



**AGENDA**  
**PLANNING & ECONOMIC DEVELOPMENT COMMITTEE**  
**Wednesday, March 11, 2020**  
**Sheriff's Office – Training Room, 7445 County House Rd., – 5:30PM**

**CALL TO ORDER:** By Hon. Keith Batman, Chair

**MEMBERS:** Legislators - Michael Didio, Tricia Kerr (Vice Chair), Heidi Nightengale, Chris Petrus, Paul Pinckney, Charlie Ripley

**MINUTES TO APPROVE:** February 12, 2020

**APPOINTMENTS:**

**Cayuga County Water Quality Management Agency (WQMA):**

Jeff Emerson, 71 Rochester St, Port Byron, NY 13140 – Term, 3-24-20 to 12-31-24

**Cayuga County Soil & Water Conservation District, Board of Directors:**

Stephen Nemeec, Jr., 3999 Carver Rd., Moravia, NY 13118 – Term, 1-1-20 to 12-31-22

**DISCUSSION:** re: Cayuga Intergovernmental Organizations

**DEPARTMENT UPDATES FOR COMMITTEE:**

**Steve Lynch (Planning & Economic Development) –**

**1. Owasco Lake Watershed Rules and Regulations Update Project**

**UPDATE:** A WSRR Steering Committee Meeting is scheduled for Tuesday, March 3, 2020 at 1:00 PM at the SWCD Conference Room at the Natural Resource Center. The project staff will present a summary document providing responses to the ~37 pages of public feedback on the initial Draft Regulations released in April 2019. Staff will also present and review updated Final Proposed Regulations.

A second Steering Committee meeting is being scheduled for mid-March to continue the review and discussion as needed. These discussions, and an additional Steering Committee Meetings if needed, will include opportunities for City of Auburn representatives to share specific concerns on the final Draft Owasco Lake Watershed Regulations before they are transmitted and presented to the Owasco Town Board and Auburn City Council at a future joint meeting.

**2. Lake Ontario Resiliency & Economic Development Initiative (REDI)**

**UPDATE:** The State REDI Commission has approved Cayuga County's application for REDI funding for the construction of the new Nature Center Facility at Sterling Nature Center with a total REDI budget of \$4,057,895.00 (representing \$3,855,000 in 95% Grant Funds and \$202,895 in 5% Matching Funds).

This REDI grant is complimented with a 2019 CFA Grant Award through NYS Parks (EPF Grant Program) specifically earmarked for development of bidding/construction documents. These grant funds include \$231,525.00 in state grant funds (75%) and a 25% local match consisting of (\$62,475.00 in cash and \$14,700 for in-kind grant administration).

Staff is working on moving these two grants to contract and subsequent award of professional services for final design and engineering.

**3. Erie Canal Trail & Re-watering Project (Town of Brutus & Cayuga County).**

**UPDATE:** A project kick-off meeting of staff and stakeholders is scheduled for Friday, March 6 at 10:00 AM at Town of Brutus Town Offices.

**4. Staff to Cayuga County Development Corporation**

**UPDATE:** Planning Department staff to CCDC are currently working with the independent auditors (Bonadio & Co., CPAs) on the CCDC FY19 Financial Audit. The CCDC Board will review the 2019 Audit Report on Wednesday, March 18<sup>th</sup> at 4PM.

Staff will prepare all required annual reporting to the NYS Authority Budget Office, due by April 1, 2020. Copies of the Annual CCDC financial audit will be submitted to the Chair of the Legislature and County Treasurer upon board approval.

## 5. Sterling Nature Center Development

UPDATE: A section of Jenvold Road (Town of Sterling Road) currently connects McIntyre Road with the Park Facility, basically acting as the long entry drive into the park from McIntyre Road. The County owns all of the park lands surrounding, and underneath Jenvold Road.

To proceed with the new Nature Center facility development, this roadway will need to be returned to County control.

An appropriate mechanism to restore county control is having the roadbed declared “discontinued” by the Town Highway Superintendent. This action will allow the County to build the facility on what is currently the terminus of Jenvold Road.

Under NYS Highway Law, a local Highway Superintendent, upon petition of adjoining/underlying land owners, can declare a terminal section of a municipal roadway – up to 1000 LF, as “discontinued”, thereby extinguishing the municipal ROW over the subject land and retuning full control of the former roadway and ROW to the owners.

The County Attorney is assisting Parks and Planning with county legislature authorization to submit petitions to the Town of Sterling Highway Supervisor to facilitate the sequential discontinuance of Jenvold Road as the project moves forward.

### **Vacant (Employment & Training) –**

#### **Tracy Verrier (CEDA) –**

- Metric Snapshot through February 19, 2020:
  - Existing businesses met with: 20 (including 8 first-time contacts)
  - Entrepreneurs met with: 7
  - See supplemental document for additional metrics and economic indicators.
- CEDA worked with the City of Auburn to host an event for Downtown Revitalization Initiative projects on February 27 at CCC. Ten of the projects were in attendance for an informational session to cover contracting requirements and compliance. After the information session, there was a networking session held with local and regional contractors and service providers.
- CCIDA: A public hearing for the SunEast solar development project was held in the Town of Ledyard on Monday, March 2.
- CEDA, in collaboration with SCORE, is offering an education event about Defining Business Goals on March 4. This will include information about the importance of setting business goals, determining short-, mid-, and long-term goals, and an activity to help attendees start working through the goal setting process. This is intended to be the first in a series of workshops focused improving small business longevity.
- Derek and Danielle attended the NYS Economic Development Council conference in January, which included sessions about talent attraction, defining and measuring economic development, partnerships with workforce development, Opportunity Zones, and more.
- Tracy attended the International Economic Development Council Leadership Summit, which covered emerging trends in the economic development industry. Sessions included topics such as placemaking strategies, partnerships with workforce development, shifting focuses, goals and metrics for economic development, and more.

#### **Doug Kierst (Soil & Water Conservation District) –**

- Policy Matters for Committee
  - Cayuga County SWCD Staff taught two (2) NYS DEC endorsed 4 hour training for contractors, municipal officials, engineers and other groups that may be interested in learning about erosion and sediment control methods. There are two (2) workshops scheduled in March on the 4<sup>th</sup> and the 18<sup>th</sup>. Additional information can be found on our website, [www.cayugaswcd.org](http://www.cayugaswcd.org).
  - Cayuga County SWCD Staff continues to process Soil Group Worksheets for Agricultural Assessments, despite the Town Assessors March 1, 2019 deadline. Agricultural properties in all the towns, and even the City of Auburn, are required to have a current soil group worksheet in order to qualify for an agricultural exemption.
  - Cayuga County SWCD Staff completed a minor stream modification to a section of the Owasco Lake Inlet.
  - Cayuga County SWCD Staff are working on proposals for grant funding through the Ag Nonpoint Source Abatement and Control Grant Program and the Climate Resilient Farming Grant Program to assist agricultural producers with the costs associated with the implementation of Best Management Practices to protect/preserve water quality throughout the County.
  - The 2019 Cayuga SWCD Annual Tree, Shrub & Groundcover Sale is in full swing. Visit [www.cayugaswcd.org](http://www.cayugaswcd.org) for additional information and available species. On-line ordering is available! The last day to order is Tuesday, April 28<sup>th</sup>, 2020. Pick-up date is Friday, May 8<sup>th</sup> at the SWCD Office.

**Dan Welch (Director Cornell Cooperative Extension) –**

- On February 7<sup>th</sup>, Cayuga County was designated a USDA primary natural disaster area for excessive rain since April 1, 2019. This designation allows farmers to access emergency loans from the USDA Farm Service Agency.
- CCE Cayuga has an opening for a half-time 4-H Science, Technology, Engineering, and Math educator.

**Program Highlights**

**Agriculture**

- 53 farmers and firefighters attended a Grain Bin Safety Training on February 26<sup>th</sup> at the Raymond Donald and Sons farm in Venice. The success of this event is a great example of cooperative extension's ability to bring state and national resources to meet educational needs here in Cayuga County. This class would not have been possible without working closely with Amy Russett, Director of Emergency Services, the New York Center for Agricultural Medicine and Health, and the Penn State University Agricultural Rescue program.
- At the March Water Quality Management Agency, Dale Dewing of CCE Delaware is the featured presenter. Dale will be discussing CCE Delaware's approach to working with farms on nutrient management in the NYC Watershed.

**4-H Youth Development**

- 14 youth have registered for the tractor safety certification course starting on March 9<sup>th</sup>. This class relies on the cooperation of local farmers and the Main & Pinckney dealership. Completion of the course meets the requirement of the federal Hazardous Occupation in Agriculture Law, and enables the youth to drive tractors as a farm employee.
- All school districts in the county have signed up at least one classroom for Ag Literacy Week.

**Nutrition**

- Fun Food Friday demonstrations every other week at the Playspace in downtown Auburn.

Group workshops on healthy eating held at Liberty Resources, Rescue Mission, and Elderchoice.

**Karen Kuhl (Tourism) –**

- Interviewed for podcast on FingerLakes1.com to promote the Finger Lakes Birding Festival.
- WAUB with Courtney Kasper to promote Harriet Tubman Weekend
- Continue preparing for Sweet Treat Trail kickoff
- Promoting the Inaugural Finger Lakes Birding Festival
- Finalizing the Cayuga County 2020 Travel Guide which will highlight Harriet Tubman and Cayuga County's women entrepreneurs.
- Karen Kuhl participating in Leadership Cayuga.
- Programming for the 25<sup>th</sup> anniversary of the Tourism Office
- Developing groups marketing materials
- Received our financial review from Insero & Co – awaiting report

**RESOLUTIONS:**

**PLANNING:**

3-20-PL-1 Authorizing Cayuga County to award a Professional Services Contract amendment for detail design and cost estimates for certain Deauville Island Capital Improvements at Emerson Park.

**ADJOURNMENT: Wednesday, April 8, 2020 at 5:30PM**

If you have a disability and need accommodations, please call the Clerk of the Legislature's office at 253-1308 at least 48 hours before the scheduled meeting to advise what accommodations will be necessary.

**COUNTY OF CAYUGA  
REQUEST FOR APPOINTMENT FORM**

**Requested Appointment To:** Cayuga County Water Quality Management Agency

**Name of Recommended Appointee:** Mr. Jeff Emerson  
**Address:** 71 Rochester St  
Port Byron, NY 13140

**This appointment is recommended by:** CCAV President Wm. Sherman

**Length of Term: (Start date and End date, not just years)** 3/24/20 12/31/24

**New Term or Unexpired Term?**  **New Term**  **Unexpired Term**

**Name of person previously in this position:** Harry Hinman

**Is this a compensated position?**  **Yes**  **No**

**Is this a new appointment or reappointment?**  **New appt.**  **Re-appt.**

**If it is a reappointment, how long have they served?**

**Describe briefly the duties required of the proposed appointee.**

Attend the meetings of the Cayuga County Water Quality Management Agency as the representative for the Cayuga County Association of Villages.

**Please provide a brief sketch of the proposed appointee(s) background (education, outside interests, etc.)**

Mayor William Sherman, Village of Cayuga, acting as President of the Cayuga County Association of Villages puts forth Trustee Jeff Emerson, Village of Port Byron, as the representative chosen by unanimous consent of the association members present at its regularly scheduled meeting held on February 25, 2020. Additional contact information for Trustee Emerson phone:803-272-5239; email:jeffemerson1045@live.com

**Revised 1-14-19**

**CAYUGA COUNTY LEGISLATURE**  
**160 Genesee Street, 6<sup>th</sup> Floor**  
**Auburn, NY 13021**

**COUNTY OF CAYUGA**  
**REQUEST FOR APPOINTMENT FORM**

**Requested Appointment To:** Cayuga County Soil and Water Conservation District Board of Directors

**Length of Term: (Start date and End date, not just years)** 01/01/20 to 12/31/22

**New Term? Yes**

**Unexpired Term? No**

**Name of person previously in this position:** Same as request

**Is this a compensated position? No**

**Is this a new appointment? No**

**Reappointment? Yes**

**Describe briefly the duties required of the proposed appointee.**

Attend monthly Board meetings, training sessions, serve on committees as assigned by Board Chairman

**Name of Recommended Appointee:** Stephen Nemec, Jr.

**Address:** 3999 Carver Road, Moravia, NY 13118

**This appointment is recommended by:** Doug Kierst, Executive Director

Raymond Lockwood Jr., SWCD Board Chairman

**Vocation of Prospective Appointee:** Crop Farmer

**Please provide a brief sketch of the proposed appointee(s) background (education, outside interests, etc.)** Mr. Nemec also serves on the Watershed Agricultural Program Review Committee (WAPRC) for Skaneateles Lake. He has experience and knowledge of environmental and natural resource best management practices. He has implemented many soil conservation and improvement practices in addition to beneficial water quality preservation measures on his fields, including cover crops, strip crops, crop rotations, reduced tillage and conservation buffers.

## 2020 CEDA Workplan Progress

As of: 2/19/2020

### BUSINESS RETENTION AND EXPANSION (BR & E)

Activity/Output	Goal	Actual YTD	2019
Existing business visitations	90 (incl. 20 unique)	20 (8 unique)	85 (36 unique)
Identify growth opportunities	12	3	16
Business to Business connections	10	3	22
Direct assistance to businesses submitting CFAs	4 CFAs submitted		4 submitted; 3 Awarded
Loan assistance	2 loans closed		3 closed/ 1 conditionally approved
IDA assistance	4 small projects / 2 full		1 small / 1 full
Resource referrals	20	9	59
<b>Outcomes</b>	<b>Goal</b>	<b>Actual YTD</b>	
Private Investment	\$18m	\$	\$6.96m
Incentives/loans	\$3m	\$	\$992k
Jobs retained	100		77
Jobs to be created	100 anticipated		51
<b>Company Interactions</b>			
Total Number of Interactions	28		
Average per Company	1.4		

### ATTRACTION & START UP

Activity/Output	Goal	Actual YTD	2019
Entrepreneur assistance	75	7	74
Identify attraction leads	12	1	12
B2B/Site connections		1	
Resource Referrals		1	
New business open	15	3	9
	Farm Girl Greens; Steadfast Results, LLC; Coomber Construction		
Startup survival rate after 1 year* (businesses open in '19)	85%	100%	
	Caren's Corner (Aurelius); Simply Cookie (King Ferry); Make Safe Food (Owasco); Elder Home Care CNY (Auburn); D-Vibe Photography (Auburn); Octane Social House @ Health		

Central (Auburn); The Highcrafter (Auburn); KCC Woodworking (Auburn); The Sharpener Lady (Auburn)			
Startup survival rate after 2 years* (businesses open in '18)	75%	100%	
FIERCE... with Love; Hum, LLC; Next Chapter Brew Pub; EM Video Productions; Lean on Me Business Solutions; QT's Creations; Sole Sister's Holistic Whispering Healing Center; Good Eats Farm; The Open Door; Phil Gilbo (scrap metal)			
*national average ~80% after 1 year, ~66.6% after 2 years			
<b>Outcomes</b>	<b>Goal</b>	<b>Actual YTD</b>	<b>2019</b>
Private Investment	\$4m	\$	\$219,247
Incentives/loans	\$1m	\$	\$171,247
Jobs created	50		14
Regional/National leads responded to	12		12
<b>Attraction Lead Interactions</b>			
Total Number of Interactions	2 (1 with a prior open lead)		
Average per Lead	1		
<b>Entrepreneur Interactions</b>			
Total Number of Interactions	8		
Average per Entrepreneur	1.14		

**MARKETING & PROMOTION**

Activity/Output	Goal	Actual YTD	2019
Develop promotional materials	2 marketing pieces 2 community narrative pieces	2 marketing piece	2 marketing pieces 2 video narrative/ testimonial
Doing Business in Cayuga County video (with NY Address for Less campaign); Progress			
Increase quality of website visitation	2 average pages per session 68% Bounce Rate	2.08 (Jan) -YTD 2.08 67.71% (Jan) -YTD 67.71%	1.88 (Dec) - YTD 2.38 72.5% (Dec) -YTD 71.13%
Website Upgrades	E.g.: Projects Page, Scorecard, Employer Services Directory		
<b>Other 2020 Marketing and Outreach Activities</b>			
Informational Events	DRI Project Sponsor Event (w/ City); Defining Business Goals (w/ SCORE)		
Informational Resources			
Other Collaborative Efforts	StartUp Connect		

## General Business Demographics

Establishments, Employment, and Wages- Quarterly Data (most recent available) – NYS DOL

Year	Qrt	Reporting Units*	Change from previous	Average Employment**	Change from previous	Average Wages	Change from previous
2019	3	1,660	-2.70%	25,314	0.07%	\$11,139	3.46%
2018	3	1,706	-2.63%	25,297	-0.76%	\$10,766	4.78%
2017	3	1,752	-0.90%	25,492	-2.46%	\$10,275	-1.31%
2016	3	1,768	-1.23%	26,134	-0.45%	\$10,411	7.13%
2015	3	1,790	-2.24%	26,251	-0.70%	\$9,718	3.20%
2014	3	1,831	0.27%	26,436	1.99%	\$9,417	2.49%
2013	3	1,826	1.05%	25,919	-1.45%	\$9,188	5.80%

\*Reporting Unit is an establishment, usually a single place of business, which is engaged in a single business activity, and operated by a single employer.

\*\*Employment data include all employment covered under the New York State UI program.

## CAYUGA COUNTY UNEMPLOYMENT RATE – NYS DOL

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual Average
2019	5.1%	5%	4.8%	3.9%	3.8%	3.6%	4.0%	4.2%	3.6%	3.8%	3.7%	4.7%	4.2%
2018	6.1%	6%	5.5%	4.7%	4%	4.2%	4.3%	4.1%	3.5%	3.5%	3.6%	4.3%	4.5%
2017	6.3%	6.4%	5.6%	4.7%	4.5%	4.6%	4.9%	5%	4.5%	4.3%	4.6%	4.8%	5%
2016	6%	6.1%	5.8%	5%	4.5%	4.5%	4.8%	4.7%	4.7%	4.6%	4.6%	5.2%	5.1%
2015	6.7%	6.7%	6.2%	5.3%	5%	5%	5.1%	4.8%	4.7%	4.7%	4.8%	5.1%	5.3%
2014	7.6%	7.8%	7.2%	5.8%	5.7%	5.5%	5.7%	5.5%	5.1%	5%	5.3%	5.6%	6%
2013	9.5%	9.3%	8.4%	7.4%	6.9%	7.2%	7%	6.8%	6.5%	6.5%	6.4%	6.5%	7.4%

\*Central NY last three months: September=3.9%; October=3.9%; November=3.8%

## LABOR FORCE (1000s)- NYS DOL

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual Average
2019	36.3	35.6	35.2	35.3	35.3	35.9	36.3	36.1	36.0	35.5	35.4	35.7	35.7
2018	35.9	35.9	35.5	35.4	35.3	36.5	36.7	36.3	35.9	35.8	36.2	36.2	36.0
2017	35.6	35.8	35.7	35.7	35.4	36.4	36.8	36.4	35.8	35.3	35.6	35.3	35.8
2016	36.4	36.8	36.8	36.8	36.7	37.2	37.7	37.4	36.7	36.2	35.7	35.4	36.7
2015	36.5	36.6	36.5	36.9	37.4	38.1	38.4	37.9	37.0	36.8	36.3	36.4	37.1
2014	37.3	37.5	37.4	37.5	37.7	38.3	38.8	38.3	37.8	37.4	36.8	36.5	37.6
2013	38.7	38.8	38.5	38.8	39.3	39.6	40.3	39.5	38.9	38.2	37.9	37.8	38.9