

AGENDA

ECONOMIC DEVELOPMENT/PLANNING COMMITTEE

Wednesday, April 7th 10:00 a.m.

Members: Spickerman, Groat, Robusto, Johnson, Lasher

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

10:00 a.m. Ec. Development/Planning Department, Brian Pincelli

TRANSMITTALS:

- Authorization to re-appoint members to the WC Planning Board [PLAN 21 RES 19 Reappointments Planning Board.docx](#)
- Authorization to sign agreement with Lamar Advertising [PLAN 21 RES 18 Lamar.docx](#)
- Authorization to submit CDBG-CV Application [PLAN 21 RES 20- Resolution Authorizing Submission of CDBG-CV Application.docx](#)

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

ANNUAL REPORTS FOR REGIONAL TEAMS

10:25 a.m. Tourism, Christine Worth

Monthly Report [TOUR04RPT1 - Progress Report March 2021.docx](#)

10:30 a.m. Presentation: FL National Heritage Area

TRANSMITTAL:

- Authorization to support Finger Lakes National Heritage Area [TOUR4RES1 - Support of Finger Lakes Heritage Area Revised.doc](#)

RESOLUTION TRANSMITTAL

Committee No. 4

Date: April 7, 2021

Committee Chair: Dave Spickerman
Department Head: Brian Pincelli

RESOLUTION AUTHORIZING REAPPOINTMENTS TO WAYNE COUNTY PLANNING BOARD

WHEREAS, the terms of office of the following members of the Wayne County Planning Board will expire on April 30, 2021:

- Ron Thorn- Town of Galen
- Larry Lockwood- Town of Huron
- Jim Wedman- Town of Lyons
- Bert Peters- Town of Williamson
- Rob Burns- Town of Marion

And,

WHEREAS, all five members have agreed to continue their service and have been recommended by their respective municipalities; now, therefore, be it

RESOLVED, that Ron Thorn, Larry Lockwood, Jim Wedman, Bert Peters, and Rob Burns are hereby reappointed to the County Planning Board to a three year term of office effective immediately and expiring April 30, 2024.

Budgeted: Proposed Cost: Reimbursed Amount \$0 County Cost \$

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

County Administrator's Review: _____ Date: _____

Human Resources Office Review: yes ___ no ___ N/A ___ Signature: _____

County Attorney Review: yes ___ no ___ N/A ___ Signature: _____

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: April 7, 2019

Committee Chair: Dave Spickerman
Department Head: Brian Pincelli

RESOLUTION AUTHORIZING AGREEMENT WITH LAMAR FOR BILLBOARD ADVERTISING FOR WAYNE ECONOMIC DEVELOPMENT AND PLANNING

WHEREAS, the County has a strong interest in promoting the County to companies and residents both inside and outside the County; and

WHEREAS, the County Planning 2021 Budget includes \$85,000 for the purpose of promoting Wayne County using Billboard Advertising; and

WHEREAS, Lamar Advertising has presented the Economic Development and Planning Committee with a proposal for Billboard Advertising Services; and

WHEREAS, Lamar Advertising has exclusive rights to advertise at desired locations; now, therefore, be it

RESOLVED, that the Chairman of the Board of Supervisors is authorized to execute an agreement with Lamar Advertising, subject to County Attorney approval as to form and content, to complete the design of and for the cost of advertising on, billboards at (6) changing locations for a period of (1) year at a cost of \$85,000.

Budgeted: Yes Proposed Cost: \$85,000 Reimbursed Amount \$0 County Cost \$85,000

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

County Administrator's Review: _____ Date: _____

Human Resources Office Review: yes ___ no ___ N/A ___ Signature: _____

County Attorney Review: yes ___ no ___ N/A ___ Signature: _____

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: April 7, 2021

Committee Chair: Dave Spickerman
Department Head: Brian Pincelli

RESOLUTION AUTHORIZING SUBMISSION OF CDBG-CV APPLICATION THROUGH THE ECONOMIC DEVELOPMENT AND PLANNING OFFICE

WHEREAS, The NYS Housing Trust Fund Corporation (HTFC) announced the availability of approximately \$60 million of Federal funds to provide resources to non-entitlement communities and all entitlement jurisdictions to prevent, prepare for, and respond to COVID-19 and,

WHEREAS, Eligible applicants include non-entitlement Villages, Towns, Cities or Counties throughout New York State, and all metropolitan cities and urban counties that are HUD designated Entitlement communities, and

WHEREAS, an applicant may request funding for one or more activities including Improving Air Quality in Public Facilities and Supporting Small Business and,

WHEREAS, the County is in need of HVAC improvements at the Public Services Building to better address reconfiguration and physical adjustments to comply with social distancing, public occupancy and other requirements, and

WHEREAS, businesses in the County are in need of support to address costs associated with point of sale improvements, new equipment or fixtures to guide social distancing, working capital to resume operations; now, therefore, be it

RESOLVED, that the Board of Supervisors hereby authorizes the submission of a 2020 Community Development Block Grant (CDBG-CV) application requesting \$1,500,000 of grant funding; \$1,000,000 of which will be dedicated to the Public Health Building HVAC improvements and \$500,000 to be dedicated to small business support; and be it further;

RESOLVED, that said application shall be prepared and filed under the direction and supervision of the County Economic Development and Planning Office; and be it further

RESOLVED, that the Chairman of the Wayne County Board of Supervisors is hereby authorized and directed to execute any agreement documents necessary to implement the resolution, including acceptance of a CDBG-CV award resulting from approved application, on behalf of the County of Wayne, subject to the County Attorney's approval as to form and content.

Budgeted: \$0 Proposed Cost:\$0 Reimbursed Amount \$0 County Cost \$

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

County Administrator's Review: _____ Date: _____

Human Resources Office Review: yes ___ no ___ N/A ___ Signature: _____

County Attorney Review: yes ___ no ___ N/A ___ Signature: _____

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: _____

PROGRESS REPORTS – March 2021

Christine Worth – Director

- FLRTC Executive Board Conference Call
- Lake Ontario Wine Trail Meeting
- Bicentennial Meeting
- FLRTC Board Meeting
- Met with Glen Clark
- Attended Lake Ontario Marine Sanctuary meeting for Government officials
- Attended Lake Ontario Marine Sanctuary Advisory Council Meeting
- Attended WC Grant Coordination Meeting
- Attended FLRTC PR call

Notes

- Advertising
 - Ads placed in Living Bird and Visit Rochester guide.
- Apple Tasting Tour
 - The apple tasting tour APP was submitted to:
 - New York State Travel Industry Association awards program
 - Rochester chapter of Public Relations Society of America prism award program.
 - Reviewing downloadable App requirements for 2021
 - I have reached out to the County Attorney & IT
 - Contract
 - D & B number
 - App Store (costs) and contracts
- Bicentennial
 - Assisting with 2 year bicentennial calendar. The goal for the completion is 7/1/21.
 - The committee asked be to be the lead on the project and work directly with the committee and the graphic designer.
- Finger Lakes Photo Hunt
 - We are partnering with our FL Regional Tourism organization Finger Lakes Regional Tourism Council, on a Finger Lakes Photo Hunt.
 - Postcards will be printed to promote the Hunt. It will include a QR code to a pdf with full descriptions.
 - The pdf will be hosted at the FLRTC website.
 - The hunt will start and end at the Finger Lakes Visitor Center.
 - Participants will need to take a picture of themselves at the participating locations to qualify for the prize.
- Matching Funds
 - The 20% withheld from previous Q1 & Q2 payments has been released. We received the check on \$6609.63 on 3/16/21.
 - There is no new information about 2020 Q3 & Q4 MF reimbursements.
 - There is no update on 2021-22 MF program

- Public Relations
 - Travel Writer Visit from October 2020 which resulted in a 6 page spread in Food & Wine Magazine. Paul Greenwood visited 9/29-10/2, 2020. The Wayne County portion was from Macedon to Newark. He also had a rental car
 - Met with Quinn PR (FL Region PR firm). Reviewed new businesses and potential highlights for the year
 - Quinn Lead: Interest from **The Boston Globe (UVM: 2,143,524)** in [Erie Canal Adventure](#)'s house boat rentals. Assisted with photo request.
- Tourism Updates:
 - Chimney Bluffs State Park. They are adding 100 parking spaces. The park has been so popular that the entrance has been closed off a lot, especially after this past year. Once completed we will do a campaign to highlight the new trail design along with increased parking.
 - Attended a webinar hosted by ILOVENY on the Excelsior pass. Details also emailed to tourism businesses
 - Confirmed information with Diane (WCPH) regarding process for catered events for 50-150 people. Information and process was emailed to businesses.
- Visitor's Guide
 - Distribution
 - Updating current listings
 - Reviewing graphic designer updates. We should have it completed by mid-April.
- Website
 - Began using the event portal on our website. Now businesses can go directly to our website and add an event. We receive an email an event has been added. Our office than accesses the event, reviews the event and approves it.

Chris Kenyon – Outdoor Recreation Coordinator

- Fishing updates, phone, web, e mails.
- LOSPC Zoom.
- Finalize new ad for New York Outdoor News. (Pa. issue)
- Get final dates for Sodus Pro-Am 2021.

RESOLUTION TRANSMITTAL

Committee No. 4

Date: April 7, 2021

Committee Chair: Dave Spickerman
Department Head: Christine Worth

AUTHORIZATION FOR WAYNE COUNTY SUPPORT OF THE FINGER LAKES NATIONAL HERITAGE AREA

WHEREAS, the Finger Lakes form a unique and diverse region in Upstate New York and encompasses a patchwork of cultures and history, as well as spectacular natural, scenic and recreational resources that reflect a unique contribution to the collective American identity: and

WHEREAS, the Finger Lakes is distinguished by eleven pristine lakes formed over 19,000 years ago at the end of the "Ice Age" that have over the years been Native American hunting grounds and villages, rich agricultural lands that inspired settlement, villages and small towns, a world renowned wine industry, which have together formed a unique and distinctive landscape; and

WHEREAS, the Congress of the United States has the authority to designate National Heritage Areas that encompasses a region where natural, cultural, historic and recreational resources combine to form a cohesive, nationally distinctive landscape shaped by geography and cultural traditions; and

WHEREAS, the Finger Lakes National Heritage Area Feasibility Study was authorized by the John D. Dingell, Jr. Conservation, Management, and Recreation Act of 2019, which directed the Secretary of the Interior to evaluate the natural, historic, cultural, educational, and recreational resources of the Finger Lakes; and

WHEREAS, the legislation identified the following counties to be considered as part of the study: Cayuga, Chemung, Cortland, Livingston, Monroe, Onondaga, Ontario, Schuyler, Seneca, Steuben, Tioga, Tompkins, Wayne, and Yates; and

WHEREAS, Wayne County is within the Finger Lakes Tourism region, as designated by New York State law and the National Heritage Area study area and has a plethora of natural, cultural, historic, agricultural and recreational resources pertinent to the study; and

RESOLVED, that Wayne County supports the Finger Lakes National Heritage Area designation and the inclusion of all fourteen counties including Cayuga, Chemung, Cortland, Livingston, Monroe, Onondaga, Ontario, Schuyler, Seneca, Steuben, Tioga, Tompkins, Wayne, and Yates counties in the National Heritage Area and will work with the designated administrator of the National Heritage Area to recognize Wayne County's attributes within the Finger Lakes Region.

Budgeted: yes no Proposed Cost: \$ _____ Reimbursed Amount _____ Proposed Cost

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

County Attorney Review & Approval: yes no by: _____

Human Resource 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: _____