

# AGENDA

## ECONOMIC DEVELOPMENT/PLANNING COMMITTEE

### August 3<sup>rd</sup>, 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

#### REPORTS

[TOUR07RPT1 - Progress Report July 2016.docx](#)

[TOUR07RPT2 Financial Reports - 2016.xls](#)

[TOUR07RPT3 - Advertising Report 2016.xls](#)

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

#### DISCUSSION:

- Broadband Progress
- Derelict Properties Committee
- CDBG Housing Grant
- Economic Development Activity
- Monthly Activity Plan
- Progress Report [Economic Development planning activity report for july.docx](#)

#### TRANSMITTALS:

- Authorization for County Treasurer to disburse snowmobile trails funding [PLAN08RES01 SnowmobileFundDistribution.doc](#)
- Authorization to adopt Opportunity Analysis and Marketing Plan [PLAN08RES02 Adopt Opportunity Analysis.doc](#)

## PROGRESS REPORTS – July 2016

### Christine Worth – Director

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- Attended Lake Ontario Wine Trail Meeting
- Attended FLRTC Meeting
- Attended Board of Supervisor’s Meeting and Study Presentation
- Photo shoot at Chimney Bluffs for Scenic Wonders program
- Attended I Love NY Parks themed event
- Attended Senator Schumer media visit regarding NYS Apple Association to stop the importation of foreign apples which have the potential to consequently impact the apples we have here in New York State (invasive species, disease, etc.).
- Attended Youth Fishing Derby Awards Ceremony.
- Attended and Spoke at Visit Rochester Visitor Industry Council.
- Canal NY conference call regarding NYC media event.
- Met with Rick House, monthly meeting
- Attended Youth Fishing Derby finalization meeting

### Notes

- Apple Tour
  - The brochure is approved and at the printer
  - Promotion with Kids Out and About is completed for August – October
  - Completed updates on Apple Tasting Tour poster and ads
- Fall Ad
  - Secured 2 participants
- Finger Lakes REDC
  - Tourism & Arts subcommitties are being planned for last week of August/first week of August.
- Harvest Brochure
  - Reviewed drafts, approved and at the Printer
- Lake Ontario Wine Trail
  - City Newspaper newsletter banner ad
- Public Relations
  - “Parks” themed familiarization tour though I Love NY, consisting of 7 media is passing through the Finger Lakes Region. I attended a dinner in Syracuse for an opportunity to discuss Wayne County.
  - Finger Lakes Region Travel Writer Visit - 7/14/16. Glen Abbott is doing an upstate NY story for HOG (Harley-Davidson’s official magazine). Story to be included in both US and Canadian circulation.
  - FINN Lead Response: USA Today is writing a round-up of the best summer museum exhibits/shows in the U.S. They are looking for a new or visiting exhibit, not just regular collections. We sent them details on the new exhibit at the Wayne County Historical Museum

- A photographer is going to visit the Wayne County Historical Museum and Historic Palmyra on behalf of the NYS Haunted History Trail.
- Through a partnership with the Finger Lakes Region, Brand USA is creating a short video on 8/19/16 and will be visiting one of our cideries. Brand USA is the destination marketing organization for the United States with the mission of increasing incremental international visitation, spend, and market share to fuel the nation's economy and enhance the image of the USA worldwide.
- Youth Fishing Derby
  - Office organized derby, leaderboards, trophy's and Awards Ceremony which was held on 7/31/16.
  - The derby was shortened in 2015 and now is 6 weeks long due to the heavy responsibility on our office.
- Visitor's Guide
  - Distribution Continues

### **Chris Kenyon – Outdoor Recreation Coordinator**

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- Sodus Point Pro-Am
- Fishing updates, County, LOSPC and "On the Water"
- LOC Derby help and Awards
- Final review of birding guide draft
- Wayne County Youth Derby
- WCFSC meeting

<b>6410 Publicity</b>										
<b>Code</b>	<b>Description</b>	<b>Adopted Budget</b>	<b>Modified Budget</b>	<b>To date</b>	<b>Balance</b>	<b>% OF BAL</b>	<b>APR</b>	<b>MAY</b>	<b>JUN</b>	<b>JUL</b>
4116	Comp Supplies	490	490	423	67	100%				423
4150	Office Supplies	1100	1100	526	574	52%			264	219
4166	Postage	2600	2600	771	1829	70%	37		16	535
4210	Gas	473	473	166	307	65%	31	21	8	
4220	Light & Power	774	774	329	445	57%	64	55	62	
4230	Telephone	2184	2184	813	1371	63%	148	155	147	
4240	Water	131	131	41	90	69%	41			
4402	Advertising	11000	11044	0	11044	100%				
4408	Copier Expense	650	650	359	291	45%	46	46	64	46
4410	Conference	500	500	0	500	100%				
4414	Data Processing	6400	6400	6400	0	0%				
4434	Info Centers	1000	1000	220	780	78%		220		
4438	Maint./Rep.	9954	9954	9954	0	0%				
4457	Printing	7400	7400	803	6597	89%	298			505
4460	Promotion	18000	18000	5534	12466	69%	2,514	100	529	350
4475	Software	960	960		960	100%				
4485	Travel	200	200	10	190	95%		6		
4539	Brochure/Ad Dev	2000	2000	0	2000	100%				
4600	Misc - UPS	1000	1014	531	483	48%	68	92	76	109
4603	Derby	4000	4000	1000	3000	75%		500		500
4919	Mileage	4725	4725	1171	3554	75%	137	128	379	336
	<b>TOTAL</b>	<b>75541</b>	<b>75599</b>	<b>28628</b>	<b>46971</b>	<b>62%</b>	<b>3,384</b>	<b>1,323</b>	<b>1,544</b>	<b>2,600</b>



Economic Development/Planning Committee  
Progress Report for July 2016, ED/P department

1. Staff met with Newark Housing authority regarding grant proposals for St. Michael's school proposed rehabilitation project.
2. Staff continues to work on the Community Development Block Grant Housing Grant for laterals, wells and septic systems. Basically bids for last four "projects" have been completed and staff is working with the County Attorney's office to file liens for the previous applicants in the program. Section 3 quarterly report for the program has been submitted.
3. Six GAIN applications have been sent to potential applicants; process for loan review at Wayne Economic Development Corporation is being developed.
4. Preparation for a local government training for Comprehensive Planning process is underway; awaiting notification of date/s. Also, a combined introduction to Planning Board and ZBA training will be provided to the same town at their request.
5. Phase II under the snowmobile program is due to NYS OPRHP on August 31, 2016. A resolution to disburse the 30% payment from OPRHP of \$16,113.50 is proposed for August.
6. All support letters and resolutions received for the Lake Ontario National Marine Sanctuary have been forwarded on for inclusion in the grant application.
7. Staff submitted a CFA project proposal to Parks and Canal Corporation for re-decking the Galen at Brown Road railroad bridge, thus facilitating completion of the canalway trail through the County.
8. Staff sit on two Finger Lakes Regional Economic Development Council work groups, Food and Agriculture Production and Sustainability. The work groups review and advise the Council on CFA and URI proposals.
9. Staff organized and participated in a meeting with Lya Theodoratos of the US Environmental Protection Agency and several Supervisors and members of the ad hoc committee on derelict buildings. Participants expressed a strong interest in developing a project proposal to be taken before the Board for consideration.
10. Staff closed out the HUD Section 108 business loan for Flaherty's. A program income of \$21,758 remains and can be used to meet other CDBG National Objectives. Possibilities are being discussed.
11. The Derelict Properties Committee met; EDP staff is a participant. The committee is working on a plan to submit a proposal to Empire State Development for establishing a Landbank. The committee recommends removing three properties from Roll Section 8 to enable foreclosure and use of the Landbank or a similar process.
12. Staff worked to complete the "Opportunity Analysis and Marketing Plan" and organized its presentation. A resolution for its adoption has been prepared for consideration by the committee and Board of Supervisors.
13. Interviews for the newly created position Business Outreach Coordinator were held and an offer was made to an applicant. Anticipate a starting date around August 22.

14. The offices of ED/P have been reorganized to provide effective working space for the financial processing of the IDA/EDC.
15. Staff is working with several main street focused groups to assist through various programs.
16. Staff provided support for a variety of CFA projects.
17. Staff participated in the field survey with ECC staff to better understand how data is being collected for the broadband inventory.
18. Prepared for July 25<sup>th</sup> WCPB preview committee meeting and the July 27<sup>th</sup> Wayne County Planning Board meeting. Facilitate meeting, send out packages to board members, video/pictures of sites.
19. Staff has attempted to find options other than public auction for the Spring Farm property in the Towns of Arcadia and Phelps. After discussions with Assemblyman Oaks office, Senator Nozzolio's office, Genesee Land Trust, NYS Office of General Services, Supervisor Verkey and the Arcadia Town Clerk, it appears that options for the local municipalities to obtain the land for a park are not available. It appears it will go to auction on August 3<sup>rd</sup>.
20. Regional Dredging Management Plan MAY be reviewed at a county rep meeting mid- summer. Current plan is to update the county administrator and elected officials and determine if there is desire to pull other municipalities together to pursue implementation.
21. Staff prepared for and attended a Great Sodus Bay Watershed Intermunicipal Committee. Committee is in process of reevaluating and prioritizing goals. Some possible focus areas are the breakwater repair and becoming involved in the FEMA Community Rating System, led regionally by GFL RPC.
22. Staff prepared a variety of datasets and maps including working with RPTS to assemble countywide "Year 2016" datasets; E911 CAD system sets; draft zoning map for Arcadia; maps for Opportunity Analysis materials; census assistance maps for Wayne Central
23. Staff worked with one of our towns and Greater Rochester Enterprise to collect information on a parcel in final consideration for a major project.
24. Staff met with WCWSA to determine best approach to assist with public water project for manufacturing company in the Town of Walworth.
25. Staff prepared for and participated in WC IDA and WISDC meetings for July at which time the boards passed resolutions authorizing amending a lease for property or sale of the property in the Town of Ontario; supporting the inclusion of nuclear in the NYS Clean Energy Standard; and sale of a small lot at the north end of Silver Hill to a contiguous neighbor.
26. Staff closed on a loan to a growing Macedon company.
27. Staff met with the advisory committee for the Opportunity Analysis.
28. Staff met with the County Chairman of the Board and the Supervisor of Palmyra to discuss Opportunity Analysis presentation.
29. Staff met with ESD, municipal rep and business owner to discuss direction for assistance.
30. Staff met with Town of Ontario officials and landowners to discuss growing industrial park.

31. Staff participating in grant making meeting of the Wayne County advisory committee of the Community Foundation.
32. Staff attended the *Access to Capital: Food, Beverage, and Agricultural Enterprises* training at MCC, sponsored by Federal Reserve Bank of NY, Empire State Development and NYS Department of Agriculture and Markets
33. Participation in the Newark Wayne Community Hospital Board of Directors' Meeting.
34. Met with municipal ED and developer to discuss proposal for facility in the Village of Newark.
35. Administrative duties.
36. Worked with contracted bookkeeper and IDA office manager/book keeper to review CFO's duties, train staff, familiarize staff with programs, etc.

**RESOLUTION TRANSMITTAL**

Committee No. 4 Date: August 3, 2016

Committee Chair: Dave Spickerman

Department Head: Peg Churchill

Transmittal Title: **AUTHORIZE COUNTY TREASURER TO DISBURSE SNOWMOBILE TRAILS FUNDING TO SNOWMOBILE CLUBS**

WHEREAS, Wayne County is the Local Sponsor for the Snowmobile Trails Grant-In-Aid program; and

WHEREAS, Wayne County applied for 2015-2016 aid through the NYS Office of Parks, Recreation and Historic Preservation, and has been designated to receive up to a total of \$59,965.00 in allowable grant funds for the purpose of maintaining and developing approved snowmobile trails within the county; and

WHEREAS, the Snowmobile Clubs have provided sufficient documentation for \$59,965.00 for trail development and maintenance activities; and

WHEREAS, the Snowmobile Clubs previously received \$43,851.50 of the funding at the beginning of the snowmobile season, and

WHEREAS, New York State has audited and approved the documentation of expenditures by the Clubs; now, therefore, be it

RESOLVED that the Wayne County Treasurer is hereby authorized to distribute, upon its receipt, authorized expenditures totaling \$16,113.50 according to the following schedule:

Lakeshore Riders.....	\$ 8,274.50
Webster Ridge Runners.....	\$ 3,115.50
Williamson Drift Riders.....	\$ 4,723.50

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: August 3, 2016

Committee Chair: Dave Spickerman  
Deputy Department Head: Peg Churchill

Transmittal Title: **Wayne County Board of Supervisors' Adoption of the Opportunity Analysis and Marketing Plan**

Brief Explanation:

WHEREAS, Wayne County contracted with Investment Consulting Associates and Conway PR & Marketing to analyze opportunities and challenges in Wayne County for economic development, resident growth and retainage, tourism opportunities; develop action items to address challenges; review existing marketing and provide a marketing strategy; and

WHEREAS, on July 19<sup>th</sup>, following earlier distribution of the final plan, the Board of Supervisors, staff and the consultant met to review and discuss the plan, and, by consensus, the Board directed a resolution for adoption be presented to the Economic Development and Planning Committee for consideration of adoption and determination of the next steps; and

WHEREAS, the plan is complete and the consultants have met the items for inclusion as outlined in the contract; the Board has reviewed the Analysis and Marketing Plan and finds it meets current needs in order to determine next steps; be it hereby

RESOLVED, that the Wayne County Board of Supervisors adopts the Analysis and Marketing Plan, including the action items, as presented, recognizing that the Board itself must now take additional time to reflect on prioritization and funding; and, be it further

RESOLVED, that the Board recognizes and thanks the Advisory Committee of: Assemblyman Bob Oaks, Supervisor Steve LeRoy, Supervisor Ken Miller, Joan Delaro, C.J. Britt, Dustin Riccio, Superintendent Scott Bischooping, Scott Marshall, Rick Plympton, Kimberlee Meeks, Kevin Rooney and staff Christine Worth, Peg Churchill and Bob McNary for the time and effort spent on this project over a span of 15 months.

Budgeted: yes  no  Proposed Cost: 0 Reimbursed Amount \_\_\_\_\_ County cost \_\_\_\_\_

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

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

Human Resources 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: \_\_\_\_\_