

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

Members:
Spickerman, Groat, Robusto, Lasher, Johnson

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

10:00 a.m. **Tourism, Christine Worth**

Monthly Report [TOU1RPT1 - Progress Report December.docx](#)

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

TRANSMITTALS:

- Authorization to make a negative declaration under SEQR—42 Elmer Street [PLAN20 RES01- SEQR 42 Elmer.docx](#)
- Authorization to make a negative declaration under SEQR—48 Broad Street [PLAN20 RES02- SEQR 48 Broad.docx](#)
- Authorization to sign agreement with Industrial Development Agency for 2019 appropriation [PLAN20 RES03- Resolution Authorizing Execution of the County-IDA Annual Contract.docx](#)
- Authorization to submit application to Federal Economic Development Agency [PLAN20 RES04- Resoution to Apply to EDA for Resiliency Funding.docx](#)
- Authorization to utilize 2019 billboard funding in 2020 [PLAN20 RES05- Resoution to Fund Balance of Billbaord Campaign REV 1.docx](#)
- Authorization to sign agreement with Industrial Development Agency for 2017 appropriation [WC-IDA 12RES1 WC-IDA Funding Plan 2020.doc](#)

DISCUSSIONS:

- Ongoing Activities
- Other Updates

10:40 a.m. **Other Business**

TRANSMITTAL:

- Authorization to forward appointment recommendations to Rochester-Genesee Transportation Authority [RGRTA.doc](#)

PROGRESS REPORTS – December 2019

Christine Worth – Director

- FLRTC Executive Board Conference Call
- Lake Ontario Wine Trail Meeting
- FLRTC Board Meeting

Notes

- Apple Tasting Tour
 - Completed entering drawing forms for database mailings
- Business Notes
 - Snow tubing at Greystone should be opening mid to late January
 - (3) New events this year.
 - Rotary Winterfest in Sodus Point, Saturday, January 18, 2020
 - Inaugural Finger Lakes Birding Festival, March 26-29, 2020
 - [Farm House at the Fairgrounds](#) May 29-30, 2020
- Public Relations
 - **Smithsonian Magazine (3.1 million UMV)** published a full feature online article on the ritual of wassailing in the Finger Lakes region. Titled "[New York's Cideries Bring the Tradition of Wassailing to the Finger Lakes](#)," the feature delves into the history of the practice and its current day iterations at several orchards in the region. Highlighting Rootstock Ciderworks
 - **Paste Magazine online (4.2 million UMV)** included three cideries in its roundup of "[8 Artisanal Cideries You Need to Discover](#)." Highlighting Embark Craft Ciderworks
 - **Matador Network (UMV: 3,825,684)** wrote a feature story about [wassailing and destinations around the world that still practice the ancient ritual](#), including DeFisher Fruit Farms and Rootstock Ciderworks with owner quotes.
- Visitor Guide
 - Organizing 2020 Visitors Guide Mailing
 - 2020 Contract started with the graphic designer
 - Confirming details with businesses
- Website
 - 2020 contract finalized

Chris Kenyon – Outdoor Recreation Coordinator

- Fishing updates weekly.
- Creating short video with Rush Outdoors for LOSPC promotions.
- Booking trade show for 2020.
- DEC conference call with Albany.
- LOSPC conference call.
- WCFSC dinner and meeting.
- Finalizing ads for NYON and LOC Paper.
- Organize Jan 10th meeting with DEC at Montezuma Audubon Center.

RESOLUTION TRANSMITTAL

Committee No. 4

Date: January 8, 2020

Committee Chair: Dave Spickerman
Department Head: Brian Pincelli

SEQR RESOLUTION - NEGATIVE DECLARATION 42 ELMER STREET, LYONS

WHEREAS, In accordance with the New York State Environmental Quality Review (SEQR) regulations, the Wayne County Board of Supervisors announced its intent to serve as Lead Agency on October 15, 2019, to conduct an environmental review of the demolition of the structure located at 42 Elmer Street in the Town of Lyons, NY, utilizing CDBG funds provided by the County; and

WHEREAS, The Board of Supervisors has determined that the proposed action is an "Unlisted Action" as defined under SEQR; ; and

WHEREAS, The Board of Supervisors, in its capacity of Lead Agency, has caused to be prepared an environmental assessment of the significance of and potential environmental impact of the action described above; and

WHEREAS, On November 27, 2019, the Board of Supervisors notified the Involved and Interested Agencies of its intention to act as Lead Agency for this project and circulated Part 1 of the short Environmental Assessment Form. None of the Involved Agencies objected to the Wayne County Board of Supervisors serving as Lead Agency for this project. The Wayne County Regional Land Bank will obtain all necessary permits and approvals from Involved Agencies and will comply with agency requirements; and

WHEREAS, The Board of Supervisors has considered the Environmental Record prepared for this action, including any comments received from the Involved Agencies, and the proposed Negative Declaration; **NOW, THEREFORE BE IT**

RESOLVED, The Wayne County Board of Supervisors declares that it will serve as Lead Agency for the demolition of 42 Elmer Street in the Town of Lyons, NY; and **BE IT FURTHER**

RESOLVED, The Wayne County Board of Supervisors declares that, based on the Environmental Record which has been prepared, the project will not result in any large and important impacts, and therefore, will not have a significant adverse impact on the environment. A Negative Declaration under SEQR is therefore issued for this project, and the Board Chairman is hereby authorized and directed to prepare and issue, on behalf of the Board of Supervisors, the Negative Declaration in the Part 3 of the Environmental Assessment Form.

Budgeted: yes no Proposed Cost: 80 Reimbursed Amount _____ County cost 80

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: January 8, 2020

Committee Chair: Dave Spickerman
Department Head: Brian Pincelli

SEQR RESOLUTION - NEGATIVE DECLARATION 48 BROAD STREET, LYONS

WHEREAS, In accordance with the New York State Environmental Quality Review (SEQR) regulations, the Wayne County Board of Supervisors announced its intent to serve as Lead Agency on October 15, 2019, to conduct an environmental review of the demolition of the structure located at 48 Broad Street in the Town of Lyons, NY, utilizing CDBG funds provided by the County; and

WHEREAS, The Board of Supervisors has determined that the proposed action is an "Unlisted Action" as defined under SEQR; ; and

WHEREAS, The Board of Supervisors, in its capacity of Lead Agency, has caused to be prepared an environmental assessment of the significance of and potential environmental impact of the action described above; and

WHEREAS, On November 27, 2019, the Board of Supervisors notified the Involved and Interested Agencies of its intention to act as Lead Agency for this project and circulated Part 1 of the short Environmental Assessment Form. None of the Involved Agencies objected to the Wayne County Board of Supervisors serving as Lead Agency for this project. The Wayne County Regional Land Bank will obtain all necessary permits and approvals from Involved Agencies and will comply with agency requirements; and

WHEREAS, The Board of Supervisors has considered the Environmental Record prepared for this action, including any comments received from the Involved Agencies, and the proposed Negative Declaration; **NOW, THEREFORE BE IT**

RESOLVED, The Wayne County Board of Supervisors declares that it will serve as Lead Agency for the demolition of 48 Broad Street in the Town of Lyons, NY ; and **BE IT FURTHER**

RESOLVED, The Wayne County Board of Supervisors declares that, based on the Environmental Record which has been prepared, the project will not result in any large and important impacts, and therefore, will not have a significant adverse impact on the environment. A Negative Declaration under SEQR is therefore issued for this project, and the Board Chairman is hereby authorized and directed to prepare and issue, on behalf of the Board of Supervisors, the Negative Declaration in the Part 3 of the Environmental Assessment Form.

Budgeted: yes no Proposed Cost: 80 Reimbursed Amount _____ County cost 80

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: January

Committee Chair: Dave Spickerman
Department Head: Brian Pincelli

AUTHORIZING AGREEMENTS WITH WAYNE COUNTY INDUSTRIAL DEVELOPMENT AGENCY (“IDA”) FOR PAYMENT OF 2019 APPROPRIATIONS

WHEREAS, the amount of \$295,952 was appropriated in line 6326.54000 in the 2020 County Budget for administrative support including funding for positions in the Wayne County Industrial Development Agency (“IDA”); and

WHEREAS, the amount of \$85,000 was appropriated in line 6326.54400 for marketing, the Business Retention and Expansion program, partnerships, and other necessary marketing efforts; and

WHEREAS, the amount of \$165,000 was appropriated in line 6326.54891 for special studies and projects for Economic Development; now, therefore, be it

RESOLVED, that the Chairman of the Board of Supervisors is hereby authorized and directed to sign an agreement, subject to the County Attorney’s approval as to form and content, with the Wayne County IDA providing for the provision of the administrative support and related expenses of \$295,952.00; and be it further

RESOLVED, that the Chairman of the Board is authorized to sign an agreement, subject to the County Attorney’s approval as to form and content, with the Wayne County IDA providing for the payment of \$85,000 for the marketing, BRE, and partnership programs and contracts in equal quarterly disbursements of \$33,750.00; and be it further

RESOLVED, that the Chairman of the Board is authorized to sign an agreement, subject to the County Attorney’s approval as to form and content, with the Wayne County IDA providing for the disbursement of up to \$165,000 for special studies and special projects related to Economic Development and providing for payments on a project-by-project basis subject to the joint approval of the Economic Development and Planning Director, Chairman of the County Economic Development and Planning Committee, and the Wayne County Fiscal Assistant in advance of the project or study being undertaken and requiring the Agency to file a verified account of the disbursements of such funds.

Budgeted: yes no ___ Proposed Cost: \$545,952 Reimbursed Amount \$0 County cost \$545,952

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: January 8, 2019

Committee Chair: Dave Spickerman
Department Head: Brian Pincelli

AUTHORIZE SUBMISSION OF AN APPLICATION TO THE FEDERAL EDA FOR RESILIENCY FUNDING FOR REDI PROJECTS

WHEREAS, the New York State (NYS) "Resiliency Economic Development Initiative" (REDI) program awarded \$300 million in funding, for the resiliency and sustainability to communities along Lake Ontario; and

WHEREAS, the Wayne County Region was awarded a total of ten projects, with the County identified as project owners for three of those projects; and

WHEREAS, the NYS REDI program awards for Wayne County provide \$30,140,000 in funding for restoration efforts towards barrier beaches and slope stabilization at the Crescent Beach, Blind Sodus Bay, and Port Bay locations; and

WHEREAS, the REDI awards provide 95% reimbursement for approved projects, and require a 5% match with local funds which can include labor, equipment, and professional services; and

WHEREAS, through the EDA-2018-DISASTER Supplemental Notice of Funding Opportunity (NOFO) the Economic Development Administration (EDA or the Agency), U.S. Department of Commerce offers financial assistance to help communities and regions devise and implement long-term economic recovery strategies through a variety of non-construction and construction projects, as appropriate, to address economic challenges in areas where a Presidential declaration of a major disaster was issued in calendar year 2017; and

WHEREAS, this funding can be used as matching funds to cover the County's cost share to the NYS REDI Program; therefore be it

RESOLVED, that the Board of Supervisors hereby authorizes the submission of an application to the EDA Disaster Supplemental NOFO application requesting \$1,507,000 of grant funding to assist with the capital projects funded under the NYS REDI Program; and be it further

RESOLVED, that said application shall be prepared and submitted under the direction and supervision of the County Economic Development and Planning Office; and be it further

RESOLVED, that the Chairman of the Wayne County Board of Supervisors is hereby authorized and directed to execute any documents necessary to implement the resolution, including acceptance of an award resulting from approved application, on behalf of the County of Wayne, subject to the County Attorney's approval as to form and content

Budgeted: yes ___ 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: January, 2020

Committee Chair: Dave Spickerman
Department Head: Brian Pincelli

AUTHORIZATION TO AMEND THE 2020 PLANNING DEPARTMENT BUDGET FOR BILLBOARD MARKETING CAMPAIGN FUNDING THAT FELL TO FUND BALANCE AT THE END OF 2018

WHEREAS, that in 2018 the Board of Supervisors adopted Resolution No. 214-18 to authorize an agreement with Lamar Advertising, and contract funding for a Billboard Marketing Campaign managed by the Economic Development and Planning Department, and

WHEREAS, that the agreement covered a lump sum design charge and twelve (12) monthly billboard rental fees payments which started in 2018 and ended in 2019; and

WHEREAS, that a six (6) month unspent rental fees funding balance of \$26,250 fell to the Unassigned General Fund Balance at fiscal yearend 2018; and

WHEREAS, that a similar twelve (12) month agreement was entered into for a 2019-2020 period; and

WHEREAS, that the \$26,250 six (6) month 2018 unspent rental fees balance for the 2018-2019 contract period was paid for using 2019-2020 funding, leaving an unfunded balance of \$26,250 for the 2019-2020 contract; and

WHEREAS, that the Director of the Economic Development and Planning Department is desirous in amending the 2020 budget by adding \$26,250 to cover the six (6) month balance needed to cover the 2019-2020 commitment for the Billboard Marketing Campaign; now, therefore, be it

RESOLVED, that the Board of Supervisors authorizes the Wayne County Treasurer to amend the 2020 Budget as follows:

A1990 Contingent Fund General

(Appropriations)
\$26,250 from 54000 Contractual Expenses

A8020 Economic Development and Planning Department

(Appropriations)
\$26,250 to 54460 Promotion

Budgeted: yes ___ no X Proposed Cost: \$26,250 Reimbursed Amount \$0___ County Cost \$26,250

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: 1/8/20 Committee Chair: Spickerman
Department Head: Ken Blake**

**AUTHORIZING AGREEMENTS WITH WAYNE COUNTY INDUSTRIAL DEVELOPMENT AGENCY ("IDA")
FOR PAYMENT OF 2017 APPROPRIATIONS**

WHEREAS, the amount of \$265,952 was appropriated in Personal Services and Fringe Benefits A63261 lines in the 2020 County Budget for County staff providing administrative support for the Wayne County Industrial Development Agency ("IDA"); and

WHEREAS, the amount of \$85,000 was appropriated in line 6326.54400 for marketing, the Business Retention and Expansion program, partnerships with SCORE, FAME, Chumura, CRM and others necessary ; and

WHEREAS, the amount of \$165,000 was appropriated in line 6326.54891 for special studies and projects for Economic Development; now, therefore, be it

RESOLVED, that the Chairman of the Board is authorized to sign an agreement, subject to the County Attorney's approval as to form and content, with the Wayne County IDA providing for the payment of \$85,000 for the marketing, BRE, and partnership programs and contracts in equal quarterly disbursements of \$21,250; and be it further

RESOLVED, that the Chairman of the Board is authorized to sign an agreement, subject to the County Attorney's approval as to form and content, with the Wayne County IDA providing for the disbursement of up to \$165,000 for special studies and special projects related to Economic Development and providing for payments on a project-by-project basis subject to the joint approval of the Economic Development and Planning Director, the Chairman of the Industrial Development Agency, and the Wayne County Fiscal Assistant in advance of the project or study being undertaken and requiring the Agency to file a verified account of the disbursements of such funds.

Budgeted: Yes Proposed Cost: \$515,952 Reimbursed Amount \$0 County Cost \$515,952

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
1/8/20

Committee Chair: Spickerman
(D.Liseno)

Authorization to Forward Appointment Recommendations to the Rochester-Genesee Transportation Authority for Acceptance by the State Governor

WHEREAS, the term of Michael Jankowski as Wayne County representative on the Rochester-Genesee Regional Transportation Authority will become vacant during 2020; and

WHEREAS, pursuant to Section 1299-dd of the Public Authorities Law, the Governor is authorized to fill the position from a list of not less than two persons submitted by the County; now, therefore, be it

RESOLVED, that the following list of persons shall be submitted to Governor Cuomo:

Robert Jordon 273 Maple Street Road, Lyons NY 14489
James Hoffman 7276 Lake Avenue, Williamson NY 14589

and be it further

RESOLVED, that the Clerk of the Wayne County Board of Supervisors is hereby authorized and directed to send a certified copy of this resolution to Governor Andrew Cuomo and the Rochester-Genesee Regional Transportation Authority at 1372 East Main Street, Rochester, NY 14609; and be it further

RESOLVED, that this position shall be filled upon notification of this appointment by the Governor's Office.

Budgeted: yes ___ 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: _____