

AGENDA

ECONOMIC DEVELOPMENT/PLANNING COMMITTEE

July 6th, 2016

Members: Supervisors Spickerman, Deyo, Pagano, Manktelow and Miller

10:00 a.m. Approve minutes from previous meeting

10:00 a.m. Tourism, Christine Worth

Monthly Report [TOUR06RPT1 - Progress Report June 2016.docx](#)

10:15 a.m. Ec. Development/Planning, Peg Churchill

DISCUSSION:

- Opportunity Analysis
- Broadband Progress
- Derelict Properties Committee
- GAIN Update
- Progress Report [Progress Report - June 2016.docx](#)

TRANSMITTALS:

- Authorization for snowmobilers to use Wolcott to Red Creek Trail [PLAN07RES01HojackSnoTrail.doc](#)
- Authorization to pay bus expenditures for policy-makers tour [PLAN07RES02-Ag Bus Tour REV1.docx](#)
- Making a determination under SEQRA-Canal Trail Bridge Decking [PLAN07RES03-proposed SEQR resolution-Canal Bridge.docx](#)

PROGRESS REPORTS – June 2016

Christine Worth – Director

- Attended Lake Ontario Wine Trail Meeting
- Attended FLRTC Meeting
- Attended Pre Ginna Drill
- Met with Campgrounds of NY
- Attended Board of Supervisor’s Meeting
- Organized Digital Marketing Meeting for Lake Ontario Wine Trail
- Attended FLRTC Study Presentation conducted by SAG

Notes

- Apple Tour Participants
 - Brochure edits sent in to graphic designer
- Erie Canal Bike Tour
 - 18th Annual Bike Tour travels from Buffalo to Albany July 10–17, 2016
 - Travels through Wayne County on Tuesday July 12, 2016
 - Letter sent to local chamber of commerce along restaurants in Newark & Lyons which is a popular lunch stop.
- Harvest Brochure
 - Sent out mailing for participation
- Lake Ontario Wine Trail
 - Assisting marketing committee with the marketing grant plan
 - Working with Monroe and Cayuga County on a regional radio promotion. Campaign will be running in July and will have a facebook component.
 - Working with HW and DOT on taking down LOWT signs for Ontario Barn Vineyards because they have closed.
 - Organized a meeting to discuss Digital Marketing.
- Public Relations
 - “Parks” themed familiarization tour through I Love NY, consisting of 7 media is passing through the Finger Lakes Region. I will be attending a dinner in Syracuse as an opportunity to discuss Wayne County.
 - Travel Writer Visit - Haunted History Trail. 6/2/16. Jennifer Bain, Toronto Star Travel Editor - Visited with Bonnie Hays and toured the Palmyra Historical Museum and the William Phelps General Store.
 - Travel Writer Visit – Cross Border Showcase. 6/10/16. Hailey Eisen Freelance – On Assignment for Family Fun Canada. Visited Long Acre Farms, JD Wine Cellars, Lagoner Farms & Embark Ciderworks.
 - Pix 11 broadcast segment. Haunted History Trail - The piece highlights summer road trips one should take that will not break their wallet, mentioning William Phelps General Store along with

other regional activities. Please refer to the clip attached and link here: <http://pix11.com/2016/06/20/summer-road-trips-for-cheap/>

- Visitor's Guide
 - Distribution Continues

Chris Kenyon – Outdoor Recreation Coordinator

- Fishing updates, county, LOSPC and On the Water.
- Working with Rush Outdoors for future promotion. They are now promoting Sodus Point Pro Am and Wayne County Youth Derby. Also giving us video to use at the MAC.
- Compiling pictures from Laurie Dirx for birding guide.
- LOSPC meeting at Bass Pro.
- Organizing an outdoor writer promotion for Wayne County.
- Youth Derby pick-ups.

2016 Goals & Updates

1. Increase social media presence by adding Instagram
 - Notes:
4/18/16 - This is in process and should be completed this month. The link need to be added to the Wayne County Tourism website.
2. Add YouTube page onto www.waynecountytourism.com for approved Wayne County video's
 - Notes:
4/18/16 - This is in process and should be completed this month. The link need to be added to the Wayne County Tourism website.
3. Create Group Friendly PDF's for www.waynecountytourism.com for hotels, attractions & restaurants.
 - Notes:
Hotel listings have been added.
Wedding locations will be added in June
4. Birding Brochure update
 - Notes:
4/18/16 – The revised text was sent to the graphic designer.
5/27/16 – 1st draft received and the office will be reviewing in the next couple of weeks
6/27/16 – Reviewing Second draft – Adding 4 pages and pictures
5. Begin creating individual profile sheets for key attractions
 - Notes:
Completed Sodus Bay Lighthouse, Chimney Bluffs State Park, Glenrose Spirits, Vintage Gardens B & B, Long Acre Farms

WAYNE COUNTY ECONOMIC DEVELOPMENT AND PLANNING DEPARTMENT

June, 2016

1. Broadband Feasibility Study: Representatives of the Department, the Steering Committee and the IDA met with ECC Technologies (consultant) on June 3, 2016 for a Broadband Study kick-off meeting. Upcoming work that was discussed included the following:

- Field Survey Work by the Consultant's engineer and also the Department staff
- Hold meetings with industries, municipal agencies, schools, institutions and commercial enterprises.
- Timing and details associated with the CrowdFiber Campaign – so the public can be engaged with the Study and also so they can also apprise us of their needs.
- Monitor changes with the State's New Broadband Program and be prepared to submit an application for the assistance.
- Insure that the Sherriff's Office and Emergency Services is involved in the Study.
- Implement a public relations campaign for the Study, the Crowd/Fiber effort, etc. Make sure that it is comprehensive.
- Market the proposed broadband system to private sector companies.
- Research system funding programs (federal, state, educational, etc.)

2. Opportunity Analysis and Marketing Strategy: The Study is nearing completion. The Department is working closely with the Consultant on completion of the following items:

- Completion of the Final Report
- An electronic copy of the Final Report
- Action Plan
- Edits to the Final Report
- An in-person meeting with the Department

- A power point presentation of the findings, the Action Plan for Marketing and Economic Development Components.
- A final meeting with the Advisory Committee and the public.
- A final presentation to the Board of Supervisors and also a Q and A session.

The Department made a partial payment for work completed to date. Ten percent was withheld, pending completion of all outstanding work.

- 3. Meeting with the Supervisor's Derelict Property Committee:** Staff met with the Supervisor's Derelict Property Committee on June 14th. The Committee heard a presentation from the Chautauqua County Real Property Director regarding how they have handled tax delinquent and environmentally challenged property in their County. He also provided details on their Land Bank. Staff and the County Attorney held conference calls with the following Land Banks: Greater Syracuse, Seneca County, Suffolk County and Chautauqua County. This information was distributed to the Committee members.
- 4. 2017 Department Budget:** Staff has been working on a first draft of the 2017 Departmental Budget. It must be submitted to the Administrator's Office by mid-July.
- 5. Genesee Finger Lakes Regional Planning Council (RPC):** The Regional Planning Council conducted their quarterly meeting on June 9, 2016 at the Penfield Town Office.
- 6. Global NY and Foreign Trade:** Staff attended the Global NY and Foreign Trade Conference in Rochester on June 10th. Speakers and panelists provided businesses and attendees with excellent foreign trade information.
- 7. Finger Lakes Regional Economic Development Council (FLREDC) Meeting:** Staff attended the FLREDC meeting in Rochester on June 23, 2016. Some of the topics discussed at the meeting included the following:
 - CFA Round 6 application deadlines and procedures

- The Upstate Revitalization Initiative (URI) review and selection process.
- The Downtown Revitalization Initiative team meeting and next steps.
- The REDC Code of Conduct and Statement of Interest
- The Optics and Photonics organizational meetings
- Functions of the “Pathways to Prosperity”, also known as the anti-poverty initiative.

8. Board of Supervisor’s Meeting: Staff attended the monthly Board of Supervisor’s meeting on June 21.

9. HR Meeting: Two staff met with HR Director Chuck Dye to review the interview and hiring process of the new Business Outreach Coordinator.

10. Meeting with Solar Array Company: Staff met with a solar array company to discuss community solar projects in various areas to promote business expansions.

11. Town of Ontario Solar Project: Staff met with a developer and Town of Ontario representatives to discuss a solar project, as well as the zoning and permitting requirements for the same.

12. Newark Business Expansion: Staff met with a Newark Village official and a company from outside that Village that is considering an expansion. Financing and incentives were discussed.

13. Canadian Ag Project: Staff met with a Canadian Ag company and Greater Rochester Enterprise to evaluate a site in the County that could possibly accommodate their expansion.

14. Lyons Downtown Revitalization Projects: Staff met with the Lyons Main Street Manager regarding possible financing assistance for two Lyons businesses (loans to grants).

15. Project Discussions with ESD: Staff had several discussions with Empire State Development (ESD) concerning funding options for projects in the County.

16. Town of Walworth Economic Development Project: Staff has been working with a Rochester area manufacturer concerning local

financing for a water line extension to their new location in the Town.

- 17. Business Builders:** Staff provided counseling to three businesses in the County.
- 18. Meeting with Financing Consultants:** IDA staff met with a financing consultant regarding the type of services they will provide to the IDA once the CFO retires.
- 19. IDA and WEDC Board Meetings:** Staff prepared for and attended the monthly IDA and WEDC Board meetings.
- 20. Marion Downtown Development Projects:** Staff has been working with Marion officials and a regional developer regarding how to attract businesses to the community. Staff facilitated their attendance at a NAIOP tour of Rochester businesses.
- 21. Economic Development Meetings:** Staff attended several meetings, including: Restore NY Overview, GRE Site Selector Event and WIB Committee of Workforce and Economic Development.
- 22. Agricultural District – 8 Year Review:** Staff received a notice from Ag and Markets Commissioner Richard Ball that Review and Renewal of Ag District 1 for the County has been approved.
- 23. Farmland Protection:** Staff assisted the Genesee Land Trust with establishment of four NYS Farmland Protection Grants, encompassing 1680 acres in four Towns and three Counties (all Wayne County farm owners) for a \$2.4 Million request.
- 24. CDBG Public Hearing:** Staff arranged and conducted the first CDBG hearing on June 7th for a potential County application.
- 25. GAIN (Revolving Ag Loan):** Staff sent out 6 applications, with the first one being returned. Staff is expecting to bring this one to the WEDC Board meeting in July. We are still developing review details and procedures for the loan application with the WEDC.
- 26. Upstate Revitalization Initiative (URI):** Staff serves on several Work Teams of the Regional Economic Development Council, including Ag and Food Processing, Sustainability and Infrastructure and

Transportation. Team work efforts are currently being implemented, including project prioritization.

- 27. Beechwood Park Water and Power Project:** Staff met with the Office of Parks, Recreation and Historic Preservation (OPRHP) and the Town of Sodus Supervisor to discuss the activities that must be undertaken to implement the project.
- 28. Erie Canal Trail Extension:** Two staff members are developing a CFA project proposal for funding from the Canal Corporation and the OPRHP (\$240,000 total). The funds will be used to purchase decking on a Canal Bridge. The County Public Works Department will install it. The Board of Supervisors approved these applications at their June meeting. This project will open up the Trail from Clyde eastward toward Savannah. The Canal Corporation wants to run a spur Trail from the County Trail and the Bridge south to Lock 26.
- 29. Great Lakes Action Agenda:** Staff has joined the Great Lakes Action Agenda (GLAA) NY Policy Innovation Ad Hoc Team.
- 30. Great Sodus Bay Watershed Intermunicipal Committee (IC):** The Committee has been asked by the Town of Huron to research what can be done to help repair the Sodus Bay channel break wall. It has needed repair and, reportedly, was recently been struck by a vessel.
- 31. New York Sea Grant Announces RFP for Small Grants Program:** The NY Sea Grant Program and DEC have issued an RFP for a Small Grants Program that will serve to benefit the environment and economy of New York's Great Lakes Basin. Grant proposals are due by September 23, 2016. Grants of \$25,000 will be awarded for projects that implement Goal #5 and/or Goal #7 of the Great Lakes Action Agenda.
- 32. Spring Farm:** The Spring Farm land parcel is now officially listed as eligible for auction by the NYS Office of General Services. Staff has been monitoring this matter and communicating with Supervisor Verkey.
- 33. CDBG Housing Improvement Program:** Staff is working with the last four applicants in the Program. SHPO approval was received on Jun 22, 2016. The engineer is working on the plans for three septic systems. Once lead inspections are completed the well project will

go to bid. The Program will be completed by August 11, 2016. Staff is also working with the County Attorney's Office to file previous applicants' liens.

- 34. Local Government Training:** A local government training has been requested by the Town of Marion to kick off their Comprehensive Plan process.
- 35. Snowmobile Program:** Phase II of the Program is currently in development and is due to NYS Parks and Recreation by August 31, 2016. As RG&E is in the process of completing their right of way work on the Hojack Trail (Trail S41), a resolution giving permission for the Lakeshore Riders to use this Trail will be recommended to the ED&P Committee at their July meeting..
- 36. Lake Ontario National Marine Sanctuary:** Staff attended the Central NY Regional Planning Board's meeting in Oswego and listened to a presentation by the Thunder Bay National Marine Sanctuary in Alpena, Michigan.
- 37. Western Erie Canal Main Street (WECA) Program:** Staff is in the process of closing out this grant.

RESOLUTION TRANSMITTAL

Committee No. 4 Date: July 6, 2016 Committee Chair: Dave Spickerman

Department Head: Bob McNary

Transmittal Title: **AUTHORIZATION FOR SNOWMOBILES TO USE WOLCOTT TO RED CREEK TRAIL HOJACK TRAIL**

Brief Explanation:

WHEREAS Wayne County has executed a Trail License with RG&E for use of a parcel of property known as a portion of RG&E Property No. 1108 in the Town and Village of Wolcott and the Village of Red Creek; and

WHEREAS, the Trail License provides authorization for the County to construct, maintain, operate, repair and improve a walking, jogging, hiking, bicycling and cross country skiing trail and other legal public purposes as determined by the County; and

WHEREAS, the County authorized the use of snowmobiles on existing County trails pursuant to Resolution 469-98 and also endorsed the development of additional snowmobile trails in partnership with local snowmobile clubs and organizations, and

WHEREAS, the Lakeshore Riders, Inc. snowmobile club has assisted in the clearing, maintenance and replacement of the bridge and culverts on the above referenced section of trail in partnership with the County; now therefore be it

RESOLVED, that the Board of Supervisors authorizes the use of snowmobiles on the portion of RG&E Property No. 1108 referenced above and covered by the Trail License executed between RG&E and the County of Wayne.

Budgeted: yes ___ no ___ Proposed Cost: _____ Reimbursed Amount _____ County cost _____

Departmental transfer \$ _____ from Account No. _____ to Account No. _____

County Administrator's Review \$ Approval: yes ___ no ___ by: _____

Personnel Office Review & Approval: yes ___ no ___ by: _____

Standing Committee: Ayes _____ Nays _____ Date: _____ Signature: _____

Signature/Date Rec'd: _____ Clerk, Board of Supervisors

Referred to: Committee: _____ Ayes _____ Nays _____ Date: _____ Signature: _____

Committee: _____ Ayes _____ Nays _____ Date: _____ Signature: _____

RESOLUTION TRANSMITTAL

Committee No. 4 Date: July 6, 2016 Committee Chair: Dave Spickerman

Department Head: Bob McNary

Transmittal Title: **AUTHORIZE BUD EXPENDITURE FOR POLICY-MAKER TOUR BY AG DEVELOPMENT BOARD**

Brief Explanation:

WHEREAS, the Wayne County Agricultural Development Board, Cooperative Extension, Soil & Water District and Farm Bureau are sponsoring a policy-maker breakfast and tour of farms throughout the County; and WHEREAS, the Board will be using the services of a WATS bus to conduct the tour, which will cost up to \$250; and

WHEREAS, the Wayne County Agricultural Development Board has requested assistance from the County; now, therefore, be it

RESOLVED, that the Planning Department is authorized to contribute \$250 to cover the costs associated with WATS transportation for the Wayne County farm tour.

Budgeted: yes ___ no ___ Proposed Cost: 250 Reimbursed Amount _____ County cost 250

Departmental transfer \$ _____ from Account No. _____ to Account No. _____

County Administrator's Review \$ Approval: yes ___ no ___ by: _____

Personnel Office Review & Approval: yes ___ no ___ by: _____

Standing Committee: Ayes _____ Nays _____ Date: _____ Signature: _____

Signature/Date Rec'd: _____ Clerk, Board of Supervisors

Referred to:

Committee: _____ Ayes _____ Nays _____ Date: _____ Signature: _____

Committee: _____ Ayes _____ Nays _____ Date: _____ Signature: _____

RESOLUTION TRANSMITTAL

Committee No. 4 Date: July 6, 2016

Committee Chair: Dave Spickerman

Department Head: Bob McNary

Transmittal Title: **MAKING A DETERMINATION UNDER SEQRA- CANAL TRAIL BRIDGE DECKING**

WHEREAS, the County is applying to New York Office of Parks, Recreation & Historic Preservation under the Environmental Protection Fund and the New York Canal Corporation Canalway Grants programs for funding to purchase the materials to replace the existing Canal Trail Bridge over the Erie Canal in the Town of Galen, Wayne County, New York; and

WHEREAS, the decking purchased with State funds will be installed by the County Department of Public Works; and

WHEREAS, the existing structure is owned and maintained by Wayne County and this will remain as such following this project; and

WHEREAS, this project is classified according to the State Environmental Quality Review Act ("SEQRA") is a Type II Action in accordance with Part 617 Title 6 of the Official Compilation of Codes, Rules and Regulations of the State of New York (6NYCRR Part 617). The full scope of the project conforms to the following Type II criteria found in 6 NYCRR Part 617:

- 617.5(c)(1): Maintenance or repair involving no substantial changes to an existing structure or facility.
 - 617.5(c)(2): Replacement, rehabilitation or reconstruction of a structure or facility, in kind, on the same site.
- now, therefore, be it

RESOLVED, Wayne County acting Lead Agency, has determined that the project fits within the parameters of this list and, therefore, no further SEQRA processing is required.

Budgeted: yes ___ no ___ Proposed Cost: \$0 Reimbursed Amount _____ County cost \$0

Departmental transfer \$ _____ from Account No. _____ to Account No. _____

County Administrator's Review \$ Approval: yes ___ no ___ by: _____

Personnel Office Review & Approval: yes ___ no ___ by: _____

Standing Committee: Ayes _____ Nays _____ Date: _____ Signature: _____

Signature/Date Rec'd: _____ Clerk, Board of Supervisors

Referred to:

Committee: _____ Ayes _____ Nays _____ Date: _____ Signature: _____

Committee: _____ Ayes _____ Nays _____ Date: _____ Signature: _____

Revised 11/2012