



AGENDA
PLANNING & ECONOMIC DEVELOPMENT COMMITTEE
Wednesday, April 12, 2023 – to follow Government Operations
Live stream Link - <https://www.youtube.com/watch?v=AdoPUWhIT-s>

CALL TO ORDER: By Hon. Robert Shea

MEMBERS: Legislators – James Basile, Christina Calarco, Tricia Kerr, Brian Muldrow, Vice Chair -Lydia Patti Ruffini and Mark Strong

MINUTES TO APPROVE: March 8, 2022

APPOINTMENTS: None

DEPARTMENT UPDATES FOR COMMITTEE:

**Steve Lynch (Planning & Economic Development) –
ONGOING DEPARTMENT WORK:**

1. **NY FORWARD Grant Applications** – The Planning department is working with the villages of Aurora, Union Springs and Cayuga to prepare NY Forward Grant Applications for the 2023 funding round. Grant applications will focus on 2 funding strategies: (1) individual funding applications for each village as stand-alone projects under the NY Forward Grant; and (2) a collective grant application linking the three villages together and seeking a single \$10M Downtown Revitalization Initiative (DRI) grant award. In addition to these (and possibly other) 2023 NY Forward grant applications that staff will prepare, Senior Planner David Nelson is working closely with the Village of Moravia and consultants hired by NYS to implement the \$2.25M 2022 NY Forward grant awarded to the village this February. More information on the NY Forward program is available on the state website: [NY Forward](#).
2. **Village of Weedsport Zoning Ordinance Update** –Planner Greg Diebold leads this project. Monthly meetings are the 1st Tuesday of the month. The next meeting is scheduled for Tuesday, April 4 at 6:30 PM. The Zoning Ordinance development is on schedule and the 4/4/23 meeting is the second-to-last Steering Committee meeting scheduled for the project. Staff will be also consulting with the Village to encourage the Village to consider applying for NY Forward Grant Funding in 2023 (see NY Forward notes in bullet above).
3. **Town of Throop Zoning Ordinance Update** – Planner Greg Diebold is also the staff assigned to this project. The most recent meeting was Monday, March 13 at 6:00 PM. Greg will be presenting the draft zoning ordinance to town elected and appointed officials on Monday, April 24th at 6pm at Throop’s Town Hall. This meeting is a chance for the various town boards to become more familiar with the draft code and discuss with the Zoning Committee any final questions on the draft. After this meeting, there will be a public review period of the document and a Public Hearing will be scheduled to present the final draft to the public (likely at the June town board meeting but this is to be determined).
4. **Town of Conquest Comprehensive Plan** – Senior Planner Greg Hutnik is leading this project. Work with the Town Steering Committee wrapped up in January with a final review of the full Draft Comprehensive Plan. Staff circulated the final draft to the Town Board the week of March 26 for their review and feedback. Processing the final Plan, including SEQRA review and Town Board Public Hearings, etc., will be take place in April-May with final adoption tentatively scheduled for June.
5. **Village of Aurora Zoning Ordinance Update** – Associate Planner Kari Terwilliger is leading this zoning ordinance update, working closely with the Mayor and Steering Committee appointed by the Village. The next Steering Committee work session is scheduled for April 11. The work is on schedule and progressing.
6. **Village of Cayuga LWRP & Town of Sterling/Village of Fair Haven LWRP** Final drafts for both Local Waterfront Revitalization Plans remain with the NYS Department of State for a required “consistency review” relative to NYS LWRP policies, with the planning process in on pause until after the state agency completes the reviews.
7. **Town of Sennett Zoning Ordinance Update.** The department executed an MOA with the Town of Sennett for updates and amendments to the Town’s Hospitality-Lodging (H-L) Overlay District to better align with the community’s goals and future land use vision for this specific area of the Town (the transportation corridor on NYS Route 20 between Mandy Rue and the Town of Skaneateles). A public kick-off meeting was held on Thursday, March 30th with very good attendance by town residents and elected officials. The second Steering Committee

meeting is scheduled for Tuesday, April 4. The term for the project is approximately 8 months with monthly meetings with the Town Steering Committee. Associate Planner Kari Terwilliger is the project lead.

8. **Town of Owasco Zoning Ordinance Update.** The department has also executed an MOA with the Town of Owasco for a comprehensive update and amendments to the Town's Zoning Ordinance and Subdivision Law. Senior Planner David Nelson is the project lead. The kick-off meeting with the town-appointed Steering Committee is scheduled for Wednesday, April 19 at 4PM in the Town Offices on Bristol Ave. This will be a ~12-month planning project.
9. **Staff Presentation to Cayuga County Association of Villages.** Associate Planner Kari Terwilliger presented an overview on technical assistance available through the Planning Department to the Association of Villages on March 28th.
10. **Cayuga County Planning Board Training.** Staff held the first in our series of Land Use Trainings for municipal boards on March 22nd at BOCES with over 50 individuals attending. The Training focused on the NYS SEQRA Review Process and was highly rated by participants in the exit surveys. We offer online registration and these training sessions tend to fill up quickly.
11. **Annual Updates (additions) to the Cayuga County Agricultural District 5.** Associate Planner Kari Terwilliger is conducting the annual process allowing landowners to place parcels into Consolidated County Ag District #5. The annual 30-day period for submitting requests for the addition of parcels into the Ag District ran from March 1-30, with applications made available online or in-person. We received a few applications seeking to add parcels into the Ag District and a meeting of the County Ag & Farm Protection Board is scheduled for Thursday, April 13th to take action on moving these forward.
12. **Implementation of the EPA 9-Element Plan for Owasco Lake** – Following completion and approval of the EPA 9E Plan, staff is participating with a range of partners and stakeholders to drive implementation of the Plan's recommendations. A 9E Plan Coordinating Committee has been established under the Owasco Lake Watershed Management Council and monthly coordinating meetings are currently scheduled for the fourth Thursday of each month at 9AM. Meetings to date have been held at Auburn City Hall. To date, the following entities are participating in the 9E Coordinating Committee Meetings:
 - Cornell Cooperative Extension
 - Cornell College of Agriculture and Life Sciences Pro Dairy
 - Owasco Lake Watershed Management Council
 - The Nature Conservancy
 - The City of Auburn
 - OWLA
 - Cayuga County DOH
 - County Planning
 - Cayuga County Soil & Water Conservation District
 - CNY Regional Planning and Development Board
 - Partners for Healthy Watersheds (Farm Group)
 - NYSDEC Finger Lakes Water Hub
13. **The first of the two Annual Electronics Recycling Events was held on Saturday April 1.** Staff, in partnership with CCE, conducted the first of two annual Electronics Recycling events on Saturday April 1st. The event went very smoothly with staff from planning and CCE, as well as community volunteers from NUCOR, all working together. The vendor staff from SUNKING recycling services managed the unloading and logistics efficiently and quickly. The event received all manner of electronics for recycling from 516 county residents who attended. We will provide more specific numbers on materials received after the event manifests are finalized. A second electronics event will be held in the fall (September or October, TBD).
14. **Local Solid Waste Management Plan Update** – As presented at the March legislature meeting, the Local Solid Waste Management Plan Update is on track and on schedule with new staff Planner Evan Tuthill managing this complex project. During the March presentation, staff outlined the scope of current county involvement in solid waste services and presented the list of services that the NYSDEC asks local planning units to consider undertaking in the Plan update. The DEC does not require local planning units to adopt each of the service options or expand what they are currently doing, but they do request that the Plan provide a rationale as to why certain services are not implemented (the DEC accepts cost/capacity constraints at the local level as an acceptable reason). We are asking the Planning Committee to provide feedback on county options for involvement in local solid waste programming going forward so that these may be incorporated into the final countywide solid waste management plan submitted for NYSDEC review.
15. **Erie Canal Rewatering Project** –Senior Planner Greg Hutnik is leading this project. A Public Information meeting on the project was held on Wednesday, March 8th at 6:00 PM at the Weedsport HS (Cafeteria) and well-attended with over 40 participants. The primary meeting goal was to update the public on preliminary plans and seek feedback on design and use options for the trail sections extending from Schasel Park in Port Byron to Aqueduct (Veteran's) Park in Brutus.
16. **MICRON Opportunities Working Groups.** The Planning Director continues to work closely with CEDA and the City of Auburn on the MICRON Opportunities Working Group that is focused on identification of existing shovel-

ready sites and the development of new shovel-ready industrial sites for MICRON site selectors seeking development sites for Tier I, II and III supply chain companies. The Working Group has met five times between late December and March and will be meeting again in April. In addition, the Planning Director is attending the monthly MICRON Opportunities Housing Working Group meetings.

Kelly King (Employment & Training) –

- Increased foot traffic at the center by over 100 customers, up from 260 in February to 381 for the month of March.
- TANF SYEP application are out- been provided to all high schools in Cayuga County and community outreach- funds 5/2023-9/2023.
- Disruptive Customer Policy and Code of Conduct- revisions to the process
- ITA and OJT contracts have increased this month.
- WIOA Youth Program enrollments are at a high and funds are limited until new allocation is received 7/1/2023..
- WDB- Cayuga County membership is low, looking for Cayuga County business engagement.
- DSS contract continues for JOBS program (applicants and recipients) and Non Employable population receiving benefits. Total served in some capacity this month was just over 150.
- Attended Future Ready Micron meeting.
- Micron Employment Subcommittee continues to meet monthly.
- Leadership training provided to department heads and designated staff was beneficial – looking for support to send a staff member through the Leadership Cayuga Program
- Transfer VR Headsets purchased by NYSDOL Continued collaboration with partners, agencies, and training providers to strengthen service delivery

Michael Miller (CEDA) –

Metric Snapshot as of March 2023:

- Existing businesses assisted: 25
- Entrepreneurs assisted: 37
- Business Assistance Location Breakdown: March
 - Auburn: 13
 - Aurelius: 3
 - Brutus: 1
 - Fleming: 1
 - Mentz: 1
 - Moravia: 2
 - Sennett: 2
 - Sterling: 1
- See supplemental documents for additional metrics and economic indicators
- CEDA Team is fully staffed, and brought on new Marketing Manager (Lauren LaGreca), Analyst (Peter King), and Office Manager (Katie Moran) in Feb/March.
- Michael Miller attended NYEDC Conference in Albany at beginning of March and learned of state's continued and growing interest in renewable power (wind, solar, batteries, etc.); can continue expecting the growing interest of renewable projects inquiring to Cayuga County in light of state's incentives
- Michael Miller interviewed with Guy Cosentino to help promote CEDA to community
- Economic Forecast Luncheon was held on March 30 at Springside Inn. Event was well attended and feedback has been well received
 - CEDA is looking to host roundtable discussions moving forward to better engagement with business/local community on emerging business trends, on-going events such as inflation pressures, etc. to ultimately create better resource connections
- CEDA team members will be in Fair Haven/Sterling area in April to meet with area Chamber of Commerce and local businesses to spread awareness of CEDA and to offer assistance where possible. Continuing to explore all areas of Cayuga County that CEDA can better market and service our offerings to local businesses
- Cayuga IDA (as of April 7) have opened up bids for IDA Park Sewer Project, reaching a significant milestone in process
- Auburn and Cayuga IDA each completed financial audits and state reporting requirements in March

- Each IDA has strong pipeline of interest for 2023; working through
- CEDA team continues to work with partners on efforts related to Micron
 - CEDA team, working with Site Committee, are working diligently on several sites for potential acquisition for development and attraction purposes.

Doug Kierst (Soil & Water Conservation District) –

AGRICULTURAL TECHNICAL ASSISTANCE:

- Cayuga SWCD Staff continue to work on project planning with farms in preparation for the upcoming 2023 construction implementation season. We are awaiting the results of one project available for contractors to bid on. The site showing has been conducted and the deadline to receive the bids is April 10, 2023. For specific information on the projects, visit www.cayugaswcd.org
- Cayuga SWCD Staff continue to work with farms on project planning for Best Management Practice (BMP) implementation projects funded through the Agricultural Nonpoint Source Abatement and Control Program (AgNPS) and the Climate Resilient Farming (CRF) Grant Program. The grant programs were recently announced. The deadlines to submit proposals are 5/22/23 for the AgNPS and 6/05/23 for CRF.
- Cayuga SWCD Staff have been working with landowners, as the crops were being harvested, to implement soil health improving and erosion prevention measures on farm fields. Since my last report, Cayuga SWCD Staff can report assisting with the implementation of an additional 88 acres of cover crops that had been applied on agricultural land in Cayuga County in the Fall '22.
- Cayuga SWCD Staff continue to complete monthly construction site inspections on one SPDES permitted construction site at an agricultural operation in the Cayuga Lake Watershed.
- Cayuga SWCD Staff continue to assist with the review and updating of the model used in the 9E plan for Owasco Lake. We also participate in meetings associated with the implementation of the 9E plan.
- Cayuga SWCD is developing nutrient management plans for 2 farms in the Cayuga Lake Watershed.

NON-AGRICULTURAL & MUNICIPAL TECHNICAL ASSISTANCE:

- Cayuga SWCD Staff continue to complete weekly construction site inspections on one SPDES permitted construction site in the Owasco Lake Watershed and one in the Seneca River Watershed.
- Cayuga SWCD Staff continue to evaluate culverts throughout the Cayuga Lake Watershed, utilizing the North Atlantic Aquatic Connectivity Collaborative (NAACC) protocol.
- Cayuga SWCD Staff continue to work on project planning and permitting for the Glen Haven Roadbank Stabilization project. The SWCD is working collaboratively with the County Highway Department with a goal to complete the necessary work in April 2023.
- Cayuga SWCD Staff assisted the County Highway Dept. to obtain an emergency permit for a road culvert project on Howland Island Rd.
- Cayuga SWCD Staff assisted the Town of Niles with a road stabilization project.
- Cayuga SWCD Staff completed a shoreline stabilization project on Cayuga Lake.
- Cayuga SWCD Staff completed a presentation recent stormwater and streambank activities and projects completed in the Owasco Lake Watershed to the Owasco Lake Watershed Management Council.

OTHER SWCD NEWS, WORKSHOPS & TRAININGS:

- Cayuga SWCD Staff taught one NYS DEC endorsed 4-hour training for contractors, municipal officials, engineers and other groups interested in learning about erosion and sediment control methods. We have additional workshops scheduled for April 18th and May 16th.
- The Cayuga SWCD is holding our 52nd Annual Spring Tree Seedling and Groundcover Sale. As in the past, the District is offering a variety of New York grown conifers, hardwoods, shrubs, and groundcovers. These seedlings, transplants and other plants are a very low-cost way to prevent erosion, improve water quality in our lakes and streams, to promote wildlife in your area, as well as create noise and visual buffers, and both snow and wind breaks. The Cayuga SWCD will be taking orders through **Tuesday, May 2nd, 2023**. The pickup date will be Friday, May 12th, 2023. Supplies are limited, so order early for the best selection.
- The Cayuga SWCDs 2023 Spring Fish Sale for Stocking Ponds is ongoing. A variety of species of fish are available including largemouth bass, bluegill, black crappie, channel catfish and minnows. Deadline to order fish is **Tuesday, May 16th, 2023** and the pickup date is Monday, May 22nd, 2023 @ 11AM at the Cayuga SWCD Office. Order forms and on-line ordering are also available at our website: <http://www.cayugaswcd.org>.
- The Cayuga SWCD is collaborating with agricultural related agencies and organizations to promote and host a ***Tile Drainage on Farms “Managing for Water Quality & Soil Health”*** meeting on April 18th. There is no cost to attend the event, but pre-registration is required by April 14th. This is a hybrid event with the in-person meeting scheduled to be held at the Cayuga SWCD Office and participation via online through zoom. For additional information, feel free to contact our office.

- Cayuga SWCD Staff participated in professional development training at the Water Quality Symposium. Training topics that Cayuga SWCD Staff participated in included: Ag and Farmland Protection, Short Term Waste Collection and Transfer System BMP, Watershed Committee Planning, Partnerships and Programs, Stream Stats, Farm Drainage, Project Management, GIS Applications, AEM Irrigation Planning, CropwareNet Training, RRAMP, Post Construction Stormwater Mgt. Practices, Quickbooks, Wildlife Habitat Mgt. improvements, Projects and Programs, Stream Stabilization Techniques, Communication Skills and Tools, and NYS AEM Pasture Mgt.

**Dan Welch (Director Cornell Cooperative Extension) –
Agriculture and Food Systems, and Environment**

- o On April 15th, CCE Cayuga held a farm shop meeting in Cato on the nutrient value of manure and best practices for manure application. 40 farmers attended this workshop.
- o In conjunction with Cornell Pro-Dairy and the Soil and Water Conservation District, CCE Cayuga is holding a workshop on tile drainage. Researchers from the Miner Institute in Chazy and the University of Vermont will present findings from their field research. The workshop is scheduled for April 18th from 1pm to 3pm at Soil and Water.
- o There was an outbreak of Highly Pathogenic Avian Influenza at the NYS DEC Reynolds Game Farm in Ithaca. The Reynolds Game Farm raises all the pheasants that are used for stocking program by DEC, including the Day-Old Chick program. As a result of this CCE Cayuga will not be able to distribute pheasant chicks this year.

4-H Youth Development

- o As part of Agricultural Literacy Week, CCE Cayuga staff, volunteers, and FFA students read an agricultural themed book to elementary classes in every school district in the county.

Nutrition

- o CCE Cayuga’s nutrition program will be starting gardening education with after-school program at the Booker T. Washington Community Center in the coming weeks.

Organizational Updates

- o CCE Cayuga is hiring a shared Community Horticulture Educator with CCE Cortland to provide leadership for the Master Gardener program, and enhance programs in horticulture for the community.

Karen Kuhl (Tourism) –

	Occ %		ADR		RevPAR	
	2023	2022	2023	2022	2023	2022
Current Month - February 2023 vs February 2022	39.7	43.8	123.27	106.74	48.95	46.78
Year to Date - February 2023 vs February 2022	38.4	40.4	121.99	105.36	46.85	42.53

- o Lodging Feasibility Study for Cayuga County
 - Contracted with REVPAR International from Alexandria, VA. Kick-off meeting is scheduled, and project is scheduled to begin late April/May.
- o Public Relations
 - Rafael at Blavity – in planning phases 2023
 - Maureen Littlejohn – April 2023
- o eCommunications
 - Partner - Pro-Tip 2/25: open rate 30%, CTR 3%
 - Partner - Newsletters 2/23: open rate 36%, CRT 1%
 - Visitor - Newsletter 2/25: open rate 33%, CTR 3
- o Website
 - The interim website is active, it offers a scaled down level of information.
- o Groups
 - Trade shows
 - Heartland – 3/10-12, TAP Dance 6/11-13, OMCA – 12/11-13
 - Continuing with Team FLX including Steuben County and Visit Ithaca
 - Pipeline: Sun Tours, Shoreline Tours, both set for Summer & Fall 2023, Lasting Impressions tour August 9
- o Collateral
 - Cayuga Magazine - Final review and getting ready to print.
- o Media Relations Manager job position
 - A position for CCCVB has been posted in indeed.com, please spread the word. We’ve engaged with HR One to manage the search and pre-interviews. Job description is in the packet.
- o Financial Related
 - we’re currently undergoing our financial audit.

- EDA Sub-Tourism Marketing Grant - We have been in contact with both ILNY and ESD and the awards are close to being announced. Award amounts will be about half of the requested amounts. Grants will be officially awarded in April, hopefully. Both grants that we're a part of have gotten encouraging communications, we look forward to soon receiving official grant award announcement. The two projects that Cayuga County would be part of are: Finger Lakes Regional Tourism Council's "Outdoor Experience" and Underground Railroad Consortium of NYS's "Developing Harriet Tubman's Underground Railroad Scenic Corridor".
- Marketing Campaigns
 - **Go Beyond** – In development phase
 - **Brave Women FLX** – Campaign has wrapped up for 2022/3, we've transitioned to a soft three-season campaign.
 - **Hibernation** – Campaign has wrapped up for 2022/3.
 - **Sweet Treat Trail** – receiving brochure and distribution starting
 - **Fishing** – planning Spring Fishing photo shoot
 - **Cultural Tourism** – Continue work for the new campaign concept and messaging to promote beyond the Bicentennial.
 - **Treasurers Along the Erie Canal** – We will begin a focus on this regional program in collaboration with Wayne and Seneca Counties. A digital marketing campaign promoting the app and new landing page are in the works. We will be promotion the beginning of the Erie Canal Bicentennial.
 - **Cayuga Lake Scenic Byway** – In collaboration with Seneca and Tompkins County a public relations campaign to promote birding along the byway will kick off late Spring.

RESOLUTIONS:

NONE

ADJOURNMENT: Wednesday, May 10, 2023 to follow Government Operations

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.