:30 p.m.

**APPROVAL OF MINUTES**

**Motion was made by Mr. Cesta to approve the September ZAB meeting minutes. Motion was seconded by Mrs. Cavallario and carried with all voting in favor thereof.**

**PRESENTATION**

Carol Bolam, Deputy Director of Empire Zones Program, and Patricia Hartle, Program Associate of Empire Zones Program, were present to discuss with the Board their Zone roles and responsibilities.

Ms. Bolam and Ms. Hartle answered questions from the Board.

**TREASURER'S REPORT**

Mr. Sovie presented the report, reviewing the financial statements.

There were no questions from the board concerning the invoice from Camoin Associates.

**Motion was made by Mr. Cesta to approve the treasurer's report. Motion was seconded by Mr. Butler and carried with all voting in favor thereof.**

## **APPLICATION FOR ZONE ADMINISTRATIVE FUNDING 2006-2007**

### **Resolution 1**

**Introduced by Mr. Sovie**

Designating the City of Watertown as the Contracting Entity for the Administration of the Watertown Empire Zone.

**Seconded by Mr. Fitzpatrick and carried with all voting in favor thereof.**

### **Resolution 2**

**Introduced by Mr. Sovie**

Authorizing Camoin Associates to Perform the Administrative Services of the Zone Coordinator on Behalf of the Watertown Empire Zone

**Seconded by Mrs. Cavallario and carried with all voting in favor thereof.**

### **Resolution 3**

**Introduced by Mr. Butler**

Approving the Budget for the Watertown Empire Zone for the Fiscal Year of July 1, 2006 through June 20, 2007.

**Seconded by Mr. Fitzpatrick and carried with all voting in favor thereof.**

Mr. Cesta questioned the use of the word 'budget' as it may be too broad.

## **APPLICATION FOR CERTIFICATION**

### **Wise Woman OBGYN**

The board reviewed the application and posed questions to Mr. N'Dolo about employees and financial information.

**Motion was made by Mrs. Cavallario to approve the application. Motion was seconded by Mr. Fitzpatrick and carried with all voting in favor thereof.**

### **Country Pride Treasures**

Mr. N'Dolo pointed out that this is an owner-operated business currently but does plan on hiring two more employees. He also pointed out that their cost-benefit ratio is about 16:1.

The board reviewed the application.

**Motion was made by Mrs. Cavallario to approve the application. Motion was seconded by Mr. Cesta and carried with all voting in favor thereof.**

**Empire Watertown**

Mr. N'Dolo told the board the predecessor to Empire Watertown was Perkins Scrap Metal. He added that the company plans on hiring 15 employees.

The board noticed that the pictures shown in the application do not reflect the address the company recorded in their packet.

Chairman Clough commented that the photos look like they are on the other side of the river where the fire was.

The board reviewed the projected investments.

Mr. Fitzpatrick asked what this business does.

Mr. N'Dolo replied that it is a metal recycling facility.

Mr. Mix alerted the board to the plans of Empire Watertown relocating from Factory Square to Purdy Avenue. He added that Purdy Avenue is not in the Zone and that the pictures seen in the application are of the new site where a building was demolished.

Chairman Clough felt there was a need to table this application until more questions can be answered.

Mr. N'Dolo asked if Empire was selling its location at 129 Factory Street or maintaining a presence there.

Mr. Mix replied that they are leasing that site and moving all operations to the Purdy Avenue location as it is much more efficient.

**LC of Watertown**

Mr. N'Dolo told the board he believes this is Little Cesar's located on State Street.

Chairman Clough asked if they bought that property.

Mr. N'Dolo said he believed they did. After discussion among the board, they agreed that they would have to go back and get some clarifications on this application as well.

**MARKETING**

### *Status of New Brochure*

Mr. N'Dolo presented a draft of a brochure to the board meant to reflect changes in the Zone. He said this brochure will be given to the Small Business Development Center, JCIDA, and business owners. Mr. N'Dolo asked for input from the board about the brochures.

Mr. Butler suggested better photo quality and relevance would help the brochure as well as adding some type of introduction as to why one should have their business in Watertown.

Mr. Cesta told the board that adding a testimonial from a small business owner might be a good idea.

Mr. Sovie added that listing the benefits this Empire Zone has to offer would be appropriate.

Mr. Fitzpatrick also suggested that the board choose a media venue to advertise information about the Empire Zone.

### *Scheduling Workshops*

Mr. N'Dolo advised having the workshops on the same day as the board meeting with one session in the morning and one in the afternoon. He suggested inviting the Chamber of Commerce, Small Business Development Center and the JCIDA. He also noted that last year Mrs. Hoffman contributed to advertising. The last workshops were held in March and he suggested that month for the next sessions.

### **ZONE DEVELOPMENT PLAN**

Mr. N'Dolo and the board reviewed the Development Plan packet and focused on Sections IV and VIII being Target Businesses and Certification and Cost Benefit Analysis respectively.

Mr. N'Dolo also gave an overview of the Strategic Industries section covering manufacturing, technology and agricultural value.

The board also looked at the Downtown Core portion of the Targeted Businesses portion of the plan.

Mrs. Bolam pointed out that they would like to see the wording in the "Exporting Industries" portion include "... the region..." and not "... Jefferson County..."

**Motion was made by Mr. Sovie to accept the Zone Development Plan. Motion was seconded by Mrs. Cavallario and carried with all voting in favor thereof.**

## **ZONE ADMINISTRATION CONTRACT WITH CAMOIN ASSOCIATES**

Mr. N'Dolo pointed out the possible cost savings for the Zone. He reminded the board that he bills at a higher rate than what others in his office bill and suggested naming his associate, Julianna, as the Zone Coordinator as she bills at a lower rate.

Chairman Clough suggested Mr. N'Dolo use the conference call feature for the meetings which would eliminate travel expenses.

**Motion was made by Mr. Sovie to recommend City Council renew their contract with Camoin Associates. Motion was seconded by Mr. Cesta and carried with all voting in favor thereof.**

## **OTHER BUSINESS**

Chairman Clough told the board he received a call from a County Legislator who would like the EZB to put together a package so a business currently located in the City could relocate to Theresa.

Mr. Sovie questioned if this would basically be facilitating the removal of jobs from the City.

The general consensus of the board was to not sponsor such a move.

**Motion to adjourn was made by Mr. Sovie, seconded by Mrs. Cavallario and carried with all voting in favor thereof.**

Meeting adjourned at 6:08 p.m.

*Amanda C. Lewis*  
Deputy City Clerk