AGENDA
ECONOMIC DEVELOPMENT/PLANNING COMMITTEE
Wednesday, March 7th  10:00 a.m.

Members: Supervisors Spickerman, Pagano, Groat, Miller, Robusto

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

10:00 a.m.  Tourism, Christine Worth

Monthly Report  TOUR03RPT1 - Progress Report February 2018.docx
ANNUAL REPORT  Tourism 2017 Annual Report.pdf

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

TRANSMITTALS:

- Authorization to make a determination under SEQRA  PLAN 18 RES 13-
  Resolution Declaring Ag District SEQRA.docx
- Authorization to acknowledge appointments to Genesee Finger Lakes Regional
  Planning Board  PLAN 18 RES 11- GFRPC Board Appointments.docx
- Authorization to Modify Ag District #1  PLAN 18 RES 12- Resolution Approving
  AG District Modifications.docx
- Authorization to Re-Appropriate the Unspent Balance of IDA Program Funding
  from 2017  WCIDA 03 RES2 Industrial Site Development Program funding for
  IDA.doc
- Authorization to Transfer the Balance of 2017 Special Projects into the 2018 IDA
  Program Budget  WCIDA 03 RES1 Industrial Site Development Program funding
  from Special Projects and Planning for IDA.doc

ANNUAL REPORT
PROJECT UPDATE
PROGRESS REPORTS – February 2018

Christine Worth – Director

- Katherine Lapa, Practical Productions
- Economic Dev/Plan Monthly staff meeting
- Board of Supervisor’s Meeting
- Lake Ontario Wine Trail Meeting
- FLRTC Board Meeting
- Meeting with Steve LeRoy | CGI
- Meeting at Long Acre Farm’s
- Attended NY Times Travel Show
- Conference Call | SimpleView | FLRTC Regional website committee

Notes
- Advertising
  - Finalized 2018 Life in the Finger Lakes Magazine ad plan
  - Finalized 2018 Finger Lakes Times ad plan
  - Researching Rochester Women’s Magazine 4 page advertorial for the Lake Ontario Wine Trail
- Annual Report completed
- Apple Tasting Tour
  - Setting up Planning meeting
  - Nominated Apple Tasting Tour for Rochester’s PRism Awards, an Anvil Awards Program, recognize complete public relations programs and tactical elements incorporating sound insights and analysis, planning, execution and evaluation.
  - It is the Rochester chapter of Public Relations Society of America
- Calendar of Events
  - Updating Tourism Website
  - Updating NYS Website
- Haunted History Trail
  - Implementing system to communicate with businesses on Summer/Fall events for the HHT website
- I LOVE NY – Matching Funds - 2018
  - Waiting for payment confirmation from the Treasurer’s Office
- Lake Ontario Wine Trail
  - Assisting with marketing committee
- Office
  - Reviewing all functions
  - Implementing a business change form
- NYSTIA
Reviwing partnership for accommodations to be able to list packages on New York Getaway Deals (www.NewYorkGetawayDeals.com) is advertised by NYSTIA in a select number of media outlets that we already advertise in such as, Meredith Magazines, Hearst Women’s Travel Group, Hartford Courant, AAA Magazines of NYS and Great Vacation Getaways.

This program is promoted at all NYSTIA Consumer Travel Shows via a rack card handed out at the shows. These shows are within a 600 mile drive radius of NYS, in cities such as Foxborough, MA; Cleveland, OH; Philadelphia, PA; Long Island, NY; Plantsville, CT along with Toronto and Ottawa, CANADA. You can view our complete show listing at, nystia.org.

As part of the New York Getaway Deals marketing program, your package(s) will automatically feed into ILoveNY.com for additional promotion at no extra charge. NYSTIA also blasts its consumer subscribers on a regular basis with emails promoting the website and the latest package offerings.

- Youth Fishing Derby
  - See bottom of report
- Visitor Guide
  - Should have completed proofing by early March
  - Cover concept completed
- Visit Rochester
  - I am the chairperson for a Visitor Industry Council (VIC) Committee.
  - Visitor Stay Extension - All Markets | This committee will help to identify processes and programs that will result in extended stays for visitors and an encouragement for them to bring accompanying persons. The intent is to reach a portion of Rochester’s 1.8 million annual visitors prior to their making travel arrangements enticing them to add 1-2 days onto their visit and when possible, include family and friends in travel plans. The development of messaging that conveys nearby regional appeal and day trip options will be a cornerstone of this committee’s work. Many visitor markets will be addressed including meetings, conventions, tournaments, commercial and leisure.
- Website sponsorship – US Outdoors
  - Updated Accommodations (Hotels, Camping, Bed and breakfasts & Cottages), Fishing Charters, Tackle Shops and Marina’s

Chris Kenyon – Outdoor Recreation Coordinator

- Fishing updates weekly
- Attend Monroeville Show for LOSPC
- Attend Springfield Show for LOSPC
- Organize DeLago Show
- Work On video project for Rush Outdoors
- Organize a fam tour for PA outdoor writers
2018 Youth Derby - Plan for meeting with Wayne County Federation

Brochure
Wayne County Tourism

Dates
June 23 – July 22 | Awards Ceremony July 29

Weigh In Stations
Confirm Weigh Stations - Wayne County Federation
Distribute derby supplies – Wayne County Tourism/Wayne County Federation

Weigh in form
Wayne County Tourism will do all pick-up and bring to the office

Awards Ceremony - Wayne County Federation
Contact Walt Crumb for Balloons | Contact Fire Department with date
Set up chairs | Food/Drink | Raffles | Program | Baskets giveaway / 50-50

Trophies
Contact McDonalds – Wayne County Federation
Order Trophies – Wayne County Tourism
Pick up Trophies – Wayne County Tourism

Derby Administration
Youth Mailings – Wayne County Tourism
Registrations – Wayne County Tourism
Weigh-ins – Wayne County Tourism
Weekly leaderboards and completing derby results for awards and trophy order – Wayne County Tourism

Sponsorship Correspondence
Wayne County Federation
RESOLUTION MAKING A DETERMINATION UNDER NEW YORK STATE ENVIRONMENTAL QUALITY REVIEW ACT

WHEREAS, in January of each year, Wayne County undertakes review of agricultural district #1 pursuant to AML §303-b to consider requests for inclusion of land which is predominantly viable agricultural land within certified agricultural district; and

WHEREAS, pursuant to Article 8 of the Environmental Conservation Law, Chapter 43-B of the Consolidated Laws of New York, as amended (the “SEQRA Act”) and the regulations adopted pursuant thereto by the Department of Environmental Conservation of the State, being 6 NYCRR Part 617, as amended (the “Regulations”), the Wayne County Board of Supervisors (the “Board”), as lead agency, considers the modification of agricultural district to be an Unlisted action under SEQR and desires to determine whether the following action may have a “significant effect on the environment” (as said quoted term is defined in the SEQRA Act and the Regulations) and therefore require the preparation of an environmental impact statement: An action to approve that Agricultural District Number 1 be modified to include the following parcels (the “Project); (61117-00-469690, 61117-00-656761, 68115-00-065231, 68115-00-064308); and

WHEREAS, to aid the Board in determining whether the Project may have a significant effect on the environment, the County Ag Development Specialist has caused to be prepared a SEQR Short Environmental Assessment Form a copy of which is on file with the Clerk of the Board of Supervisors; and

WHEREAS, the County has examined the Short EAF in order to make a determination as to the potential environmental significance of the Project; now, therefore, be it

RESOLVED, as follows:

1. Based upon examination of the Short EAF, and based further upon the Board’s knowledge of the area surrounding the Project and such further investigation of the Project and its environmental effects as the County has deemed appropriate, the Board makes the following findings with respect to the Project:

   (a) the Project consists of those components described in the second “Whereas” clause of this resolution; and

   (b) there are no known potentially significant impacts on the environment other than those noted in and addressed and/or mitigated by the County as set forth in the SEAF.

2. Based upon the foregoing investigation of the potential environmental impacts of the Project and considering both the magnitude and importance of each environmental impact therein indicated, the Board makes the following findings and determinations with respect to the Project:

   (a) The Project constitutes an Unlisted Action (as defined in the Regulations); and

3. The Project will not result in any large and important impacts and, therefore, is one which will not have a significant effect on the environment, and the Board will not require an environmental impact statement with respect to the Project; and

4. This determination constitutes a negative declaration for the purposes of the SEQRA Act.

Budgeted: yes  X  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: ___________________________
Signature/Date Rec’d: __________________________________________________________ Clerk, Board of Supervisors
Referred to:
Committee: _____ Ayes _____ Nays _____ Date: __________ Signature: ___________________________
Committee: _____ Ayes _____ Nays _____ Date: __________ Signature: ___________________________
RESOLUTION NO. : AUTHORIZATION TO ACKNOWLEDGE APPOINTMENTS TO GENESSEE FINGER LAKES REGIONAL PLANNING COUNCIL

Mr. Spickerman presented the following:

WHEREAS, the Chairman of the Wayne County Board of Supervisors has recommended his re-appointment to the Genesee Finger Lakes Regional Planning Council of Palmyra Town Supervisor Ken Miller and the appointment of Macedon Town Supervisor Cassandra Pagano to fill the vacancy of Ontario Town Supervisor John Smith; now, therefore, be it

RESOLVED, that both Supervisors Miller and Pagano shall be appointed for a two-year term of office to the Genesee Finger Lakes Regional Planning Council, effective now until December 31st 2019; and be it further

RESOLVED, that a copy of this Resolution be forwarded to the Genesee Finger Lakes Regional Planning Council.

Budgeted: yes ___ no___ Proposed Cost: _____0_______ 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: ____________________________
RESOLUTION APPROVING MODIFICATION OF AGRICULTURAL DISTRICT 1

WHEREAS, New York State enacted legislation enabling landowners to apply to the Board of Supervisors for inclusion of predominantly viable agricultural land into certified agricultural districts prior to the required eight year review period; and

WHEREAS, this legislation requires the County to establish an annual 30 day review period during which landowners may request inclusion in a certified agricultural district; and

WHEREAS, the Board of Supervisors designated January 1 to January 31 as the annual 30 day review period when landowners may submit a request to the County for inclusion in certified agricultural districts prior to established agricultural district review periods; and

WHEREAS, the following landowners have requested to have the following tax parcels included in the certified agricultural district; and

<table>
<thead>
<tr>
<th>Tax ID Num</th>
<th>Municipality</th>
<th>Name</th>
<th>Acres</th>
<th>Parcel Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>61117-00-469690</td>
<td>Town of Ontario</td>
<td>Intergrow East, Inc.</td>
<td>18.17</td>
<td>0000 Timothy Lane</td>
</tr>
<tr>
<td>61117-00-626761</td>
<td>Town of Ontario</td>
<td>Intergrow East, Inc.</td>
<td>4.66</td>
<td>0000 Timothy Lane</td>
</tr>
<tr>
<td>68115-00-065231</td>
<td>Town of Arcadia</td>
<td>Ross &amp; Kaye Gansz</td>
<td>18.96</td>
<td>0000 Maple Ridge Rd</td>
</tr>
<tr>
<td>68115-00-064308</td>
<td>Town of Sodus</td>
<td>Ross &amp; Kaye Gansz</td>
<td>70.43</td>
<td>0000 Maple Ridge Rd</td>
</tr>
</tbody>
</table>

TOTAL ACREAGE 112.22

And

WHEREAS, the Agricultural Development Board has reviewed and recommended approval of this modification and has determined that the land requested for inclusion in the agricultural district is predominantly viable agricultural land; and

WHEREAS, the Board of Supervisors has conducted the required public hearing; now, therefore, be it

RESOLVED, that Wayne County Agricultural District No. 1 is hereby modified to include the agricultural land identified by their tax parcel numbers in the above referenced chart.

Budgeted: yes _X_ 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: ______________________

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: 3/7/2018 Committee Chair: Dave Spickerman
Department Head: Brian Pincelli
Prepared by: Ken Blake

Transmittal Title: AUTHORIZATION TO RE-APPROPRIATE THE UNSPENT BALANCE OF THE 2017 INDUSTRIAL SITE DEVELOPMENT PROGRAM FUND BUDGET

Brief Explanation:

WHEREAS, Wayne County funds the Industrial Site Development Program which crosses fiscal years; and

WHEREAS, that $936,266 of 2017 funds identified for Industrial Site Development Program projects but not expended, fell to Unassigned General Fund Balance at the end of the year; and

WHEREAS, the County intends to re-appropriate the 2017 unspent Industrial Site Development Program balance, to make the funds available for the same purpose in 2018; now, therefore, be it

RESOLVED, the County Treasurer is hereby authorized to transfer $936,266 from the Unassigned General Fund Balance into the Industrial Site Development Program; and, further be it

RESOLVED, the Wayne County Treasurer is hereby authorized to amend the 2018 County Budget as follows:

A6326 Economic Development Administration
(Appropriations)
$936,266 to 54553 Industrial Site Development Program

Budgeted: No Proposed Cost: $936,266 Reimbursed Amount $0 County Cost $936,266

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: ______________________________
Transmittal Title:  AUTHORIZATION TO TRANSFER THE BALANCE OF THE 2017 SPECIAL PROJECTS AND PLANNING PROGRAM FUND INTO THE 2018 INDUSTRIAL SITE DEVELOPMENT PROGRAM FUND BUDGET

Brief Explanation:

WHEREAS, Wayne County funds the Economic Development Administration for special projects and planning; and

WHEREAS, the County closed the balance of the funds identified for special projects and planning in the amount of $52,500 to Fund Balance at the end of 2017; and

WHEREAS, it is the intent of the Wayne County Board of Supervisors, that funds that were identified for special projects and planning in the 2017 budget but were not expended in 2017, are to be added to the 2018 County Budget in the Industrial Site Development Program Fund; now, therefore, be it

RESOLVED, that the County Treasurer is hereby authorized to transfer $52,500 from the Unassigned General Fund Balance to the Industrial Site Development Program; and, further be it

RESOLVED, that the Wayne County Treasurer is hereby authorized to amend the 2018 County Budget as follows:

A6326 Economic Development Administration
(Appropriations)
$52,500 to 54553 Industrial Site Development Program

Budgeted: Yes  Proposed Cost: $52,500  Reimbursed Amount $0  County Cost $52,500

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: _____________________