

AGENDA

ECONOMIC DEVELOPMENT/PLANNING COMMITTEE

October 5th, 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 [TOUR09RPT1 - Progress Report September 2016.docx](#)

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

TRANSMITTAL:

- Authorize Social Media for Economic Development and Planning Department
[PLAN10RES02 AUTHORIZE SOCIAL MEDIA FOR ECONOMIC DEVELOPMENT AND PLANNING DEPARTMENT.doc](#)

DISCUSSION:

- CDBG Housing Grant
- Payment in Lieu of Taxes Process
- Broadband Assessment Project
- Derelict Properties
- Economic Development/IDA Report
- Activities Reports

PROGRESS REPORTS – September 2016

Christine Worth – Director

- Attended Budget Review Meeting
- Attended Lake Ontario Wine Trail Meeting
- Attended FLRTC monthly board meeting
- Attended Haunted History Trail Fam tour in Palmyra
- Attended FLREDC Tourism & Arts subcommittee meeting
- Attended Agriculture breakfast and tour

Notes

- Advertising
 - Finalized local apple tasting tour ads
 - Organizing Holiday ad promotion
- Apple Tour
 - Submitted 2015 Apple Tasting Tour for a New York State Tourism Excellence Award.
 - Supported and organized gift certificates for a 5 week facebook contest
 - Organizing the Apple Tasting Tour passports basket giveaway
 - As of 9/29, (2) TV interviews are planned for the Apple Tasting Tour.
- Holiday Brochure
 - Record participation 27 partners.
 - Holiday at home ad is continuing this year. We have 17 businesses participating in the ad, which is larger this year.
- Public Relations
 - Media Placement from Quinn - Katherine Alex Beaven visited in November 2015 and produced a piece that highlights the impressive cider boom that has flourished within the region in Simply Gluten Free magazine. Appearing in the magazine's September issue, the piece not only highlights the various cideries within the region that happen to be a great alternative for gluten-free travelers, but also of select other hot spots for travelers embarking to the region including restaurants, cultural centers and accommodations
 - FAM Tour | 9/17/16 | Connie Hum, Haunted History Trail Visited: William Phelps General Store and Palmyra Historical Museum
 - Attended Canal NY Media event and Quinn media event in NYC.
 - FAM tour | Oct 2 | Katherine Alex Beaven is visiting again. This itinerary is being planned by the NYS Haunted History Trail. A visit will be to Palmyra.
- Visitor's Guide
 - Distribution Continues

Chris Kenyon – Outdoor Recreation Coordinator

- Fishing reports weekly

- LOC Fall Awards ceremony
- LOSPC conference call
- LOSPC action items... stocking reduction plan
- Organize 2017 trade shows
- Pick-up and deliver News of Great Outdoors

Bicyclists Bring Business Events to Wayne County

Join us on October 25 & 26 to learn how your community can better cater to cycling tourists and other recreational visitors

Parks & Trails New York and the NYS Canal Corporation will be bringing [Bicyclists Bring Business](#) events to Wayne County in October, with an evening presentation in Savannah on October 25, and everyone's favorite bike-a-round the next day in Newark.

For the first time in 2016, the evening presentation portion of Bicyclists Bring Business will be offered as part of a larger program, the Nature-based Tourism Summit at the Montezuma Audubon Center. The Erie Canal Corridor offers a wide range of recreational and cultural opportunities, and this year we're happy to discuss how both bicyclists (and birds) bring business to Canalway Trail communities. Of course, Wayne County is the perfect venue for this year's event with its completion of new trail sections in recent years, and a working group meeting regularly to close existing trail gaps.

As a follow up to the presentation, we invite you to join us for a community Bike-a-Round hosted by PTNY and Trail Works, a local trail advocacy group, at 10:00 AM, Wednesday, October 26 in the Village of Newark. Bring your bike and meet us in the parking lot of the Newark Garden Hotel (125 N. Main Street, Newark), alongside the Erie Canalway Trail. We'll ride through Newark and on several miles of the Erie Canalway Trail to experience Wayne County and the connections to nearby communities from the perspective of a cycling tourist. Afterward, we will discuss the results of the Bike-a-Round during lunch at a local restaurant.

SAVANNAH PRESENTATION

Wayne County Nature-based Tourism Summit
 Montezuma Audubon Center
 2295 State Route 89, Savannah
 Tuesday, October 25, 5 PM

NEWARK BIKE-A-ROUND

Meet at Newark Garden Hotel
 125 N. Main St., Newark
 Wednesday, October 26, 10 AM
 Followed by discussion and lunch
 All participants required to wear a helmet

RESOLUTION TRANSMITTAL

Committee No. 4 Date: October 5, 2016

Committee Chair: Dave Spickerman

Department Head: Peg Churchill

Transmittal Title: Authorize Social Media for Economic Development and Planning Department

Whereas, the Wayne County Board of Supervisors recently adopted the Opportunity Analysis and Marketing Strategy for Wayne County which includes the use of social media as part of the marketing strategy for the County going forward; and

Whereas, the County authorized and the Economic Development and Planning Department filled the recently created position of Business Outreach Coordinator, part of whose responsibilities are to actively use social media to keep in contact with both businesses and the public in order to promote the County in general along with the County as a great place to locate and grow a business; and

Whereas, as part of the County policy on the use of social media, the department's plan for use must be reviewed by the County Administrator and the Director of IT, be presented to the appropriate standing committee and receive board approval; be it hereby

Resolved, that the internal oversight of social media and use of such tools, both existing and future, proposed by the Wayne County Economic Development and Planning Department, is hereby approved and authorized.

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: _____

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: _____