

AGENDA

ECONOMIC DEVELOPMENT/PLANNING COMMITTEE

September 7th, 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 [TOUR08RPT1 - Progress Report August 2016.docx](#)

Out of State Travel Request [Toronto Womens show 2016.pdf](#)

TRANSMITTAL:

- Authorization to designate Tourism Promotion Agent [TOUR9RES1 - 2017 TPA Designation.doc](#)

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

Introduction of Business Outreach Coordinator

DISCUSSION:

- Broadband Study Progress
- IDA Activities
- Derelict Properties
- Marketing Plan Action Items
- Progress Reports

TRANSMITTALS:

- Authorization to appoint member to Ag Development Board [PLAN09RES01 Appointment to Ag Board \(2\).docx](#)

Christine Worth – Director

- Met with Haunted History Trail Photographer at Historic Palmyra
- Canadian cross border showcase radio interview for Scenic Wonders Campaign
- Attended Wayne County Business Council Membership Meeting
- Attended FLREDC Tourism & Arts subcommittee meeting
- Attended Wayne County Fair VIP Dinner
- Wayne County Fair coverage including trade show set – up and tear-down.
- Assisted in filming for Brand USA video at Apple Country Spirits
- Scenic Wonders meeting
- Conducted 3 Familiarization tours
- Met with Macquinle Farms – new farm market on apple tour

Notes

- Advertising
 - Finalized ads for Lake Ontario Sportfishing and LOC Newspaper
 - Finalized Fall ad for Syracuse Visitor’s Guide, City Newspaper, Finger Lakes Times Indulge, Rochester Women’s Magazine, and Messenger Post Newspapers (Ontario & Monore).
- Apple Tour
 - Printed Apple Tasting Tour poster
 - Distributed marketing materials
- Bulk Mail
 - Harvest Brochure and Apple Tasting Tour Brochure were sent out to past attendees (1777) along with our 800 number inquires (677).
- Canal New York
 - Attending a media event in New York City in September. 35 to 45 media will be invited.
- Finger Lakes REDC
 - Tourism & Arts committee meetings and subgroup
- Harvest Brochure
 - Being Distributed
- I love NY
 - Completed NYS Matching Funds quarterly reports
- Public Relations
 - Media Placement from Cross Border Showcase Program with online publication Family Fun Canada (500,000 Unique Monthly Visitors), written by freelancer Hailey Eisen. In June we hosted Hailey and her family through the program. Visits in Wayne County included Long Acre Farms and Lagoner Farms. Article clip: <http://www.familyfuncanada.com/7-reasons-rochester-ny-perfect-cross-border-family-getaway/>. The article was also posted three times through the Family Fun Canada Facebook Page.
 - 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.

- The PR contact at Visit Rochester reached out to find a U-Pick farm in Wayne County to send a travel writer. I followed up with G & S orchards. She wrote a review and an article will be coming out too. You can see the review she left here: http://www.trekaroo.com/activities/g-and-s-orchards-2-walworth-new-york?r_id=56531
- FAM Tour | 8/25/16 | Ashley Lagzial, Quinn PR
Visited: Long Acre Farms, JD Wine Cellars, Historic Palmyra, Apple Country Spirits, Lagoner Farms, and Embark Craft Ciderworks
- FAM Tour | 8/26/16 | Amanda Lee, Freelance writer, Toronto Sun
Visited: Lagoner Farms, Embark Craft Ciderworks and Apple Country Spirits
- FAM Tour | 8/28/16 | Margo Pleiff
Visited: Vintage Gardens Bed and Breakfast
- Quinn is planning a “tasting Event” for media on 9/27/16. This will target media for the Finger Lakes and highlight Cider. Both Rootstock Ciderworks and Embark Craft Ciderworks can provide samples. I will already be there for the Canal NY Event and can represent Wayne County businesses.
- Visitor’s Guide
 - Distribution Continues

Chris Kenyon – Outdoor Recreation Coordinator

- Weekly fishing updates
- Wane County Fair
- WCFSC meeting and MAC for youth hunt in October
- Copy for Fall LOC newspaper
- Assist Dave Chilson with fall awards procedure at Captain Jacks
- Work with Rush Outdoors for video and new season filming

RESOLUTION TRANSMITTAL

Committee No. 4

Date: 9/7/16

Committee Chair: Dave Spickerman

Department Head: Christine Worth

Transmittal Title: **Authorize Designation of Tourism Promotion Agent**

Brief Explanation:

WHEREAS, county authorized Tourist Promotion Agency (TPA) is required to make applications and receive funds for most New York State tourism grant programs; now, therefore, be it

RESOLVED, that the Wayne County Office of Tourism and Promotion is hereby designated as the 2017 TPA for the purpose specified in the New York State Promotion Act; and be it further

RESOLVED, that the Director of Wayne County Office of Tourism and Promotion, Christine Worth, is hereby designated as Project Director for Wayne County for 2017.

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

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

Fiscal Manager 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: _____

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Revised 8/3/06

RESOLUTION TRANSMITTAL

Committee No. 4 Date: **September 7, 2016**

Committee Chair: **Dave Spickerman**

Deputy Department Head: **Peg Churchill**

Transmittal Title: **Appointment to the Agricultural Development Board**

WHEREAS; Abram Johnson, member of the Agricultural Development Board, has submitted a letter of resignation for the term of office that expires on December 31, 2017, and

WHEREAS, the following person is recommended for appointment to the Agricultural Development Board:

Ethan Humbert, 3896 Lakes Corners-Rose Valley Road, Clyde, NY 14433 (Town of Rose),

Now, therefore, be it

RESOLVED, that Ethan Humbert is hereby appointed to the Agricultural Development Board for a term of office effective immediately and expiring on December 31, 2017.

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: _____

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