

**CENTRAL NEW YORK REGIONAL MARKET AUTHORITY
GOVERNANCE COMMITTEE MEETING
Thursday, June 23rd, 2022
6:00 P.M.**

ORDER OF BUSINESS

- I. APPROVAL OF AGENDA**

- II. APPROVAL OF PRIOR MINUTES: 11/30/21**

- III. ANNUAL REVIEW OF THE EXECUTIVE DIRECTOR**

- IV. PLANNING FOR FUTURE MEETINGS**

- V. COMMITTEE DISCUSSION**

- VI. NEXT MEETING**

- VII. ADJOURNMENT**

“The mission of the Authority is to provide facilities, programs, and services to promote opportunities for agriculture and commerce in Central New York.”

Executive Director Accomplishments

1. Made large strides toward increasing payroll to a competitive rate across the board, leading to increased performance and retention of quality employees.
2. Continued relationships with current employees, working toward the goal of a cohesive staff and long term staff retention, while bringing in new employees, working closely with new hires for comprehensive training, and toward the goal of long term staff retention. In turn, completing the staff to the most complete and consistent team that has been at the Market in several years.
3. Continued to carry the Market through the global health crisis, while maintaining a safe environment for vendors, customers, and employees. Making it through the entirety of the crisis so far with only one confirmed exposure on the Market.
4. Worked with the State of New York, to provide a state run COVID testing facility through the Winter and Spring months, providing free testing to the community that we serve.
5. Made significant improvements to move the majority of the office operations onto an electronic platform for continued and increased ease of access for work from home and for access while out and about on the Market.
6. Worked closely with support staff to launch a strong “What’s Fresh” campaign across all levels of web presence (as well as a segment on the CNY Central local new), placing emphasis on public education and targeting advertising for seasonal products. [Marketing Update](#)
7. Worked closely with support staff to launch full Website rebuild, featuring our “What’s Fresh” campaign, fresh product recipes curated in house, a comprehensive vendor list including a blog style vendor feature section, full compliance with ABO transparency requirements, and more. www.cnyregionalmarket.com
8. Worked closely with support staff to launch a new comprehensive and streamlined vendor onboarding process. [Vendor Management](#)
9. Worked Closely with the Facilities Manager and C&S Engineers on a continued comprehensive plan for facility improvements, as well as assessment and repair of failures. (To include installation of new boiler system and tank in the Administration Building, updated HVAC replacement for the upstairs of the Administration Building, reconstruction of one corner of the Administration Building, and the addition of a sidewalk In front of Regional Fresh Poultry.)
10. Worked closely with the Facilities Manager to completely fill vacancies, and determine the needs and focus areas that will help us grow and retain a cohesive and effective maintenance staff with long term retention.

11. Worked closely with the Facilities Manager on methods that can be implemented to streamline communication, documentation, and action of the maintenance staff, supplies, and their tasks. Current project includes bringing many tasks, documents, and correspondence onto an electronic, comprehensive platform.
12. Was given the opportunity to represent our Market in a webinar organized by the Syracuse-Onondaga Food System Alliance, as a featured speaker. Was able to increase education on the goals and operations of the Market, while also taking part in an interactive session for responding to questions and collecting community feedback.
13. Continued to work with the Farmers Market Federation of New York for continued education and Market compliance and growth.
14. Took on a new role, representing the National Association of Produce Market Managers in the capacity of both Treasurer and Administrator. Rebuilt the organizations entire web presence, updated the organizations administrative practices, and working closely with the executive committee as lead to rebuild our Board of Directors and build back the organization from the COVID-19 pandemic.
www.napmm.org
15. Navigated the heavy media, social, political, and legal environment surrounding tenant issues that arose in late 2021.
16. Navigated arranging repairs to D-Shed after being struck and moved by a truck only a couple weeks before opening weekend for the Growers Season. Was able to coordinate with insurance companies, contractors, electricians, and effected vendors to successfully arrange repairs, completing the work to its entirety in time to lose only one weekend of building use.
17. Grown the retail market back to the revenue levels similar to those experienced prior to the COVID-19 pandemic, as well as continued work with vendors and targeted promotions to bring the crowds back to the Thursday Farmers Market in the Growers Season.
18. Have had the opportunity to represent the Market and share our challenges and goals as part of the City of Syracuse Local Waterfront Revitalization Program Committee, and the Onondaga County Farmland Protection Focus Group.
[PRESENTATION HERE](#)
19. Worked closely with support staff and a realtor, to seek and secure opportunities to grow promotional income to almost \$73,000.00 in the FY, from a total loss of promotional income since the onset of the COVID-19 pandemic.

20. Worked closely with Facilities Manager to create a plan to begin updating aging equipment, and attaining equipment necessary for the upkeep and repairs currently necessary.
21. Worked closely with Facilities Manager to reinstate partial use of the trolley on the Saturday Farmers Market.
22. Worked to create hybrid creative scheduling that has encouraged willingness for all employees to cover weekend and early hours.

Executive Director Goals

1. To keep pay and benefits at a competitive level; encouraging increased performance, and long term retention of quality employees.
2. Work toward the continued growth of our website and social media outlets with hopes of exploring the income potential of such platforms.
3. Continue to work with Syracuse City Schools for their centralized storage facility, and continue exploring options for processing and collaboration to assist them in reaching their goals of serving local products in school lunches.
4. Finish getting the last few remaining leases up to date, and continue working on negotiating positive new leases on current vacant space.
5. Explore options for funding and establishment for possible community kitchen, opening the door for reinstatement of cooking demonstrations, community classes and outreach, and a tool for new vendor establishment.
6. Work Closely with the Facilities Manager and C&S Engineers on a continued comprehensive plan for facility improvements and repairs.
7. Explore possible funding opportunities for necessary large scale repairs and improvements.
8. Continue to work closely with the Facilities Manager on implementation of electronic methods to streamline communication, documentation, and action of the maintenance staff, their supplies, and their tasks.
9. Begin updates to warehouse facilities, to possibly include new warehouse space. Maintain and increase the ease of cold chain and FSMA compliance within the space, while beginning plans for the repurposing of out of date warehouse space.
10. Repurpose current commission houses into food hall style establishments, brewery style restaurants, and possibly even an event/wedding venue.

11. Reimagine Farmers Market Drive to create a public market like atmosphere that encourages congregation and a cohesive gathering environment through the Regional Market and timing into NBT Bank Stadium.
12. Continued work toward completion of Strategic Plan with the Board of Directors, and tie that plan and vision into large scale improvement and repair projects.
13. Interactive updated signage around the facility.
14. Explore opportunities for community collaboration and outreach for increased public education of healthy eating, shopping local, and the local food system.
15. Explore options of reimplementing a successful gleaning program.
16. Increase programming and special events to increase promotional income and grow the use and public awareness of the facility.
17. Seek out further opportunities to represent and spread education and awareness of our Market on the local, state, and national levels.
18. Explore opportunities to reimagine spaces to encourage community gathering and inclusivity.
19. Continue to work toward rates and services in line with the current market and community needs.
20. Continued implementation of increased Wifi access, security camera coverage, and key fab entry.
21. Increased availability of rental facilities for storage.
22. Update and reimagine Guard Shack and Security role.

Job Description

Job Title:	Executive Director	Prepared by:	CNYRMA Board of Directors
Department:	Administration	Approved by:	CNYRMA Board of Directors
Reports To:	CNYRMA Board of Directors	Date:	March 2014
FLSA Status:	Exempt		

Basic Function

Responsible for the management and oversight of the Central New York Regional Market Authority, its programs and activities.

Major Responsibilities

1. Responsible for determining the appropriate organizational structure and staffing requirements, defining the key responsibilities of all employees and setting performance standards.
2. Responsible for hiring, supervising, terminating, disciplining, promoting employees, and adjusting wages within guidelines approved by the Board.
3. Supervises the preparation of budget and management reports relative to the fiscal condition of the Authority.
4. Authorizes and oversees special events held at the Authority.
5. Plans, recommends and administers all capital improvements and major equipment purchases; responsible for seeking special funding whenever available.
6. Meets with the Board of Directors to present operating data, fiscal information and project status.
7. Works with the Board to develop both short and long term strategic plans and then implements those plans.
8. Prepares and submits reports to the Board of Directors, recommends policy and procedure to the Board of Directors.
9. Represents the Authority with State, Federal and Local representatives, economic development authorities and other members of the community.
10. Communicates with Commercial tenants including the negotiation and administration of Commercial Lease Agreements.
11. Oversees reconciliations of bank accounts on a monthly basis.
12. Responsible for the advertising and promotions and special events staff committee.
13. Records and prepares minutes of Board and Committee meetings.
14. Conduct employee evaluations annually or more frequently, as needed.
15. Implements policies, directives and resolutions established and/or adopted by the Board of Directors.

16. Responsible for ensuring the overall security of the Regional Market and the Authority's properties.
17. Performs such other duties consistent with the position of Executive Director, assigned from time-to-time by the Board of Directors.

Supervisory Responsibilities

1. Develop and maintain an effective staff through the selection, training, supervision, compensation, motivation, termination and review of employees.
2. Delegate duties to staff, as well as supervise and provide instruction as needed.
3. Provide guidance and direction to staff to assist in their professional development to include facilitating cross training employees.

Skills

Oral Communication Skills
Planning
Customer Relations
Time Management
Diplomacy
Computer Literacy
Accounting Systems
Capital Justifications
General Ledger
Knowledge of Infrastructure

Reading Skills Professionalism
Written Communication Skills
Accrual Accounting
Interpersonal Skills
Organization
Problem Solving
Bank Reconciliation
Fixed Assets
Project Management

Education/Training

Degree: Bachelors Degree or Equivalent Experience

Experience

Prior experience in multiple disciplines helpful, including but not limited to Farmers' Markets, financial systems and reports, interpersonal skills, facility management and public relations are required.