

**Niagara Falls Tourism Target Zone Fund Committee
Committee Meeting Minutes
February 7, 2018
3:30 p.m.**

1.0 Meeting Called to Order

The regular meeting of the Niagara Falls Tourism Target Zone Fund Committee was called to order by Chairperson Brady at 3:35 p.m.

2.0 Roll Call

Senator Robert G. Ortt, 62nd District, NYS
Eamon Weber, Delegate for Assemblyman Morinello
Paul Brown, President, Niagara County Buffalo Building & Construction Trades Council
Stephen Brady, Committee Chairperson & NCIDA Chairman
Mark Onesi, NCIDA Member
William L. Ross, NCIDA Member
Samuel Ferraro, NCIDA Executive Director

Staff Present:

Susan C. Langdon, Director of Projects & Finance
Barbara A. Gill, Recording Secretary
Mark J. Gabriele, Agency Counsel

Guests Present:

Pat Whalen, Niagara Global Tourism Institute
Kathie Kudela, Niagara Arts & Cultural Center
Norma Higgs, Niagara Arts & Cultural Center
Lou Townsend, Niagara Arts & Cultural Center
Rachel Olscewski, Niagara Arts & Cultural Center
Gary Siddall, Aquarium of Niagara
Sara Capen, Niagara Falls National Heritage Area, Inc.
Maddilyn Genovese, Senator Ortt's Office

It should be noted that the guests were asked to leave at 4:15 p.m. to allow the Committee Members to discuss, and subsequently vote, on the two (2) new projects.

4.0 Approval of Meeting Minutes

4.1 September 25, 2017

Chairperson Brady stated that he had reviewed the meeting minutes, and he motioned to approve; Mr. Ross seconded the motion. The motion passed.

5.0 Unfinished Business

5.1 Niagara Falls National Heritage Area (Discover Niagara Shuttle)

The company, at the September 25, 2017 meeting, had previously requested \$127,500.00 to defray the cost of ten (10) digital touchscreens along with acquiring the technology support to connect downtown hotels with Discover Niagara Shuttle. After discussion, the Committee had agreed to table the request pending further information regarding the project.

Ms. Sara Capen, Executive Director, was present at today's meeting to answer any questions the Committee may have. The initial funding request was reduced to \$25,500.00 which represents twenty percent (20%) of the project costs.

Subsequent to further discussion, Mr. Ross motioned to approve the reduced amount; Mr. Onesi seconded the motion. The motion passed.

The question of the Committee to recommend the approval of the grant request to the NCIDA Board Members was duly put to a vote on roll call, which resulted as follows:

	<u>Yea</u>	<u>Nay</u>	<u>Abstain</u>	<u>Absent</u>
Senator Ortt	[X]	[]	[]	[]
Mr. Weber	[X]	[]	[]	[]
Mr. Onesi	[X]	[]	[]	[]
Mr. Brown	[X]	[]	[]	[]
Mr. Ross	[X]	[]	[]	[]
Mr. Ferraro	[X]	[]	[]	[]
Chairman Brady	[X]	[]	[]	[]

The grant request was thereupon duly approved.

5.2 Aquarium of Niagara

The company, at the September 25, 2017 meeting, had previously requested \$284,492.00 to be used toward equipment, more specifically a jellyfish exhibit and hands-on opportunity exhibits. The request was tabled pending further discussion with the Executive Director, Gary Siddall. Mr. Siddall was present at this meeting to answer any questions the Committee Members may have had.

Total project costs are expected to be approximately \$355,615.00.

There was discussion that the Aquarium of Niagara would only be entitled to \$88,147 which is 20% of total project costs.

**Niagara Falls Tourism Target Zone Fund Committee
 Committee Meeting Minutes
 February 7, 2018
 Page 3**

5.0 Unfinished Business Continued

5.2 Aquarium Continued

Subsequent to further discussion, Senator Ortt motioned to approve the reduced amount; Mr. Brown seconded the motion. The motion passed.

The question of the Committee to recommend the approval of the grant request to the NCIDA Board Members was duly put to a vote on roll call, which resulted as follows:

	<u>Yea</u>	<u>Nay</u>	<u>Abstain</u>	<u>Absent</u>
Senator Ortt	[X]	[]	[]	[]
Mr. Weber	[X]	[]	[]	[]
Mr. Onesi	[X]	[]	[]	[]
Mr. Brown	[X]	[]	[]	[]
Mr. Ross	[X]	[]	[]	[]
Mr. Ferraro	[X]	[]	[]	[]
Chairman Brady	[X]	[]	[]	[]

The grant request was thereupon duly approved.

6.0 New Business

6.1 Niagara University, Niagara Global Tourism Institute

The company is requesting \$100,000.00 for furniture, fixtures, and equipment to outfit an incubator space to be located on Niagara Street in Niagara Falls, New York. The physical location will also serve as the nerve center of the tourism wi-fi network and act as a catalyst for the continued development of Niagara Street.

Mr. Pat Whalen gave a summary of the project to the Committee Members and Valerie Nolan also spoke. The total project costs of the project are approximately \$500,000.00, which is twenty percent (20%) of total project costs.

Subsequent to further discussion, Senator Ortt motioned to consider the grant request; Mr. Brown seconded the motion. The motion failed.

**Niagara Falls Tourism Target Zone Fund Committee
 Committee Meeting Minutes
 February 7, 2018
 Page 4**

6.0 New Business Continued

6.1 Niagara Global Tourism Institute Continued

The question of the Committee to consider the grant request was duly put to a vote on roll call, which resulted as follows:

	<u>Yea</u>	<u>Nay</u>	<u>Abstain</u>	<u>Absent</u>
Senator Ortt	[]	[X]	[]	[]
Mr. Weber	[]	[X]	[]	[]
Mr. Onesi	[]	[X]	[]	[]
Mr. Brown	[]	[X]	[]	[]
Mr. Ross	[]	[X]	[]	[]
Mr. Ferraro	[]	[X]	[]	[]
Chairman Brady	[]	[X]	[]	[]

The grant request was thereupon duly denied.

6.2 Niagara Arts & Cultural Center

The project involves the restoration of the 1,000 seat Grand Theater currently located on Pine Street in Niagara Falls, New York. The principals feel that the facility will contribute to the area's cultural investment and to its economic growth by providing new and diverse forms of entertainment to the area residents and thus encouraging tourism to the region.

Kathie Kudela, the Executive Director of the company, spoke at length to the Committee Members about the project and that the project plan is to restore the historic theater space to its original grandeur while integrating the equipment, technology, & support spaces necessary to transform a classic theater space into a venue suitable hosting live productions. Ms. Kudela also stated that the renovation will be a turning point in the revival of the Pine Avenue Corridor.

The company is requesting a grant of \$420,000.00; total project costs are approximately \$2.3 million dollars.

Subsequent to further discussion, Senator Ortt motioned to consider the grant request; Mr. Onesi seconded the motion. The motion failed.

**Niagara Falls Tourism Target Zone Fund Committee
 Committee Meeting Minutes
 February 7, 2018
 Page 5**

6.0 New Business Continued

6.2 Niagara Arts & Cultural Center

The question of the Committee to consider the grant request was duly put to a vote on roll call, which resulted as follows:

	<u>Yea</u>	<u>Nay</u>	<u>Abstain</u>	<u>Absent</u>
Senator Ortt	[]	[X]	[]	[]
Mr. Weber	[]	[X]	[]	[]
Mr. Onesi	[]	[X]	[]	[]
Mr. Brown	[]	[X]	[]	[]
Mr. Ross	[]	[X]	[]	[]
Mr. Ferraro	[]	[X]	[]	[]
Chairman Brady	[]	[X]	[]	[]

The grant request was thereupon duly denied.

70 Any Other Matters the Board Wishes to Discuss

8.0 Adjournment

Senator Ortt made a motion to adjourn; Mr. Brown seconded the motion. The meeting adjourned at 5 p.m.

Respectfully submitted:

Reviewed by:

Barbara A. Gill
 Recording Secretary

Stephen F. Brady
 Chairperson