

**AGENDA**  
**ECONOMIC DEVELOPMENT/PLANNING COMMITTEE**  
**Wednesday, June 3<sup>rd</sup> 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 [TOUR6RPT1 - Progress Report May 2020 REVISED.docx](#)

TRANSMITTAL:

- Authorization for the Tourism and Promotion Office to accept Grant [TOUR6RES1 - 2020 Genesee Valley Reg Mark Auth Grant acceptance.doc](#)

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

TRANSMITTALS:

- Authorization to Accept Grant and Sign Agreement [PLAN20 RES15- Resolution to Accept EPA Grant and Authorize Execution of Agreement.docx](#)
- Authorization to Submit CDBG Application and Schedule Public Hearing [PLAN20 RES16- Resolution Authorizing Submission of CDBG Application and Scheduling of Public Hearing.docx](#)

DISCUSSIONS:

- Progress Report
- Other Updates

## **PROGRESS REPORTS – June 2020**

### Christine Worth – Director

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- FLRTC Executive Board Conference Call
- Lake Ontario Wine Trail Meeting
- FLRTC Board Meeting
- Met with Ellen Corbett
- Attended all Covid-19 Department Head Meetings
- Various tourism industry calls
- Attended Lake Ontario National Marine Sanctuary Advisory Council Meeting
- REDC region TPA's zoom call to brainstorm ideas on how we can use EDA funding to collaborate on marketing our region and assist our tourism partners with moving forward following the Covid crisis.

### Notes

- Advertising
  - Summer advertising on hold.
- Apple Tasting Tour
  - 2019 survey review – I will review this in the July Meeting
  - Postponed Apple Tasting Tour meeting, Will review timing in early June
  - Genesee Valley Regional Market Authority Agriculture Development Program. Confirmed funding is happening. Funding is confirmed.
- Business Communication
  - Preparing to support businesses with resources in preparing re-opening plan
  - Working with Public Health to take calls in our office regarding tourism segment businesses.
  - Added best practice links to the county home page to assist businesses with safety plans
  - Tourism newsletter went out regarding the re-opening phases on 5/15.
  - Tourism mailing went out regarding safety plans on 5/22.
  - Tourism staff attended a safety plan tutorial.
  - Zoom Industry meetings
    - Business zoom account acquired through IT
    - Bed & Breakfast call took place on 5/21. Great information sharing. The group requested to meet again in a few weeks and are interested in monthly calls for immediate future.
    - Meetings scheduled for retail and museums. Other segments will take place next month.
    - Important topics – signage, PPE, touchless payments, touchless service, and reservation based attractions to mention a few.
  - Encourage businesses to update websites and Facebook pages so people know current operating hours. For example, Sodus Bay Lighthouse museum will not be opening this year.

- Continue great customer service with masks on – communicate the importance of “smiling through the mask”. Our visitors need to know it is safe to visit.
- Business Updates – Businesses investing during uncertain times
  - A number of businesses started an on-line store, which assisted with curbside pickup.
  - The Saltbox Smokehouse
    - Removed a large tree which improved visibility from Route 104
    - Expanded driveway for additional employee parking and offer customers more parking spaces
    - Adding a new sign on the south end of the building
    - NEW - Investing in a second location. They will be doing the food service at Oak Park Marina.
  - The Purple Painted Lady
    - The owner has reached out to Economic Development and the Tourism departments.
    - Discussions regarding potential grants and letter of support
    - Interested in using a large barn on the 40-acre property. Looking into converting a portion of the barn (4000 to 5000 ft.<sup>2</sup>) for events. Looking to host niche events to accommodate 100-250 people. Ideas are farm to table gatherings, provide education on local agriculture, yoga and art retreats with national instructors, intimate local music experiences, etc. possibly even a small holiday market.
- Marketing
  - Continued updating website section “Take out & Curbside”. We have had over 5,000 hits to the sections. Supported website link with Facebook advertising.
  - Facebook: Continued to promote the outdoors with social distancing on with pictures and a tie to local business. Positive messaging. We are not posting canceled events.
    - Continue to support “open businesses”
    - Support Trailworks – 30 trail passport program
    - Backyard birding posts
    - Farmers Markets as they open
  - After phase 4 of re-opening
    - Local Tourism ideas – Tourism at home, staycation, tourist in the county and Finger Lakes region
    - Recreate locally. Continue to support outdoor resources. Perfect opportunity to highlight birding in our area.
    - Support local shopping & local restaurants.
    - Driving Itineraries – suggestions on what to do.
    - Facebook campaign TBD
    - Vacation rentals could be easily promoted.
  - People will want to travel. It will be a drive market. Health and safety is important.

- Office
  - Staffing returned 5/18/20.
  - Reopening plan posted in the office. All going well.
- Visitor's Guide
  - Delivery expected in Mid-June.

**Chris Kenyon – Outdoor Recreation Coordinator**

- Weekly fishing updates web and phone.
- LOSPC conference call
- LOSPC action items...Kenyon and Hilts.
- Facebook posts for Wayne County.
- Compile photos on flash drive.
- Wayne County Federation items for their meeting.
- Excel sheet for LOSPC website project

**RESOLUTION TRANSMITTAL**

Committee No. 4

Date: June 3, 2020

Committee Chair: Dave Spickerman  
Department Head: Christine Worth

**AUTHORIZE WAYNE COUNTY TOURISM AND PROMOTION TO ACCEPT AGRICULTURE DEVELOPMENT GRANT**

WHEREAS, Wayne County Tourism and Promotion has been advised that they have received an agriculture development grant in the amount of \$15,000 from The Genesee Valley Regional Market Authority (GVRMA), in cooperation with the New York State Department of Agriculture and Markets, with no local match required; and

WHEREAS, the grant will be utilized for a video project for promotion of the Wayne County Apple Tasting Tour; now, therefore, be it

RESOLVED, that the County of Wayne accepts the agriculture development grant in the amount of \$15,000 and be it further

RESOLVED, that the Director of Wayne County Office of Tourism and Promotion is authorized to sign the required grant documents, subject to the review and approval of the County Attorney; and be it further

RESOLVED, that the County Treasurer is authorized to make the budget adjustments listed below:

**A6410 Tourism**

(Revenue)

\$15,000 to 43400 – Agriculture Grant

(Appropriations)

\$15,000 to 54399 –Contracted Expenses – Video Prod

Budgeted: yes \_\_\_ no X Proposed Cost: \$15,000 Reimbursed Amount \$15,000 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: June 3, 2020

Committee Chair: Dave Spickerman  
Department Head: Brian Pincelli

**ACCEPT EPA 2020 BROWNFIELD ASSESSMENT PROGRAM GRANT AND AUTHORIZE THE CHAIRMAN TO SIGN DOCUMENTS**

WHEREAS, resolution no. 564-19: authorize an application to the EPA 2020 Brownfield Assessment program with coalition partners of Wayne Economic Development Corporation, Wayne County Regional Land Bank, Towns of Arcadia and Lyons, and Village of Newark, and

WHEREAS, the Assessment Grants provide funding for developing inventories of brownfields, prioritizing sites, conducting community involvement activities, conducting site assessments, and developing cleanup plans and reuse plans related to brownfield sites; and

WHEREAS, Wayne County Department of Economic Development and Planning has received notice of a \$600,000 award for this grant application; and

WHEREAS, there is no matching requirement for this grant; now, therefore, be it

RESOLVED, that the Board of Supervisors accepts this grant award for \$600,000 from the EPA; and be it further

RESOLVED, that the Chairman of the Wayne County Board of Supervisors is hereby authorized and directed to execute any agreements or documents necessary to implement the resolution 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 \$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: June 3, 2020

Committee Chair: Dave Spickerman  
Department Head: Brian Pincelli

**AUTHORIZE SUBMISSION OF COMMUNITY DEVELOPMENT BLOCK GRANT (CDBG) ECONOMIC DEVELOPMENT PROGRAM PRE-SUBMISSION FORM AND APPLICATION**

**WHEREAS**, Wayne County is eligible to apply for funding from the New York State Homes and Community Renewal (“NYS HCR”) for the Community Development Block Grant (“CDBG”) Economic Development program; and

**WHEREAS**, the CDBG Economic Development program funding is typically provided to eligible communities for economic development activities; and

**WHEREAS**, Wayne County must submit a Pre-Submission Certification Form before the County can submit an application; and

**WHEREAS**, NYS HRC will need to approve the Pre-Submission Certification Form before the County can submit a CDBG Economic Development program application; and

**WHEREAS**, applicants for CDBG Economic Development program funding are required to schedule and conduct an advertised public hearing prior to the submission of said application to give the public the opportunity to suggest projects for municipalities to consider; and

**WHEREAS**, the Wayne County Economic Development and Planning Department intends to apply to the CDBG Economic Development program for economic development activities; now, therefore, be it

**RESOLVED**, that the Board of Supervisors hereby authorizes the submission of a Community Development Block Grant (CDBG) Economic Development Program Pre-Submission Certification Form and application; and be it further

**RESOLVED**, that said Pre-Submission Certification Form and application shall be prepared and filed under the direction and supervision of the County Economic Development and Planning Department; and be it further

**RESOLVED**, that the Board of Supervisors hereby authorizes the Economic Development and Planning Department to conduct a public hearing for said application; and be it further

**RESOLVED**, that the hearing be set for July 21, 2020 at 9:00 A.M. in the Committee room at 26 Church Street, Lyons, New York; and be it further

**RESOLVED**, that the Clerk of the Board is hereby authorized and directed to publish notice in the legal newspapers for the County for the first available publication; and be it further

**RESOLVED**, that the Chairman of the Wayne County Board of Supervisors is hereby authorized and directed to execute any agreement documents necessary to implement the resolution, including acceptance of a CDBG 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 x 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: \_\_\_\_\_