

AGENDA
ECONOMIC DEVELOPMENT/PLANNING COMMITTEE
Wednesday, June 2nd 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 submit CDBG application [PLAN21 RES24- Authorization of Submitt CDBG Housing Application 2021.docx](#)
- Authorization to submit a Department of State Local Government Efficiency Program application [PLAN21 RES25 -Authorization to Submitt a DOS Local Government Efficiency Application 2021.docx](#)
- Authorization to submit an application to the ESD Strategic Planning Program [PLAN21 RES26- Authrization to Submitt an Application to ESD Strategic Planning Program 2021.docx](#)

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

No Business

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

Monthly Report

[TOUR06RPT1 - Progress Report May 2021.docx](#)

TRANSMITTAL:

- Authorization to submit State Tourism Matching Funds Grant application [TOUR6RES1 - Matching Funds 2021.doc](#)

RESOLUTION TRANSMITTAL

Committee No. 4

Date: June 2, 2021

Committee Chair: Dave Spickerman
Department Head: Brian Pincelli

AUTHORIZING SUBMISSION OF CDBG APPLICATION FOR A COMPREHENSIVE HOUSING STUDY

WHEREAS Wayne County last completed a comprehensive housing affordability strategy in Fiscal Year 1995; and

WHEREAS, Population changes in the various towns and villages of Wayne County have shifted over the interceding 26 years, along with residential tastes and needs; and

WHEREAS, in 2021, Wayne County received a New York State Preservation Opportunity Program Enterprise Grant application to conduct an affordable rental housing-related strategic planning initiative, and

WHEREAS, The County needs to plan for the full needs and tastes of residents of varied income levels, ages and physical needs, and, be it

RESOLVED, that the Board of Supervisors hereby authorizes the submission of a 2021 Community Development Block Grant (CDBG) application requesting \$50,000 of grant funding to conduct an updated Comprehensive Housing Needs and Market Study; 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 County allocate up to \$2,500 of funding as a cash match to this grant proposal; 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 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: yes ___ no X Proposed Cost: \$50,000 Reimbursed Amount \$47,500 County cost \$2,500

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: June 2, 2021

Committee Chair: Dave Spickerman
Department Head: Brian Pincelli

RESOLUTION AUTHORIZING SUBMISSION OF LOCAL GOVERNMENT EFFICIENCY PROGRAM APPLICATION THROUGH THE ECONOMIC DEVELOPMENT AND PLANNING OFFICE

WHEREAS, a Geographic Information System (GIS) is a system of computer software, hardware, and data that is used to manage, manipulate, analyze and present data that is tied to a geographic location, and

WHEREAS, in 2007 Wayne County completed a GIS needs Assessment to evaluation the County's use of GIS and determine how it could be better utilized to inform and assist in county functions and assisting in data management, and

WHEREAS, the Needs Assessment identified that the County, its Departments, Towns, and Public Authorities would benefit from improved parcel data and conversion from a computer aided design parcel data system; and

WHEREAS, development and maintenance of an authoritative data service that is stable, up-to-date, and discoverable, can enable agencies to create synchronization of services, and

WHEREAS, similar projects have been completed in other counties in NYS and other states, costing approximately \$500,000, and

WHEREAS, New York State Department of State Local Government Efficiency Program provides funding for new actions to modernize the delivery of local services up to \$200,000 per local government and public authority involved, not to exceed \$1,000,000, with a required 10% local cash match, therefore be it

RESOLVED, that the Board of Supervisors hereby authorizes the submission of a 2021 Local Government Efficiency program application requesting \$500,000 of grant funding to develop a unified geospatial database for use by County, Public Authority, and participating towns; and be it further

RESOLVED, that the County allocates up to \$50,000 of funding as a cash match to this grant proposal; 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 DOS 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: yes ___ no x Proposed Cost: \$495,000 Reimbursed Amount \$450,000 County cost \$45,000

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: June 2, 2021

Committee Chair: Dave Spickerman
Department Head: Brian Pincelli

**RESOLUTION AUTHORIZING SUBMISSION OF REGIONAL ECONOMIC DEVELOPMENT COUNCIL (REDC)
APPLICATION FOR GRANT FUNDING FROM EMPIRE STATE DEVELOPMENT PROGRAM**

WHEREAS, Wayne County last completed a comprehensive an economic development strategy in Fiscal Year 2006 with analysis of Wayne County business parks, with significant market changes since then; and

WHEREAS, the Empire State Development Strategic Planning and Feasibility Study Program provides funding for studies, surveys or reports, feasibility studies, and preliminary planning studies to assess a particular sites, and

WHEREAS, a comprehensive business park strategy will provide economic development staff, local decision-makers, public and private financing options and regulatory levers to assess the needs to attract and retain new businesses in Wayne County; now, therefore, be it

RESOLVED, the Board of Supervisors authorizes the submission of a 2021 REDC application requesting \$30,000 in grant funding from Empire State Development Strategic Planning and Feasibility Studies; and be it further

RESOLVED, that the County will provide a \$30,000 as the \$50% required local match as a cash match to this grant proposal with total project costs of \$60,000; 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 agreements or documents necessary to implement the resolution on behalf of the County of Wayne, subject to the County Attorney's approval as to form and content.

Budgeted: ___ no X Proposed Cost: \$60,000 Reimbursed Amount \$30,000_____ County cost_ \$30,000

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: _____

PROGRESS REPORTS – May 2021

Christine Worth – Director

- Attended FLRTC Executive Board Conference Call
- Attended Lake Ontario Wine Trail Meeting
- Attended Leadership Training
- Attended New York State Tourism Excellence Awards program
- Attended Eclipse Taskforce Meeting (Next total Solar Eclipse is April 8, 2024)
- Attended FLRTC Board Meeting
- Attended FLRTC PR call
- Attended NYSTIA Roam the Empire Seminar
- Attended ROVE Air B&B/DNA meeting
- Attended Rove Mobil Location Data Training
- Attended Rome the Empire marketing Seminar
- Attended ROC/FLX Beverage trail meeting

Notes

- Apple Tasting Tour
 - Reviewing downloadable App requirements for 2021
 - Contract has been mailed out to the vendor
 - Reviewing requirements for D & B number
 - App Store (costs) accounts will be set up.
 - App contract has been sent out by the county attorney's office
 - 2021 planning meeting is scheduled for June 1st
- Bicentennial
 - Assisting with 2 year bicentennial calendar
- Harvest Brochure
 - Participation mailing went out. We are finalizing 25 partners. Brochure will be similar to last year.
- Matching Funds
 - May 19, 2021 MF21 Application Part I Due- no later than 4pm (completed)
 - May 24-26, 2021 MF21 Estimated Awards sent digitally
 - ESD Commitment document – **Received Award Estimate \$31,142**
 - June 18, 2021 MF21 Application Part II & Program Requirements Due:
 - 2021 TPA Designation (attach Part II)
 - 2021 Match Demonstration and/or Commitment Letter from county
 - 2021 6-month marketing plan (in portal)
 - 2021 Claim for Payment- completed/executed (submit in email)
 - June 25, 2021 MF21 Award Letters & Contracts sent digitally
 - June 30, 2021 MF21 Executed Contracts due by 4pm
- New York State Tourism Industry Association 2021 NYS Tourism Excellence Awards

- Excellence in Leadership in Response to the COVID-19 Crisis by an individual
 - Christine Worth from the Finger Lakes Regional Tourism Council:
- Excellence in Tourism Marketing: Digital Marketing Campaign
 - “Apple Tasting Tour U Pick The Way APP” from the Wayne County Office of Tourism
- Excellence in Tourism Marketing Best COVID Response Marketing Effort to Pivot to Success
 - “Apple Tasting Tour U Pick The Way APP” from the Wayne County Office of Tourism
- Public Relations
 - Our region was featured on the Today Show. “Travel Genius” podcast host Mark Ellwood spoke on "Summer travel: How to stay safe, where to go as states reopen" with advice for those who want to take a vacation. Many regional businesses showed up in the segment including Wayne County’s Embark Craft Ciderworks and Rootstock Cider & Spirits.
 - www.today.com/video/summer-travel-how-to-stay-safe-where-to-go-as-states-reopen
 - Working with a travel writer that is interested in the Alling Coverlet Museum. Once I meet with her via zoom I will plan out an itinerary.
- Taste of Wayne County
 - We will be doing the glass sponsorship again. Tickets will be capped at 500.
 - We have 300 glasses in inventory and will order the difference.
- Tourism Updates
 - Our office will have someone out on leave and will be short staffed for about 6 weeks. Estimated start date is early June.
- Visitor’s Guide
 - Distributing to businesses along with niche brochures
- Website

Chris Kenyon – Outdoor Recreation Coordinator

- Fishing updates, web, phone and e mail
- Finish ad campaign for New York Outdoor News
- Attend LOC Spring awards at Sodus Point
- Facebook posts weekly
- Deliver VG’s to Wayne County businesses
- Attended Lake Ontario Sportfishing Council Meeting

RESOLUTION TRANSMITTAL

Committee No. 4

Date: June 2, 2021

Committee Chair: Dave Spickerman
Department Head: Christine Worth

AUTHORIZE APPLICATION FOR NEW YORK STATE TOURISM MATCHING FUNDS

RESOLVED, that the Wayne County Office of Tourism and Promotion is hereby designated as the Tourist Promotion Agency for the County of Wayne ("County") 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 is hereby authorized to apply on behalf of the County for funding under the 2021 New York State Matching Grant Program for the County Tourism Project

County Share \$ 95,000
State Share \$ 95,000

RESOLVED, that Christine Worth, Project Director, is authorized to execute the grant application on behalf of the County.

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

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