

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

Members: Spickerman, Groat, Robusto, Johnson and Lasher

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

10:00 a.m. Tourism, Christine Worth

Monthly Report [TOU4RPT1 - Progress Report March 2020.docx](#)

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

TRANSMITTAL:

- Authorization to Reappoint Members to the Planning Board [PLAN 20 RES 14-
Reappointments to County Planning Board.docx](#)

PROGRESS REPORTS – March 2020

Christine Worth – Director

- FLRTC Executive Board Conference Call
- Lake Ontario Wine Trail Meeting
- FLRTC Board Meeting
- Attended Hamburg Sport Show
- Met with Ellen Corbett
- Attended all Covid-19 Department Meetings
- NOAA advisory committee conference call

Notes

- Apple Tasting Tour
 - 2019 survey review – I will review this when we have an in person meeting
 - Postponed Apple Tasting Tour meeting, Will review timing in early April
 - I applied for a \$15,000 grant from Genesee Valley Regional Market Authority Agriculture Development Program.
- Covid -19
 - Furloughed (3) office staff
 - Multiple communications individually with staff and have begun a zoom call schedule through the month.
 - There are some items they have been assisting me with
 - Created a section on the website to list restaurants who transitioned into Take Out & Curbside
 - Created a section on the website to highlight what you can do in the outdoors, while social distancing
 - Facebook posts have continued. Posts have been supportive of our restaurant Take-out/Curbside restaurants. Several posts regarding enjoying the outdoors with physical distancing.
 - Working on an email newsletter to distribute a survey to partners along with communicated care act information to tourism partners
 - Personal calls to segments of our industry including fishing/marina & shopping. Looking for information to share via facebook to support our businesses that are in operation.
 - Note: Campgrounds are considered an essential business.
- I love NY
- PR Updates
 - A CNN digital travel editor wanted to speak the property manager for a rental in Wayne County, Williamson Estates (<https://www.vrbo.com/451564>). Pitch – Why is Williamson Estates quintessential as an isolated home away from home during this global moment we're in? Interview went well and hi resolution pictures were sent to the editor.
 - I have been working with Rootstock Cider & Spirits regarding their production of hand sanitizer. I distributed their press release when it was time to make public. Interest came quickly

- https://www.fltimes.com/coronavirus/local-businesses-respond-to-need-for-hand-sanitizer/article_bb34db3e-9b79-5c09-93fd-884a90f6d7be.html
 - <https://www.democratandchronicle.com/story/news/2020/03/27/how-rochester-ny-area-distilleries-are-helping-battle-covid-19/5084053002/>
 - <https://www.whec.com/coronavirus/rootstock-cider-hand-sanitizer/5685729/?cat=12714>
 - <https://13wham.com/news/local/williamson-distillery-shifts-focus-from-beverages-to-hand-sanitizer>
 - <https://www.iloveny.com/thebeat/post/wayne-countys-first-distillery-announces-shift-in-production-to-hand-sanitizer/>
 - Article April 1st edition of the Lakeshore News
- Visitor's Guide
 - Reviewing timeline
 - Updating text and pictures

I have been asked to sit on an advisory committee to guide the research process and provide direction on the project's communication with Wayne County communities. Syracuse University, Cornell University, and New York Sea Grant are assessing flood inundation risks and related economic impacts at the individual, business, and community scales in Wayne County over the course of a 3-year project. The project outcomes will offer shoreline property owners and community leaders with tools and recommendations to make strong investments in the face of continued inundation.

An advisory committee is being assembled to guide the research process and provide direction on the project's communication with Wayne County communities.

Participation in the committee will involve:

- Attending 2-3 public events over the course of 2 years
- Attending a quarterly or as needed conference call to learn about the project, discuss communication strategies, and guide the research team
- Providing input on research products, including heat maps and flood inundation tool.

Chris Kenyon – Outdoor Recreation Coordinator

- Fishing updates weekly, web and phone.
- Facebook posts.
- Organize media fishing with Niagara and Chautauqua counties. Spring fishing out of Hughes Marina.
- Staff NYS Tourism booth for WNY Sport Show.
- FL Birding festival conference call. (cancelled event)
- Assist Kee Kee Run Café with youth hunting promotion.

RESOLUTION TRANSMITTAL

Committee No. 4

Date: March 4th, 2019

Committee Chair: Dave Spickerman
Department Head: Brian Pincelli

RESOLUTION AUTHORIZING REAPPOINTMENTS TO WAYNE COUNTY PLANNING BOARD

WHEREAS, the Town of Wolcott has recommended the appointment of Robert Milliman, 7008 Lawville Road Wolcott, N.Y. 14590 to fill the empty seat from the Town on the County Planning Board; and

WHEREAS, the terms of office of the following members of the Wayne County Planning Board will expire on April 30, 2020:

Merton Bartels, 41 Crest Avenue, Macedon, NY 14502
Steve Guthrie, P.O. Box 461, North Rose, NY 14516

now, therefore, be it

RESOLVED, that Robert Milliman is hereby appointed to the County Planning Board to a three year term of office effective immediately and expiring April 30, 2023; and be it further

RESOLVED, that members Merton Bartels and Steve Guthrie are hereby reappointed to a three year term of office effective immediately and expiring April 30, 2023.

Budgeted: Proposed Cost: Reimbursed Amount \$0 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: _____