

AGENDA

ECONOMIC DEVELOPMENT/PLANNING COMMITTEE

Wednesday, March 2nd

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

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

10:00 a.m. **Tourism, Christine Worth**

Monthly Report [TOUR03RPT1 - Progress Report February 2016.docx](#)

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

DISCUSSION:

Ag District – 8 Year Review

Opportunity Analysis Update

Broadband Study

Investing in Manufacturing Communities Partnership

Wayne County Economic Development Day

Progress Report [Progress Report - February 2016.docx](#)

TRANSMITTAL:

- Authorization to set date for public hearing
[PLAN03RES01HousingImprovCDBGProject.doc](#)

PROGRESS REPORTS – February 2016

Christine Worth – Director

- Attended Lake Ontario Wine Trail Meeting
- Met with Rick House - monthly meeting
- FLRTC Meeting
- Met with Lake Ontario Wine trail regarding grant opportunity
- Met with Democrat & Chronicle regarding advertising opportunities
- Attended Meet & Greet Lake Ontario Wine Trail
- Conference call with Chris Steele regarding Wayne County Study

Notes

- Advertising
 - Visit Rochester Guide – Updating ad
 - Reviewing Summer ad partners
 - Reviewing 2016 Option with D & C
 - Reviewing options for updating Fishing Ad
- Apple Tour Participants
 - Updated database with drawing form information
- Birding Brochure
 - Content is being reviewed and revised.
 - Project will be worked on following the Visitor's Guide.
- Charter Boat Giveaway
 - Reached out to charter boats for a giveaway at the sport show
 - Entered registrants into a database
- Events
 - Continued outreach for 2016 events
 - Updating 2016 event listings for Tourism and State websites
- Haunted History Trail
 - Reviewed 2016 brochure draft
- I LOVE NY - Matching Funds
 - RECEIVED GRANT 2/10/16
 - \$68,228
 - Completed 2015 4th quarter reports.
- Lake Ontario Wine Trail
 - Assisted in 2016 marketing plan
 - Assisted in preparation for marketing grant through **Genesee Valley Regional Market Authority**
- PR Response
 - Replied to I LOVE NY roundup for Music Festivals with camping. Followed up with Brantling Bluegrass information and pictures.

- Replied to I LOVE NY regarding new quarterly Lonely Planet publication, writer is interested in featuring Finger Lakes itineraries in the next edition.
- PR Hit
 - Due to pitching efforts back in the fall, American Way (circ: 341,658) included Wayne County's Erie Canal curling in their P.O.V. front-of-book section of the magazine. This portion of the magazine features event highlights for the month with timely travel suggestions.
- Tourism newsletter was sent out
- US Outdoorsman Central
 - Updated Wayne County information of website: Marina, Accommodations, Charters, Camping.
- Visitor Guide
 - Finalizing
 - Reviewing pictures for guide and cover
- Winter Wonderland Walk
 - Donated bags and literature for attendees.

I will be on Vacation 3/5-3/11.

Chris Kenyon – Outdoor Recreation Coordinator

- Review Birding Guide
- Press release for Wayne County Federation
- Work on spring fishing ad
- Fishing updates county and On the Water
- Pictures for Visitor Guide

WAYNE COUNTY ECONOMIC DEVELOPMENT AND PLANNING DEPARTMENT

February, 2016

- 1. Broadband:** Staff continued work on the Broadband Project, including: attendance at a Stakeholder Forum sponsored by Empire State Development (ESD) in Syracuse, discussions with several broadband planning consultants, communication with ESD officials on the Governor's new Broadband Program, attendance and participation in meetings with the County Steering Committee, and a discussion with BOS committees and the IDA on ways to finance the cost of the ground survey.
- 2. Opportunity Analysis and Marketing Strategy:** Staff continued to work on tasks with the consultants (Investment Consulting Associates – ICA), including: feedback on work tasks conducted to date by ICA, verification of work performed in line with a payment invoice submitted by ICA, preliminary review of the first draft of the Social Media Plan, communication with ICA about renewal of their insurance certificate, correspondence with ICA about branding and logos concept, and established a date (March 7, 2016) for ICA to give a progress report to the BOS Economic Development and Planning Committee and the IDA.
- 3. Foreign Trade Zone (FTZ) Marketing:** Ontario County has retained a marketing specialist to promote the regional FTZ. The FTZ serves the counties of Ontario, Wayne, Seneca, Yates and Livingston Counties. U.S. companies which conduct global marketing may be able to save a considerable amount of money by being a Zone certified business. The marketing specialist will work with the county economic development agencies to explain these benefits to local companies. The FTZ will sponsor a seminar on these benefits on March 15, 2016. The international staff of ESD will also attend the session and explain some of their international incentive programs.
- 4. Wayne County Economic Development Day:** The Economic Development staff and the County Tourism Office are in the process of planning another economic development promotional tour in the

southeast portion of the County. The goal is to introduce “gatekeepers” or individuals who work with companies on a regular basis to the economic development attributes of this part of the County. Among other things this will include: industrial sites and buildings, infrastructure, workforce, etc. An early summer date is anticipated for this event.

- 5. World Economic Development Alliance (WEDA):** Staff has been working with WEDA on several initiatives, including: a list of trade shows that we may be able to attend with them, responses to “project alerts” (companies that are expanding and that we might be able to attract to Wayne County) and narratives for collateral brochures.

- 6. HP Neun:** HP Neun, a Lyons-based company that manufactures packaging alternatives, announced that they would be selling most of their company to Jamestown Container Corp., including much of the operations in Lyons and Seneca Falls.

- 7. Foreign Direct Investment:** Staff has been communicating with the ESD International Division about the state incentive programs for attracting foreign companies to the State and Wayne County, and also assisting our local companies with promoting their products abroad.

- 8. Farm Micro Loan Applications:** Staff of the IDA brought two agricultural loan applications to the IDA for action. One was a real estate loan for a food hub operation and the other was also a real estate loan for a cheese manufacturing business. Both were approved.

- 9. Finger Lakes Regional Economic Development Council:** Staff attended a FLREDC meeting where the Upstate Revitalization Initiative (URI) award was discussed, including some of the new procedures that must be undertaken as part of applying for these funds.

- 10. Local Industrial Park Expansion:** Staff is working with a local Town on a possible infrastructure expansion to their industrial park.

- 11. Target Industry Marketing:** Staff is working with a local Town on a marketing initiative to promote one of their and our target industries.

- 12. IMCP (Investing in Manufacturing Communities Partnership) and Meeting with Senator Gillibrand:** Staff attended a session sponsored by the City of Rochester to renew the IMCP program in the 9 county region. The IMCP program provides bonus points on certain federal funding programs. Senator Gillibrand also explained her proposed “Made in America” legislation.

- 13. Regional Ag Revolving Loan Program (GAIN):** Staff has been working with the Genesee Finger Lakes Regional Planning Council (RPC) on finalizing the documents associated with implementing the GAIN Program (i.e. Grant Disbursement Agreement, Subrecipient Agreement, Loan Manual, etc.). These funds will be allocated to each county in the Region, as they package agricultural loans and draw down the money. The RPC is anticipating that they will have an executed contract with ESD in March, 2016.

- 14. Lake Ontario Wine Trail:** Staff communicated with the President of the Lake Ontario Wine Trail and prepared a letter of support for them.

- 15. IDA and Associated Agency Meetings:** Staff organized and participated in the monthly IDA meeting and the associated agency organizational meetings.

- 16. Meeting with a Local Village Economic Development Official and a Downtown Organization:** Staff met with a local economic development official and a downtown organization to discuss an

organization's commercial revitalization plan for their downtown area.

- 17. Newark Business Expansion:** Staff met with local economic development officials and a local industry to discuss ways of assisting their expansion plans. Local incentives were discussed.

- 18. Rochester Community Foundation:** Staff has been working with the local chapter of the Rochester Community Foundation on a branding effort.

- 19. Meeting with a Northern Tier Business:** Staff met with a northern tier business and discussed financing incentives to assist their expansion.

- 20. Business Builders Event:** Staff organized and attended a Business Builders event on "selling skills".

- 21. Credit Memorandums:** Staff prepared several Credit Memorandums for business loan applications that were reviewed/approved by the Loan Committee and the IDA Board.

- 22. Audit and NYS Comptroller's Report:** Staff continues to collect and input data related to PILOT's as part of our local audits and the NYS Comptroller's Report.

- 23. Ag Technology Project:** Staff and a local municipality met with a new ag production business from out of State. A prospective site and incentives were discussed.

24. Nuclear Power Preservation: Staff continued to track the lobbying effort with the Governor's Office and the Public Service Commission (PSC) regarding utilization of Ginna nuclear power to compliment the Governor's renewable power initiative. The Town of Ontario and the Wayne County Board of Supervisors forwarded letters to the PSC in support of this initiative and the preservation of jobs at Ginna.

25. Clyde/Savannah Downtown Revitalization Initiative: Staff continued to develop oversight policy and agreements for the Clyde and Savannah Downtown Revitalization Initiative and the associated Loan Pool being administered by the IDA.

26. Ag District 8 Year Review: Staff prepared the 8 Year Review of the County's Ag District Report. It was forwarded to the Ag Development Board and approved by that entity. A public hearing date of March 8, 2016 was established by the Board of Supervisors.

27. Farmland Protection: Staff held discussions with the State Department of Ag and Markets regarding the Farmland Protection funding RFP for 2016. Staff will e-mail information to the Towns to determine if there is interest in submitting a funding request and how to provide that outreach.

28. Work Efforts of the Fair Housing Officer: The Fair Housing Officer developed a Section 3 Plan (employing low/moderate income individuals) on qualified CDBG projects. Notice was received from the NYS Office of Community Revitalization (OCR) that the Plan was acceptable.

29. Tax Delinquent and Deteriorated Properties Initiative: Staff has been working with the Regional Planning Council on their submittal of the Regional Coalition Assessment Grant Program to EPA. We recommended 2 sites for inclusion in this application. Additionally, the staff met with the County Administrative personnel to discuss narrowing down the potential list of sites that we can work with EPA on as part of our Targeted Brownfield Assessment effort. Priority will

be placed on properties that can be redeveloped and sold to businesses. Additionally, staff is working with the Town of Rose on submitting 4 contiguous properties to EPA.

- 30. Regional Engagement Initiative:** Staff reviewed the Wayne County economic development and planning projects that were recommended for funding as part of the Regional Engagement Initiative to the NYS Department of State. They will focus on recruiting State, federal or other sources of funds for these projects.

- 31. Clyde River Project:** Staff met with Supervisor Groat to discuss a potential “Phase 2” project intended to assist in restoring water flow in the river. Options were discussed. A next step could include a meeting with County personnel that would provide helpful insight (e.g. Soil and Water, Public Works, Public Health, etc.).

- 32. GIS/Data Requests:** Staff assisted the Village of Newark with a GIS request and also one with the Real Property Tax Department.

33. Great Lakes Small Harbor Coalition: Staff received a communication from Chuck May, the Chairman of the Great Lakes Small Harbor Coalition, forwarding an invitation from the Army Corps to participate in their Annual Shallow Draft Harbors Stakeholder Meeting on March 2, 2016 from 10:00 AM to 12:00 AM. This meeting will provide answers to such questions as will your harbor be dredged in 2016 or 2017, are infrastructure repairs likely to take place, etc.

34. Great Sodus Bay Watershed Intermunicipal Committee: Staff attended the February 8, 2016 committee meeting. The Committee has been asked to identify projects they would like to implement in 2016 and be ready to discuss and prioritize them at the March meeting.

35. Regional Dredging Management Plan: Orleans County is attempting to organize a multi-county meeting in the Region to discuss small harbor dredging options.

36. Wayne County Planning Board Update: Following are updates from the Wayne County Planning Board:

- Staff prepared for and attended the Feb. 22, 2016 Preview Committee Meeting and the Feb. 24, 2016 County Planning Board Meeting. Zoning reviews were conducted by these entities.
- A Town of Macedon representative on the County Planning Board is still needed.
- The Town of Ontario representative to the County Planning Board has been appointed (Jim Catalano). His term will begin in April, 2016.
- Other appointments to the County Planning Board that will occur in April are Ron Baker (completing David LeRoy's term), Bob Hutteman (Arcadia), Matt Krolak (Palmyra) and Larry Ruth (Walworth).

37. CDBG Housing Improvement Grant Update: Following is a summary of the CDBG Housing Improvement Grant today: 41 households in the program and 58 improvement projects being installed, including 8 new wells, 24 septic systems, 21 water laterals and 5 sewer laterals. The construction funds committed to date for rehabilitation are \$530,915.04. The approximate construction funds remaining at this time are \$75,997.46. A budget modification was submitted to the State on Feb. 11, 2016. The primary purpose of the modification is to consolidate the two construction lines into one and move \$16,000 from program delivery to construction to cover the septic systems construction and lead testing. A request for an extension of the grant to utilize the remaining funds will be sent to the State. A conference call with the State to discuss the extension was conducted on Feb. 23, 2016.

38. Local Government Trainings: Following are the Local Government Training Sessions for 2016. All of the sessions will be held at the Public Safety Building in Lyons. March 22, 2016 – Planning Board Basics; April 13, 2016 – Zoning Board of Appeals Basics; September 13, 2016 – Maps, Plan and Plat Reading (4 hour training) and October 3, 2016 – Meetings and Hearings.

39. Snowmobile Program: Staff conducted the roadside inspection of the Snowmobile Trail System.

40. Western Erie Canal Main Street Program (WECA): The design guidelines for the downtown buildings in the Village of Clyde and Hamlet of Savannah have been completed and approved by the NYS Department of State. The booklets are now being printed. The WECA grant program with the County will be concluded at the end of March, 2016.

RESOLUTION TRANSMITTAL

Committee No. 4 Date: March 2, 2016 Committee Chair: Dave Spickerman

Department Head: Bob McNary

Transmittal Title: **SETTING SECOND PUBLIC HEARING FOR CDBG WAYNE COUNTY LATERAL CONNECTION AND WELL/SEPTIC REPAIR ASSISTANCE PROJECT**

WHEREAS, recipients of CDBG funding are required under 24 CFR570.486 and NYS's Citizen Participation Plan to conduct two public hearings, one prior to the completion of such applications and one during the implementation to gain citizen input and solicit comments on the effectiveness of the program's administration.; now, therefore, be it

RESOLVED, that the Board of Supervisors hereby authorizes the Clerk of the Board to advertise and the Economic Development and Planning Department to conduct the second public hearing for the 2013 Community Development Block Grant project 1219HR46-13.

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: _____