

# WHEATFIELD LOCAL DEVELOPMENT CORPORATION

Meeting minutes 5/28/14

6:00pm – Wheatfield Community Center

---

Meeting Start time – 6:10pm

Attendance: Bill Wagner, Josh Heim, Larry Helwig, Bob Cliffe, Vic Montalbo, Richard Muscatello, Sharon DiPasquale, Dawn Gilliam, Larry Witul

Attorney: Bob O'Toole

Guests: Roxanne T. Kise – Regional Coordinator Western Erie Canal Main Street Program & Heather Beck – Program Manager, Lockport Main Street, Inc., Nate Taylor

## 1) Approval of minutes from meeting March 25th, 2014

- a. First – Larry Witul
- b. Second – Larry Helwig
- Unanimous Approval, no Nays

## 2) Roxanne and Heather

### a. Presentation and discussion of WECA (Western Erie Canal Alliance)

- Wheatfield is part of WECA because we have a portion of the canal in Town
- Discussed creating a vision for the community
  - Start small, focus on one or two things
  - Don't tackle a huge project in the beginning
- Look at using Social Media such as Facebook, Twitter and Instagram
- Look at leveraging cultural assets and partnering with others (such as the Aviation Museum)
- They did a business survey for all downtown businesses. What else would they like to see.
  - Also did a property survey to know what was available
- Conducted a Market Survey to see what businesses the area could support
  - Talked about "coalitions"

- a. Local and County Municipalities working together
- b. Tourism agencies
- c. Local Service clubs (ie Lions)
- Cautioned against C.A.V.E.
  - Citizens Against Virtually Everything – do not let people like this get you discouraged
  - Build on synergy and optimism instead
- Educating the community of what you are trying to accomplish is key
  - a. Preserve – Sustain – Promote
  - b. Plan/Organize your human and financial resources
  - c. Market for Success

### 3) Bob O'Toole

- a. May 2<sup>nd</sup> – Filing receipt received
  - Draft of By laws
  - Outline of Transparency & Disclosure docs
  - Received temp EIN #

### 4) General Board discussion

- a. Should we have a Conflict of Interest form signed by all?
  - Should be discussed once we get some projects
- b. Should we have DNO & ENO Insurance
  - Once we get some projects rolling and are managing actual funds – Yes.
- c. Bob Cliffe – discussion around putting Amended By Laws up for vote
- d. Agreement to circulate an initial Mission Statement to all Board Members
  - Bill Wagner agreed to forward a draft to group
- e. Larry Witul offered to look at the Retail aspect of any possible grant funding as there are many limitations

### 5) Set next meeting date/time

- No specific next meeting set

Meeting adjourned at 8:07pm.