

AGENDA
ECONOMIC DEVELOPMENT/PLANNING COMMITTEE
Wednesday, May 6th 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 [TOU5RPT1 - Progress Report April 2020.docx](#)
- 10:10 a.m. Ec. Development/Planning Department, Brian Pincelli
- 10:20 a.m. Cornell Cooperative Extension, Elizabeth Claypoole
Update

PROGRESS REPORTS – April 2020

Christine Worth – Director

- FLRTC Executive Board Conference Call
- Lake Ontario Wine Trail Meeting
- FLRTC Board Meeting
- Met with Ellen Corbett
- Attended all Covid-19 Department Meetings
- Tourism Counties - Finger Lakes Regional Economic Dev council Meeting – response for a white paper the region is drafting moving forward to stimulate economic recovery post “New York Pause.”
- Various tourism industry calls

Notes

- Advertising
 - I have been reviewing all advertising that was placed and reserved. A combination of putting some on hold, rescheduling or cancelling. Some ads had been scheduled and have run.
- 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 May
 - I applied for a \$15,000 grant from Genesee Valley Regional Market Authority Agriculture Development Program. I confirmed the paperwork is on its way and the funding is still happening.
- Pause
 - Continued communication with tourism businesses
 - Preparing to support businesses with resources in preparing re-opening plan
- Covid -19
 - Furloughed (3) office staff
 - Multiple communications individually with staff including phone and zoom calls
 - Remote access for Lisa and Karen began the week of 4/20/20. Completing updates on tourism website and NYS website. Financial reports, preparation for future mailings, reviewing/updating contact database. Preparation of NYS Matching Funds quarterly report.
 - Plan is to start back in the office 5/18/20. Floor plan of our office meets the guidelines of social distancing.
- Marketing
 - April
 - New website section Take out & Curbside. We have had over 3,000 hits to the sections. Added businesses throughout the month. Supported website link with facebook advertising.

- Supported the outdoors with social distancing on facebook with pictures with a tie to local business. Each Saturday in April, I visited an outdoor attraction to highlight. Attractions were Aqueduct Park, Huckleberry Swamp, Cornwall Nature Preserve and Maceyville Woods Nature Preserve.
 - Updated Take-Out list to include shopping.
 - Marina/Boat Launch issue – once confirmed, supported fishing/boat use with social distancing.
 - May
 - Continue Saturday outdoor posts
 - Continue to support “open businesses”
 - US Travel National Tourism Week #SpiritOfTravel, May 3-9. Working on a promotion “The Wonders of Wayne County”
- Visitor’s Guide
 - Finalized Guide
 - Scheduling Printing
 - Approved by NYS

Chris Kenyon – Outdoor Recreation Coordinator

- Fishing updates weekly. Phone, web and other outlets.
- LOSPC items for new web page.
- LOSPC and DEC web meeting, April 29.
- Assist marinas with promotions during lockdowns
- Along with Niagara County, assist LOC Derby with possible cancellations.
- Start to compile photos for future county promotions.
- Zoom meeting with LOSPC