

AGENDA

ECONOMIC DEVELOPMENT/PLANNING COMMITTEE

June 8th, 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 [TOUR05RPT1 - Progress Report May 2016.docx](#)

10:10 a.m. Cooperative Extension, Elizabeth Claypoole

UPDATES:

- 4-H Camp
- Career Training

10:30 a.m. Wayne County Action Program, Janelle Cooper

Grant Discussion

10:50 a.m. Ec. Development/Planning, Bob McNary

PROGRESS REPORT: [Progress Report - May, 2016.docx](#)

DISCUSSION:

- Erie Canalway Trail—capital plan
- Opportunity Analysis and Marketing Strategy
- Broadband Feasibility Study
- URI Workgroup Appointments

TRANSMITTALS:

- Authorization to increase the engineering contract for lateral connections/well septic program [PLAN06RES01CDBGhsgcontractchange.doc](#)
- Authorization to sign Canal bridge re-construction agreement [PLAN06RES02CanalBridgeGrantApplic..docx](#)

PROGRESS REPORTS – May 2016

Christine Worth – Director

- Attended NYS Empire State Tourism Conference
- Attended Lake Ontario Wine Trail Meeting
- Attended Department Head Meeting
- Attended FLRTC Meeting
- Attended Emergency Mgmt. meeting to review EAS messages and Follow on new release procedures.
- Presented to The Gardens in Walworth
- Conducted radio interview for Scenic Wonder Highlighting Chimney Bluffs & Wayne County.

Notes

- Apple Tour Participants
 - New Restaurant Sponsor – The Bay Street
 - Facebook page & website are updated. As soon as brochure and posters are completed they will also be added.
- FL Regional Economic Council
 - I have been asked to continue on the Tourism & Arts work team which is broken out into *Arts, Culture & History, Beverage & Culinary and Tourism, Sports, Recreation & Entertainment*. The sub-committee I am on is the Tourism, Sports, Recreation & Entertainment.
- Lake Ontario Wine Trail
 - Assisting marketing committee with the marketing grant plan
 - Working with Monroe and Cayuga County on a regional radio promotion
 - Working with HW and DOT on taking down LOWT signs for Ontario Barn Vineyards because they have closed.
- Public Relations
 - Responded to request for updates for the New York State Moon Guide.
 - I am working on a potential familiarization tour though I Love NY, it consists of 7 media. The theme is “parks”
- Social Media
 - Our Instagram, YouTube channel & google plus for are completed.
 - Sent suggested Facebook posts for May & June to the Seaway Trail
- Support Letter NOAA National Marine Sanctuary Program
- Wayne County On-Line Training
 - Entire Department has completed compliance training.
 - One person needs to complete Workplace Violence Prevention Program. It will be completed in early June

- Website
 - Made several update and edits on the website
- Visitor Guide
 - Distribution continues

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
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

Chris Kenyon – Outdoor Recreation Coordinator

- Fishing updates weekly
- Assist with Sodus Pro-Am
- Wayne County Federation Banquet and fundraiser
- Wayne County Youth Derby meeting
- Deliver VG and Youth Derby posters.
- Interviews and copy from the Spring Derby
- Promotion interview at Hughes Marina

*Non – Resident Fishing Licenses Sales
October 1 and ending September 30.*

10-2014/9-2015	Wayne	041	Non-Resident Fishing 1-Day	733	\$ 7,330
10-2014/9-2015	Wayne	043	Non-Resident Fishing Season	374	\$ 18,700

10-2014/9-2015	Wayne	113	Non-Resident Fishing 7-Day	532	\$ 14,896
				1,639	\$ 40,926

This excludes online registration.

WAYNE COUNTY ECONOMIC DEVELOPMENT AND PLANNING DEPARTMENT

Progress Report May, 2016

- 1. Broadband Feasibility Study:** Staff worked with the ECC, the broadband consultants, to refine the Statement of Work as well as the Proposal and Contract for services. Staff also participated in a kick-off meeting with the Consultants, the IDA, the Economic Development and Planning Department and the County IT Office. Topics that were covered included the following: broadband field-work; staff participation in the inventory; meetings with such entities as industries, municipal agencies, schools, institutions, commercial enterprises, etc.; timing and details associated with the CrowdFiber Campaign; the need to monitor changes associated with the State's New Broadband Program; the importance of involving the Emergency Services Department in the Study; and the implementation of a public relations campaign that reaches the entire community, including residents throughout the County.
- 2. Opportunity Analysis and Marketing Strategy Update:** Subsequent to the BOS meeting with the Opportunity Analysis Consultants (i.e. Investment Consulting Associates) the staff sent the Supervisors interim updates performed by the Consultants. The Consultant has performed such work as: interviews with individuals and community leaders, a SWOT (strength, weaknesses, opportunities and threats), comparable analysis of similar counties in our region and beyond, the status of infrastructure in the County, hospitality and tourism assessment, logo and brands, a draft Social Media Plan, collateral marketing materials and photography. The consultant also offered to set up a one on one discussion with the Supervisors. Subsequently, staff worked with the consultants on finalization of the Final Report, a Marketing Plan, etc. This includes work to be performed such as Business Development, Branding, Public Relations, Social Media, Advertising and Website Development. This also included costs over a 3 year implementation period.
- 3. Erie Canalway Trail Improvement:** Staff has been working with a group of volunteers, the Canal Corporation and the State Parks Office on possible ways to "close the gaps" on un-improved sections of the

Trail. Consideration is being given to an application(s) for CFA funding.

- 4. Derelict Properties Committee:** Staff has been working with members of the Derelict Properties Committee to develop a plan on how to deal with tax delinquent and environmentally-challenged properties in the County. The goals include getting such properties back on the tax rolls and into a productive situation. Staff sits on the Committee and has also been working with County Attorney to investigate the possible advantages of forming a Land Bank.
- 5. Savannah Company:** Staff has been working on an expansion project with a company in Savannah. ESD has been involved in possible financing for this project.
- 6. Company Expanding in the Northeast Section of the County:** Staff has been working with ESD on an expansion proposal by a company in the Northeast Section of the County. Various financing options are being explored.
- 7. Newark Company Expansion:** Staff has been working with Newark Village officials and a company that is considering an expansion. Local and state financing and incentives are being discussed.
- 8. IDA Meeting:** Staff prepared for and participated in the May meeting of the IDA.
- 9. OMID:** Staff communicated with OMID officials on site listing options that have rail service in Wayne County.
- 10. Meeting with Greater Rochester Enterprise (GRE):** Staff met with GRE to discuss URI funding options to assist expanding companies.
- 11. FAME Meeting:** Staff met with 5 companies and discussed FAME outreach matters.
- 12. Meeting with Solar Company Representatives:** Staff met with a Solar Company and discussed possible expansion in the Northwest part of County.

- 13. GAIN (Agriculture and Food Processing Revolving Loan Fund):** Staff has been working on local implementation of the GAIN fund. We have set up a segregated fund for the program.
- 14. Opportunity Analysis Photography:** Staff worked with the Opportunity Consultants to arrange a photo shoot of attractions in the County. These will be used to promote the County as part of an economic development marketing campaign. Staff accompanied the photographer as she took the pictures.
- 15. World Economic Development Alliance (WEDA):** Staff held a conference call with WEDA officials regarding preparation and deployment of marketing materials.
- 16. Local Opportunity Analysis Meeting:** Staff met with Pal-Mac School Superintendent and Supervisors Pagano and Miller to discuss the Opportunity Analysis.
- 17. Genesee Finger Lakes Regional Planning Council (GFLRPC) Local Government Training:** Several staff attended the GFLRPC Local Government Training Session held at Burgundy Basin.
- 18. Newark Business Expansion:** Staff met with a company from outside the County that is interested in expanding in Newark. Incentives and sites were discussed.
- 19. Water District and Sewer Meeting:** Staff met with the County Water and Sewer Authority to discuss a water system expansion project and a sewer expansion project. A local company could be impacted.
- 20. Newark Building Owner:** A Newark building owner, a Village official and staff met with an out of state company that is contemplating an expansion in the Village.
- 21. SCORE Presentation:** Staff organized a training session at the SCORE Business Builders meeting.
- 22. Business Builders Assistance:** Staff assisted two Business Builder clients.
- 23. PTAC Referral:** Staff assisted a start-up owner in a referral to PTAC.

- 24. Marion:** Staff continued to work with a business owner and local officials in Marion.
- 25. Meeting with a Not for Profit:** Staff met with a local not for profit agency regarding a training project they are proposing.
- 26. Ginna Future:** Staff has been working with local officials regarding the closure of the Ginna Nuclear Power Plant, and also another nuclear facility in the Oswego area. Staff wrote letters opposing these closures because of the loss of jobs, real property tax base, etc. Staff has been working with Town and County officials on this effort.
- 27. Ag District Maps:** Staff has printed maps of the new Ag District and intends to send them to the local Zoning Inspectors in the County, once the Ag District is certified by the State Ag and Markets Commissioner.
- 28. Farmland Protection:** Staff has been working with several farmers that are considering applying for Farmland Protection. The Genesee Land Trust will be the applicant with the Towns on behalf of the farmers. Staff will help write the grant applications. They are due on June 13, 2016.
- 29. Fair Housing Officer:** Staff scheduled a meeting with the Wayne County Housing Consortium to review efforts to advance fair housing in the County. The meeting is scheduled for June 27, 2016.
- 30. Section 3 Plan:** At this time the State Office of Community Renewal (OCR) does not require a Section 3 Plan, simply a contact person. The Section 3 Plan requires that on CDBG projects over \$200,000 the contractors must make any new related jobs “available” to low to moderate income persons.
- 31. Beechwood Water and Power Project:** Staff met with the State Parks Office and the Sodus Town Supervisor. Staff will help the Town implement the grant to construct the water and sewer projects.
- 32. Great Lakes Action Agenda:** Staff participated in the GLAA NY Policy Innovation Ad Hoc Team conference call.

- 33. Community Rating System (FEMA) Project:** The kick off meeting for this project was held on May 25th. It is being convened by the Regional Planning Council. Three of our municipalities are participating, including the Town of Ontario, the Town of Huron and the Village of Sodus Point.
- 34. GIS Data Requests:** Staff provided the following GIS Data assistance: General Municipal Law zoning review maps were prepared for the May, 2016 Wayne County Planning Board meeting, map updates were provided for the Galen Fire District and for Code Inspector Tom Sawtelle, worked on a draft zoning map for the Town of Arcadia, continued research to see if there is a NYS Office of General Services contract to satisfy Emergency Management's GIS consultant needs.
- 35. Great Lakes Small Harbors Coalition:** Staff continued to participate in the Great Lakes Small Harbors Coalition. The Coalition hopes that Congress will supplement the President's 2017 Budget to appropriate \$40 Million more for the Corp of Engineers so they can dredge the small harbors in the Great Lakes Region.
- 36. Great Sodus Bay Watershed Inter-Municipal Committee (IC):** Staff prepared for and attended the May 9th, 2016 meeting. The Committee is in the process of reviewing and prioritizing potential projects to determine which ones they would like to implement in the future.
- 37. Spring Farm, Town of Arcadia:** Staff has been communicating with the State Office of General Services (OGS) regarding the State's plan to auction the Spring Farm property in the Towns of Arcadia and Phelps. This could occur as soon as mid-July. OGS indicated that the Counties of Wayne and Ontario and the local municipalities will be notified of the auction date. OGS also indicated that it might be possible for the Towns to approach their State Representatives to pursue State legislation to acquire the property, however, pursuing a legislative bill could be difficult, given the timing required to accomplish this. The Town of Arcadia has been informed of this.
- 38. Wayne County Planning Board Meeting:** Staff prepared for and attended the County Planning Board meeting on May 23, 2016.

- 39. Meetings with the Village of Sodus Point:** Staff has been working with the Village to find sources of funding to address stormwater runoff and drainage issues. We have been in contact with Wayne County Soil and Water Conservation District and NYSDEC. Staff has also been assisting the Village to investigate pros and cons in dissolving their Planning Board.
- 40. CDBG Housing Improvement Grant:** The CDBG Housing Project to assist low/moderate income families with sewer and water improvements will be completed by August 11, 2016. We are now beginning to process paperwork associated with the final four applicants.
- 41. Local Government Training:** Staff has been working with the Town of Williamson to train their Planning Board regarding their duties and procedures. Also there will be a public training session on Maps, Plats and Plans on September 13th.
- 42. Snowmobiles:** Phase 3 of the Snowmobile Program was completed and submitted to the State Office of Parks and Recreation on May 27, 2016. Once the records are audited by the State the Clubs should receive their 30% checks at the end of the summer or early fall.
- 43. Lake Ontario National Marine Sanctuary:** Staff participated in a conference call on May 26th. It has been determined that additional information must be submitted to the federal government by June 10th and that all support letters are due by June 15th.
- 44. Western Erie Canal Main Street Program:** Staff is in the process of closing out this grant.

RESOLUTION TRANSMITTAL

Committee No. 4 Date: June 8, 2016 Committee Chair: Dave Spickerman

Department Head: Bob McNary

Transmittal Title: **AMENDMENT OF RESOLUTION 792-14 AND CONTRACT FOR ENGINEERING SERVICES FOR THE WAYNE COUNTY LATERAL CONNECTION AND WELL/SEPTIC REPAIR ASSISTANCE PROGRAM LABELLA ASSOCIATES**

WHEREAS, resolution 792-14 authorized the execution of a contract for LaBella Associates to provide engineering services for the septic portion of the Wayne County Lateral Connection and Well/Septic Repair Assistance Program, and

WHEREAS, funding is available within the CDBG program budget to assist those individuals on the waiting list for septic repair/replacement, therefore, be it

RESOLVED, that the Chairman of the Board of Supervisors is hereby authorized to amend the contract with LaBella Associates, subject to approval by the County Attorney as to form and content, for engineering services to increase the amount paid to LaBella for actual services rendered and that the total amount of the of the contract does not exceed \$50,000.

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: **June 8, 2016**

Committee Chair: **Dave Spickerman**

Department Head: **Bob McNary**

Transmittal Title: **Authorize CFA grant applications for Canal Trail bridge decking**

WHEREAS, it is estimated that approximately 1.4 million visitors enjoy the Erie Canalway Trail each year, spending more than \$250 million on tourism activities in communities along its route; and

WHEREAS, in Resolution 325-15 the Wayne County Board of Supervisors recognized the Canalway Trail as a unique historical attraction of world-wide importance, generating considerable visitation and tourism revenues for our communities and the region as a whole and that the World Canal Conference will be held on the Erie Canal in June, 2017, attracting hundreds of international delegates, and

WHEREAS, replacing the bridge decking on the County-owned portion of trail will remove a safety hazard and allow the opening of this section of trail to the public, which will remove a major obstacle to completing this section of the Trail, which when open, will complete approximately 160 continuous miles that hikers and bikers can use, stretching from Buffalo to the Seneca River; and

WHEREAS, the Department of Public Works has the expertise to install the bridge decking and has estimated the material cost of this project to be approximately \$240,000, now, therefore, be it

RESOLVED, that the Department of Economic Development & Planning is authorized to prepare and submit a Consolidated Funding Application in partnership with the Department of Public Works, to the Canalway Grants Program for an amount not to exceed \$120,000 and to the Office of Parks, Recreation & Historic Preservation Environmental Protection Fund Grants Program for an additional amount not to exceed \$120,000, pending approval of County Attorney as to form and content, and be it further

RESOLVED, that Steven M. LeRoy, as Chairman of the Board of the County of Wayne is hereby authorized and directed to accept funds from the New York State Office of Parks, Recreation and Historic Preservation in accordance with the provisions of Title 9 of the Environmental Protection Act of 1993, in an amount not to exceed \$120,000, and enter into and execute a project agreement with the State for such financial assistance to this County of Wayne for the Canal Trail Lock 26 Pedestrian Bridge redecking project and, if appropriate, a conservation easement or preservation covenant or public access covenant to the deed of the assisted property .

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: _____