AGENDA
ECONOMIC DEVELOPMENT/PLANNING COMMITTEE
Wednesday, September 4th 10:00 a.m.

Members: Spickerman, Pagano, Groat, Miller and Robusto

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

10:00 a.m. Tourism, Christine Worth

Monthly Report  TOUR9RPT1 - Progress Report August 2019 Final.docx

TRANSMITTALS:
- Authorization to designate Tourism Agent  TOUR9RES1 - 2020 TPA Designation.doc
- Authorization to submit State Tourism Matching Funds Grant  TOUR9RES2 - Matching Funds 2020.doc

2020 Budget Presentation

10:20 a.m. Ec. Development/Planning Department, Brian Pincelli

TRANSMITTALS:
- Authorization to sign agreement with Lakeshore Riders  PLAN19 RES22- Authorization to Enter Into Agreement with Lakeshore Riders for Snowmobile Trail Maintenance.docx
- Authorization to amend IDA Board members terms and conditions  PLAN19 RES24- Authorization to Ammend IDA Board Memeber Terms and Conditions.docx

DISCUSSIONS:
- Sarah Smiley, Energy Improvement Corporation---PACE Financing
- Ongoing Activities
- Other Updates
PROGRESS REPORTS – August 2019

Christine Worth – Director

• Attended Lake Ontario Wine Trail Meeting
• FLRTC Executive Board Conference Call
• Attended Wayne County Fair
• Met with Entercom Radio Group
• Attended Ginna Drill
• Assisted with pictures for Shane White, Deputy Director, Wayne County Public Health
• Attended Budget meeting

Notes
• Advertising
  • Finalized GuestQuest advertising for 2020
• Apple Tasting Tour
  • Finalized radio scripts
  • Finalized targeted radio facebook post
  • Brochure is being distributed
  • Working on apple for each stop to highlight a specific apple variety
  • Finalized Democrat and Chronicle
• Budget
• Calendar of Events
  • Updating Tourism Website, I Love NY, NYS Haunted History Trail & Visit Rochester websites
• Holiday Ad & Brochure
  • Completed Mailing and brochure will be designed and delivered by Mid October.
  • Ads will run in late October early November
• Holiday program
  • Preparing mailing for August
• I love NY
  • Part I- 2019 Schedule
    • August 26 Online Part I Application (Completed 8/22/19)
      • Received acceptance 8/27/19
    • September 16-20 Grant Estimations will be sent out
  • Part II- 2019 Schedule
    • November 15 Online Part II Application DUE
    • November 29 Grant Award Letters emailed or mailed
- December 31 Grant Acceptance Forms due (on or before this date)
- Lake Ontario Wine Trail
  - Assisted with a radio target facebook ad
- Public Relations
  - Working with (2) media contacts interested in sampling product from Rootstock Cider & Spirits and Embark Craft Ciderworks.
  - I am working with Sandra Scott for an article about Wayne County for CNY 55 Plus. The concept is “10 reasons to explore Wayne County. She also has an online presence. Sandra Scott Travels: Welcome To Small Town America (Oswego Daily News) where she recently featured the museums of Historic Palmyra.
- Visitor Guide
  - Distributing (plus apple tasting tour and harvest brochures)
- Website
  - Suggested site mapping of our site for website platform change sent to web designer.

**Chris Kenyon – Outdoor Recreation Coordinator**

- Fishing updates weekly
- Wayne Youth Derby Awards
- WC Fair
- Copy for Hilt’s Buffalo News
- Press release and pictures for Youth Derby
- Deliver Harvest Guides
- Organize Pennsylvania outdoor writers visit this fall
- Work with MAC for DeRoo Youth Event (Oct.)
RESOLUTION TRANSMITTAL

Committee No. 4      Date: 9/4/19      Committee Chair: Dave Spickerman
Department Head: Christine Worth

Transmittal Title: Authorize Designation of Tourism Promotion Agent

WHEREAS, county authorized Tourist Promotion Agency (TPA) is required to make applications and receive funds for most New York State tourism grant programs; now, therefore, be it

RESOLVED, that the Wayne County Office of Tourism and Promotion is hereby designated as the 2020 TPA 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, Christine Worth, is hereby designated as Project Director for Wayne County for 2020.

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 TRANSMITTAL

Committee No. 4    Date: September 4, 2019    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 **2020** New York State Matching Grant Program for the County Tourism Project

County Share  $ 220,400
State Share  $ 220,400

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

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 TRANSMITTAL

Committee No. 4     Date: September 24, 2019     Committee Chair: Dave Spickerman
Department Head: Brian Pincelli

AUTHORIZATION TO ENTER INTO AGREEMENT WITH LAKESHORE RIDERS, INC. FOR THE ERIE CANAL TRAIL

WHEREAS, Resolution 461-17 authorized an agreement with the Lakeshore Riders, Inc. Snowmobile Club, which will expire on December 31, 2019, and

WHEREAS, the Lakeshore Riders, Inc. Snowmobile Club has indicated a willingness to continue to provide volunteers and make improvements, including the installation of signs, to the Wayne County owned portion of the Erie Canal Trail in the Towns of Lyons and Galen; and

WHEREAS, the NYS Office of Parks, Recreation and Historic Preservation snowmobile grant in aid program includes this trail as part of the NY State Snowmobile program; and

WHEREAS, the snowmobile club is desirous of including the County-owned trail between Lauraville Landing Park and Brown Road; and

WHEREAS, the County of Wayne authorizes the non-motorized use of this trail, except that the trail may be used in the winter by snowmobiles; now, therefore, be it

RESOLVED, that the Chairman of the Board of Supervisors is authorized and directed to sign a new agreement with the Lakeshore Riders, Inc. Snowmobile Club for improvements to the above referenced trail, effective January 1, 2020 and expiring on December 31, 2021, subject to approval as to form and content by the County Attorney, and be it further

RESOLVED, that the Chairman is authorized to execute a contract extension as defined in the aforementioned contract, subject to approval as to form and content by the County Attorney.

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: ____________________________

Committee: _____Ayes _____ Nays _____ Date: __________ Signature: ____________________________
AUTHORIZATION TO AMEND RESOLUTION NO. 112-12 ADOPTING POLICY FOR THE APPOINTMENT OF BOARD MEMBERS TO THE WAYNE COUNTY INDUSTRIAL DEVELOPMENT AGENCY

WHEREAS, in 2012 the County adopted a resolution detailing terms and appointments of the Wayne County Industrial Development Agency (IDA), and

WHEREAS, the policy stipulated that No Non-County Member appointed by the Wayne County Board of Supervisors may serve more than six consecutive years. After a one-year hiatus, a previous Non-County Member may serve again; and

WHEREAS, IDA staff and the IDA board feel the six year term limit and 1 year hiatus stipulation limit the effectiveness of the board and members ability to maintain consistent knowledge of the business of the IDA; and

WHEREAS, the 3 year term for board members and their reappointment allows for changes based on the Board of Supervisors desire to make changes to the IDA board as they see fit; now, therefore, be it

RESOLVED, that Resolution No. 112-12 is hereby amended to allow non-county IDA board members to serve an unlimited number of consecutive 3 year terms with no hiatus period, subject to reappointment by the County Board of Supervisors every three years.

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: ___________________________