

MINUTES

ECONOMIC DEVELOPMENT/PLANNING COMMITTEE

Wednesday, February 3, 2021 10:00 a.m.

Present: County Administrator Rick House, Insurance Specialist Brian Sams, via ZOOM Supervisors Spickerman, Groat, Robusto, Johnson, Lasher, Jacobs and Miller, Tourism Director Christine Worth, Economic Development/Planning Department Director Brian Pincelli.

Minutes from the December and January Committee meetings were approved as written.

Included with the agenda was the monthly progress report for the Tourism Office. It included a list of meetings and events attended by Mrs. Worth and the Outdoor Recreation Coordinator. Mrs. Worth said she is reviewing the possibility of having a downloadable app for the 2021 Apple Tasting Tour. She met with Katie Bronson in the Planning Department regarding updating the County's Parks and Recreationway Plan. Updated photos are being shared with the IT department for the updated County website. Mr. Groat stated he has photographs of the many murals around the County if there is an interest in obtaining those. The second quarter Matching Funds claim was submitted, funding was received less a 20% cut, like the first quarter claim. The Visitor's Guide is being distributed and the Department's website has been updated.

Mrs. Worth reviewed with Supervisors information she read in a Buffalo newspaper that stated the Canal Corporation may be holding off the opening of the Erie Canal until Memorial Day and closing as early as mid-September due to financial cutbacks. She has not received a formal notice of the reduction of hours. Senator Helming and Assemblyman Manktelow are aware of this issue.

The 2020 Annual Report for the Tourism Department was received and filed. The report included a list of promotional and grant programs administered through the Office. The report outlined changes the Department made in response to COVID-19, as well as the digital marketing program. The Department had 7,544 inquires generated from ads in various newspapers and publications. The Department's direct mail campaign was sent to 5,000 individuals. Although many events were cancelled this year, the Apple Tasting Tour was conducted through a virtual campaign. Mrs. Worth continued with her public relations efforts focusing on County attractions, events and activities. The report included a list of regional, multi-county promotional programs the Department is involve with, and a list of meetings and events the Tourism Director and Outdoor Recreation Coordinator participated in during 2020. The report also noted various funding sources that supported the Department during the year.

The Annual Report for the Economic Development and Planning Department was received and filed. Several businesses in the County saw expansion projects in 2020 including those at Harbec and Pace Electronics in the Town of Ontario and C&C Automatics in the Village of Newark. The Kickstart Initiative was held for the second year. The winner of this year's virtual competition received \$32,000, a prize to be utilized to accelerate their start-up project. The Strategic Plan

PAGE 2

for the Ontario Midland Railroad and final inventory of Brownfield sites will be complete in 2021. The Office continues to build on Edge Factor career videos that were developed in 2019. In 2020 two additional school districts signed up to be part of the Edge Factor program that consist of 20 career videos that platform career and job opportunities in Wayne County. Staff worked directly with Finger Lakes Community College for development of training programs aimed at skills needed by local employers. The County's billboard campaign was well received, location and content of 2021 billboards is being worked on. Growing the Agricultural Industry Now (GAIN) revolving loan program for agriculture and related businesses has been a success in the County. In an effort to address COVID related issues, Wayne Economic Development offered deferred payments on their loans to all customers. The local portfolio remains strong and staff are exploring ways to offer support during the economic recovery. The Industrial Development Agency continues to provide project assistance in the form of tax benefits for projects meeting qualifying thresholds. Planning staff finalized a Gananda Parkway Pedestrian and Bicycle Activity Transportation Plan and continue to look for ways to close the service gap for broadband service in the County.

Mr. Pincelli said staff continue to work with Supervisors and municipal boards on large solar and battery energy storage projects. There has been a substantial impact on the number of households in Wayne County that now have broadband services. Mr. Pincelli stated the need for good, high-quality broadband service for personal and professional use cannot be understated. NYSERDA is asking communities to consider clean air/energy programs; they are making funds available. Code enforcement training will be needed for those communities that begin these projects. The possibility of constructing vehicle-charging stations is also a qualifying NYSERDA project. Mr. Pincelli informed members the Genesee Regional Planning Council has an individual on their staff that will assist individuals with these projects at no cost.

Mr. Groat questioned how payment on PILOTS (Payment In Lieu of Taxes) is broken down. Mr. Pincelli said the breakdown is a pro-rated distribution based on taxing jurisdiction tax rates.

The Economic Development and Planning Department presented the following transmittals:

--Authorization to appoint Kenneth Conklin from the Town of Ontario to the Wayne County Planning Board. Approved 5-0.

--Authorization to submit a Community Development Block Grant application for \$50,000 for a comprehensive housing study and provide a \$2500 cost share. Approved 5-0.

--Authorization to approve the official undertaking of a Public Employees Fidelity Bond for the Genesee/Finger Lakes Regional Planning Council. Approved 5-0.

--Authorization to amend the Economic Development budget and place 2020 remaining Industrial Site Development funds totaling \$1 million into the 2021 budget. Mr. Pincelli noted these funds are from another budget item and will be used to replenish the fund, with annual appropriations capped at \$1 million. Approved 5-0.

PAGE 3

--Authorization to appoint Thomas Lyons as the Wayne County Fair Housing Officer. Approved 5-0.

--Authorization for the extension of a Community Development Block Grant sub recipient agreement with the Wayne County Regional Land Bank. Mr. Pincelli said the extension is needed due to several factors. Approved 5-0.

--Authorization to set the date for a public hearing for the inclusion of land in a certified agricultural district. Approved 5-0.

--Authorization to appoint Robert Deemer to the County's Agricultural Development Board. Approved 5-0.

--Authorization for the Chairman of the Board to sign State Environmental Protection Agency documents necessary to implement Brownfield access agreements. Approved 5-0.

--Authorization for the Chairman of the Board to sign a Community Development Block Grant Microenterprise Grant application for up to \$200,000. If funds are received, they will be used for development and expansion of microenterprise businesses in Wayne County. There are no matching funds required by the County for this program. Approved 5-0.

The meeting adjourned at 10:40 a.m. The next meeting of the Economic Development and Planning Committee is scheduled for Wednesday, March 3rd at 10:00 a.m.