AGENDA
ECONOMIC DEVELOPMENT/PLANNING COMMITTEE
Wednesday, November 8th  10:00 a.m.

Members:  Supervisors Spickerman, Deyo, Pagano, Manktelow and Miller

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

10:00 a.m.  Tourism, Christine Worth


TRANSMITTALS:
- Authorization to sign an application for State Tourism Matching Funds  TOUR11RES1 Matching Funds 2018.doc
- Authorization to sign contract for website maintenance  TOUR11RES2 Website Maintenance 2018.doc

10:15 a.m.  Ec. Development/Planning, Brian Pincelli

TRANSMITTALS:
- Authorization to sign intermunicipal agreement with Town of Ontario  PLAN09RES__Authorize IA Ontario.docx
- Authorization to create a County Regional Land Bank  PLAN09RES__Create Wayne County Land Bank.docx
- Authorization to appoint member to WC Water and Sewer Authority  PLAN11RES__WCWSA Appointment.docx

MONTHLY ACTIVITIES REPORT

DISCUSSION:
- NYPAA Streetlight Project Update
- Billboard Update
- Complete Submission of EPA Brownfield Assessment
- Spectrum Franchise Agreement Update
- Broadband Update
- Solar PILOT
- Developing Projects: OMID Strategic Plan/Clyde Planning Project/Job Fair
- Developing Economic Projects
Christine Worth – Director

- Television interview with 13WHAM – Long Acre Farms
- Television interview with 13WHAM – Lagoner Farms
- Fam tour with Quinn PR
- Cayuga / Wayne Counties Group Tour Familiarization tour
- Budget Meeting
- Facebook Live video’s with Beyond the nest for the Apple Tasting Tour
- Attended FLRTC Meeting
- Attended NYSTIA Annual Meeting

Notes
- Advertising
  - Finalized Holiday ad
  - Finalized ad for Campgrounds of NY
- Apple Tasting Tour
  - Fulfilling gift certificates for facebook promotion
  - Finalized TV ad
  - Confirmed interviews for WXXI, WHAM-13 (2 days) and Spectrum News
  - Delivered basket supplies for giveaways
- Holiday Brochure
  - Sent out 4500 to Apple Tasting Tour List and inquires
  - Distributed to partners
- I LOVE NY – Matching Funds – 2017
  - Completed 3rd quarter matching funds reports (mailed on 10/31/17)
- I LOVE NY – Matching Funds - 2018
  - PART 1 - Applications Part 1 due (11/3/17) – Completed/mailed on 10/30/17
  - PART 1 - Matching Funds Grant Estimate due (11/30/17)
  - PART 2 - Part 2 Marketing Plan due (12/12/17)
  - January 16, 2018: Notification of awards
  - January 30, 2018: Deadline for notification of acceptance
- I LOVE NY REQUEST: NYS Division of Tourism is currently collecting hi-res images for the Finger Lakes Welcome Center and would love to be able to highlight one of our attractions, Aldrich Change Bridge Structure Aqueduct Park – Sent picture on 10/30
- New York State Tourism Industry Awards
  - **Wayne County Apple Tasting Tour receives Tourism Excellence Award**
  - The Wayne County Apple Tasting Tour was recognized with a Tourism Excellence Award from the New York State Tourism Industry Association
(NYSTIA) at their Annual Meeting in Watkins Glen on October 26, 2017. The Tourism Excellence Awards recognize leaders in New York State’s tourism industry who have achieved a high level of excellence and accomplishment. The winning programs are selected on the basis of demonstrated commitment, leadership, and accomplishment in travel and tourism.

- Quinn PR Media Placement results
  - Travel writer, Katherine Alex Beaven, visited on December 2015. In a story highlighting the best fall weekend getaways in the U.S and a separate story spotlighting the best places to go for a cozy long weekend **Oyster.com (UMV: 1,551,975 - Total: 3,103,950)** featured Embark Craft Ciderworks and Apple Country Spirits in Williamson.
  - Margo Pfeiff visited in August 2016. The Finger Lakes was the cover story of the **L.A Times (UMV: 29,904,510 and CIRC: 431,076 circulation)** Sunday travel section. A comprehensive guide to the region, the feature covered unique accommodations, foodie activities, famed wine trails, parks, museums, and so much more! Appearing in print as well as online, the digital feature incorporated a 12-page slideshow further demonstrating the beauty of the region! Vintage Gardens B & B was highlighted and has received a booking from the article.

- Visitor Guide
  - Mailing went out for 2018 participation

**Chris Kenyon – Outdoor Recreation Coordinator**

- Fishing updates weekly.
- Organizing video waterfowl hunt in Wayne County with Rush Outdoors.
- Assisting Wayne Central School with internship program with the Northern Montezuma Unit.
- Presented Wayne County slide show at Sodus Library.
- WCFSC meeting.
- LOSPC conference call.
- Organizing 2018 trade shows
- Assist with Wayne County Apple Tasting event.
RESOLUTION TRANSMITTAL

Committee No. 4    Date: November 8, 2017    Committee Chair: Dave Spickerman
Department Head: Christine Worth

Authorize Application for 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 2018 New York State Matching Grant Program for the County Tourism Project

County Share   $ 225,750
State Share    $ 225,750

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. ______________

Fiscal Manager Review $ Approval: yes ___ no ___ by: ______________________________________________

Personnel Office Review & Approval: yes ___ no ___ by: ______________________________________________

Standing Committee: Ayes _____ Nays _____ Date: __________ Signature: ______________________________

Signature/Date Rec’ed: _____________________________________________________ Clerk, Board of Supervisors

Referred to:
Committee: _____ Ayes _____ Nays _____ Date: __________ Signature: __________________________________

Committee: _____ Ayes _____ Nays _____ Date: __________ Signature: __________________________________

Revised 8/3/06
RESOLUTION TRANSMITTAL

Committee No. 4    Date: November 8, 2017    Committee Chair: Dave Spickerman
Department Head: Christine Worth

AUTHORIZATION TO ACCEPT PROPOSAL FROM COBURN DESIGN FOR THE 2018 VISITOR GUIDE

Brief Explanation:

WHEREAS, the Office of Wayne County Tourism has budgeted for the 2018 Visitor Guides and the Director of Tourism has obtained a proposal for updating the existing design that is needed; now, therefore, be it RESOLVED, that the proposal submitted by Coburn Design, 238 Genesee Street, Auburn, NY 13021 for Design of 2018 Wayne County Visitor’s Guide, at a total cost of $4,995 is hereby approved; and be it further RESOLVED, that the Chairman of the Wayne County Board of Supervisors is hereby authorized and directed to execute a contract on behalf of the County of Wayne, subject to the County Attorney’s approval as to form and content, with Coburn Design.

Budgeted: yes X no ___ Proposed Cost: $4995 Reimbursed Amount ____________ County cost $4995

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: ________________________________

Committee: _____ Ayes _____ Nays _____ Date: __________ Signature: ________________________________

Revised 4/2005
AUTHORIZATION TO EXECUTE CONTRACT FOR WEBSITE MAINTENANCE FOR WAYNE COUNTY TOURISM

WHEREAS, the Office of the Tourism maintains a tourism website; and
WHEREAS, the website has a yearly website maintenance fee through Web Solutions of NY; now, therefore, be it
RESOLVED, that a contract be hereby authorized at a cost not to exceed $2,500.00 from 2018 budget per quote
from Web Solutions of New York; and be it further
RESOLVED, that the Chairman of the Board is hereby authorized to execute this contract upon appropriate
review by the Office of the County Attorney.

Budgeted: Yes No Proposed Cost $2500 Reimbursable Amt ___ County Cost $2500

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: __________________________

Committee: _____ Ayes _____ Nays _____ Date: __________ Signature: __________________________

Revised 4/2005
Transmittal Title: AUTHORIZE INTERMUNICIPAL AGREEMENT FOR COUNTY TO ASSIST WITH TOWN CDBG ECONOMIC DEVELOPMENT GRANT

Brief Explanation:

WHEREAS, the Town of Ontario has applied for Federal grant assistance from the New York State Office of Community Renewal (OCR) through the Community Development Block Grant Program (CDBG) for the purpose of assisting Intergrow Greenhouses, Inc. to support their project in the town; and,

WHEREAS, the County Department of Economic Development & Planning has the capacity to administer the use of such CDBG funding in the best interests of the Town; and,

WHEREAS, the Town is willing to reimburse the County for eligible expenses for this work, subject to an award from the Office of Community Renewal; now, therefore be it

RESOLVED, the County agrees to provide these services of the Department of Economic Development & Planning, subject to an Intermunicipal Agreement; and be it further

RESOLVED, the Chairman of the Board is authorized to sign this Intermunicipal Agreement, pending approval of County Attorney as to form and content.

Budgeted: yes ___ no_X_ Proposed Cost: _______ Reimbursed Amount __ est. 8000__ County cost____0_____

Departmental transfer $______________ from Account No. ________________ to Account No. _A80200-44091

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: ____________________________________________________________________
CREATING “THE WAYNE COUNTY REGIONAL LAND BANK CORPORATION”, A NEW YORK LAND BANK.

Pursuant to Article 16 of the Not-For-Profit Corporation Law.

WHEREAS, the County of Wayne is a foreclosing governmental unit as defined under the Not-For-Profit Corporation Law, §1602 (c) in all areas of the County of Wayne, and

WHEREAS, the County of Wayne annually conducts an in rem tax foreclosure proceeding under Article 11 of the Real Property Tax Law, and holds a real property tax auction, and

WHEREAS, the need to strengthen and revitalize local communities has led the New York State Legislature to enact the “Land Bank Act” (Not-For-Profit Corporation Law, Article 16) which authorizes municipalities to establish individual or cooperative land banks; and

WHEREAS, land banks are charitable corporations entitled to take control of and authorized to redevelop vacant, abandoned, and/or tax-delinquent properties in an effort to rebuild communities and to foster local economic development and growth; and

WHEREAS, vacant and abandoned properties present a danger to the health and safety of local residents, depress neighboring property values, and result in costs and loss of revenues to local governments, and discourage further growth and investment in the local community; and

WHEREAS, the Wayne County Regional Land Bank Corporation will have the authority to acquire, redevelop, and improve tax delinquent, vacant or abandoned property, thereby providing a mechanism for municipalities to manage blighted properties and convert them to productive use; and

WHEREAS, said land bank would acquire properties through a variety of means, including, but not limited to, to conveyance of property directly by the foreclosing governmental unit as part of a tax foreclosure proceeding, purchase of the property, or purchase of the tax liens on a particular property; and

WHEREAS, the Wayne County Economic Development and Planning Office is preparing an application to the New York State Economic Development Corporation for approval of a land bank corporation in Wayne County; and

WHEREAS, the Wayne County Board of Supervisors by Resolution No. 339-17 has heretofore authorized submission of an application for approval of a land bank to the New York State Economic Development Corporation; and

WHEREAS, the name proposed for the county land bank is Wayne County Regional Land Bank Corporation; and

WHEREAS, an authorizing resolution establishing the Land Bank on behalf of the County is both desirable and necessary pursuant to the Not-For-Profit Corporation Law, §1603 to formally submit an application to the New York State Economic Development Corporation (Empire State Development), which specifies the information set forth herein; now, therefore, be it

RESOLVED, that the Wayne County Board of Supervisors hereby establishes and authorizes a land bank in Wayne County, as follows:

1. Name of the land bank – “Wayne County Regional Land Bank Corporation.”

2. Number of initial members of the Board of Directors – seven (7).

3. The initial individuals to serve as members of the Board of directors, with a term of two (2) years:

   Brian Pincelli
   320 Montgomery Street, Apt. 8
   Syracuse, NY 13202
   (Director Wayne County Economic Development and Planning)
Karen Ambroz  
4463 Boynton Road  
Walworth, NY  14568  
(Director of Wayne County Real Property Tax Services)

Patrick Schmitt  
3705 High Street  
Walworth, NY  14568  
(Wayne County Management Assistant/Wayne County Auditor)

Brian Manktelow  
2911 Route 14  
Lyons, NY  14489  
(Lyons Town Supervisor)

Chuck Verkey  
6927 Coleman Hill Road  
Newark, NY  14513  
(Arcadia Town Supervisor)

Laurie Crane  
7903 Dutch Street  
Wolcott, NY  14590  
(Huron Town Supervisor)

Steve Groat  
50 Sibley Street  
Clyde, NY  14433  
(Galen Town Supervisor)

1. Qualifications, manner of appointment, and term of office of members of the Board:

Members of the Board of Directors must be residents of or be employed in the County of Wayne. Appointments shall be made by the Chairman of the Wayne County Board of Supervisors, subject to confirmation by the full Board of Supervisors. The term of office of members of the Board shall be two (2) years.

2. The proposed articles of incorporation of the Wayne County Regional Land Bank Corporation prepared by the Director of Wayne County Economic Development and Planning and the County Attorney's Office and on file with the Clerk of the Wayne County Board of Supervisors are hereby approved for inclusion in the County's application to Empire State Development.

Budgeted: yes ___ no X  Proposed Cost: _____ Reimbursed Amount _______ County cost____0_______
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: ________________________________
Transmittal Title: **APPOINTMENT TO WAYNE COUNTY WATER AND SEWER AUTHORITY**

**Brief Explanation:**

WHEREAS, the Chairman of the Board of Supervisors has recommended that the following member be appointed to the Wayne County Water and Sewer Authority for a term of office beginning immediately and expiring December 31, 2019:

Donald Ross  
7192 Halcus Road  
Sodus, New York 14551

RESOLVED, that the Board of Supervisors approves and ratifies these appointment to the Wayne County Water and Sewer Authority.

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Budgeted: yes ___ no _X_ Proposed Cost: _____ Reimbursed Amount __________ County cost ___0_______

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: _________________________