



AGENDA
PLANNING & ECONOMIC DEVELOPMENT COMMITTEE
Tuesday, July 12, 2022 – to follow Public Works
Live stream Link - <https://youtu.be/tY9zKi3ou1k>

CALL TO ORDER: By Hon. Aileen McNabb-Coleman, Chair

MEMBERS: Legislators – James Basile, Christina Calarco, Vice Chair Brian Muldrow, Lydia Patti Ruffini, Robert Shea and Mark Strong

MINUTES TO APPROVE: June 14, 2022

APPOINTMENTS: none

DEPARTMENT UPDATES FOR COMMITTEE:

Steve Lynch (Planning & Economic Development)

- **EMERSON PARK:** Thank you to the Legislature for authorizing submission of a 2022 Consolidated Funding Application NYS Parks Grant to extend pedestrian pathways, shoreline and concert site plazas and other support infrastructure on Deauville Island. As noted, the \$1.75M project has a current budget gap of \$250K. To fill the gap, staff submitted a formal grant application to the Fred L. Emerson Foundation on 6/27. The authorizing resolution for the state grant made grant submittal contingent on securing the \$250K in gap funding prior to the July 29th submission deadline. Planning and Parks staff are waiting for a response from the Foundation as we work on the grant application.
- **OTHER CFA GRANTS FOR 2022:** Staff is busy working to prepare and submit other CFA grants by the 7/29 deadline. Grants include: (1) Local Waterfront Revitalization Plan Grant for Cayuga Lake Blueway Trail Improvements at Frontenac Park in Union Springs. The ~\$84K project will install an ADA-compliant kayak launch in the park with connecting trail and amenities; (2) NYS Parks Grant for the Sterling-Fai Haven Community Connection Trail Feasibility Study, the ~\$138K project includes a ~\$22K County ARPA allocation and \$12,500 in non-cash, staff work towards the required matching funds.
- **CAYUGA COUNTY DEVELOPMENT CORPORATION:** The CCDC Board approved a \$400K construction bridge loan to the Cayuga County IDA on June 28, using the CCDC Economic Development Small Business Revolving Loan Fund administered by the Planning Department. The security for the loan will be the recent County Legislature grant of \$400K to the Cayuga County Water & Sewer Authority. A Loan Approval-Term Sheet was provided to the CCIDA on 6/30 and staff is working with the County Attorney to prepare Loan Closing Documents. The Planning Director has also reached out to the CCIDA with an offer of continued assistance on the Aurelius Industrial Park Sewer Expansion Project and the Cayuga Milk Ingredients Facility Expansion Project, as leadership transitions at CEDA/CCIDA move forward in parallel with these open, time-sensitive projects.
- **OWASCO LAKE WATERSHED RULES AND REGULATIONS UPDATE:**
 - NYS Department of Health has organized a State Inter-Agency Working Group that will include representatives of the Cayuga County Extended Staff Working Group that developed the proposed 1984 WSRR updates in 2017-2020. The Inter-Agency Working Group, hosted by NYSDOH, will hold a series of work sessions to systematically work through the proposed regulations submitted for review in December 2020, until outstanding issues can be resolved and a consensus set of updated WSRRs agreed upon.
 - State Agencies included are the NYS Departments of Health, Agriculture and Markets, Department of State, Department of Environmental Conservation and Department of Transportation. The County Staff working group has representatives from County Health and Planning Departments, CCSWCD, CCE, City of Auburn Municipal Utilities, and the Owasco Lake Watershed Management Council.
 - The State DOH has established a tentative Process Timeline:
 - ~ 6-8 Work Sessions between June and October 2022;
 - DOH publishes proposed WSRR amendments in November 2022;
 - Three-Month public comment period extends through February 2023;
 - DOH submission of response to comments in March 2023; and
 - DOH publishing amendments to WSRRs in May or June 2023.
- **OWASCO LAKE NINE-ELEMENT PLAN:** Following a series of NYS DEC/DOS reviews, the state agencies have authorized the public circulation of the Final Draft 9-E Plan in advance of a Public Presentation of the proposed Plan and

recommendations. Staff is now preparing the circulation of the Plan to the public and coordinating a presentation date with our consultants and available presentation venues. All legislators (and the general public/stakeholders) will be notified of the date/time/location of the final public presentation when confirmed.

- **OTHER ONGOING DEPARTMENT WORK:**

- Town of Throop Zoning Ordinance Update
- Town of Conquest Comprehensive Plan
- Village of Cayuga LWRP
- Town of Sterling/Village of Fair Haven LWRP
- City of Auburn Drinking Water Source Protection Plan Steering Committee
- Cayuga County Water Quality Management Agency Administration
- Local Solid Waste Management Plan Update
- 2022 Household Hazardous Waste & Recycling Program
- Sterling Nature Center Facility Construction and Grant Administration
- Erie Canal Rewatering Project – Port Byron Schasel Park to Town of Brutus Aqueduct Park
- Lake Ontario National Marine Sanctuary Steering Committee

Kelly King (Employment & Training) –

Career Services

- Approx. 210 customers served the center in person since last update
- DOL staff have started a phased in approach to in person appointments again- first time since March 2020

DSS Program Update (JOBS Program)

- 69 new/additional DSS referrals this month (Safety Net, Family Assistance (TANF), Non-Employable)
- 2 Job Readiness Classes/Trainings administered weekly in person/groups (Job Clubs for TA applicants & recipients)
- 8 workshops/job readiness classes provided. Topics included:
 - Resume writing
 - Email and how it relates to job search
 - Responding to difficult coworkers
 - Where to obtain a social security card and birth certificate
 - Filing out job applications appropriately
 - Verbal and non-verbal communication
 - Resume templates
 - Online job applications and challenges

WIOA/TAA ITAs (Adults, Dislocated Worker, Youth, TAA)

- Continuing to have participants enrolled in training ITA (Individual Training Account) with 7 additional participants pending

Youth Programs

- 3 youth placed in WE in the Laborer title for Cayuga County Buildings and Grounds- 1 hired on by the county as permanent employment- success story
- 4-5 WIOA youth pending for paid work experience
- 2 youth ITAs- continued success- graduating July 15, 2022- Welding OCM BOCES
- Summer Program kick off July 5. Goal- 50 placements- met placement goal; over 80 applications this year-looking at other eligibility to enroll with other funding streams where possible

Additional Updates:

- 313 Job Orders listed in the NYS Job Bank- referrals and matching services provided
- FISCAL audit for E&T continues
- Provided staff training and development to career center staff on WIOA legislation and programming
- Assisting CCC in program data reporting for employment outcomes -ETPL Project per State of NY
- Developed and provided training to career center staff (E&T and DOL) on new referral system for services
- Working with CCC Chief of Security and Facilities on safety protocols and processes- setting up annual active shooter training and adding additional emergency training for E&T and onsite partner staff
- Developing in house computer training for job seekers and establishing “lab and clinic” schedule
- Developing OJT training for E&T and partner staff- educate staff in order to market the program more effectively and increase business participation- Increased OJT contracts is one of the goals this year
- E&T/Cayuga Works- is the feature for the Cayuga Co. Chamber Community Guide & Member Directory

VACANT (CEDA) – no updates

Doug Kierst (Soil & Water Conservation District)

AGRICULTURAL TECHNICAL ASSISTANCE:

- Cayuga SWCD Staff continue to work with farms on project planning and implementation projects. So far this year, 3 bids have been awarded for construction of projects on agricultural operations. We have recently received competitive bids for 3 additional projects that will be considered for awarding to contractors in July.
- Cayuga SWCD Staff continue to complete weekly construction site inspections on one SPDES permitted construction site at an agricultural operation in the Cayuga Lake Watershed.
- Cayuga SWCD Staff worked with an agricultural operation to apply seed and hydromulch on a field drainage system in the Cayuga Lake Watershed.
- Cayuga SWCD Staff continue to participate in the 9 Element plan development process for the Skaneateles Lake Watershed.
- Cayuga SWCD Staff participate in meetings involving the review of the comments and possible revisions associated with the 2020 draft revision of the Owasco Lake Watershed Rules and Regulations.

NON-AGRICULTURAL & MUNICIPAL TECHNICAL ASSISTANCE:

- Cayuga SWCD Staff implemented streambank stabilization measures on a watercourse in the Village of Moravia. The measures are part of a larger flood mitigation project for the Village. Additional work has begun on Oak Hill Road to install drainage measures including a rock outlet plunge pool and a sediment/debris basin, designed to further reduce the flooding potential in the immediate area.
- Cayuga SWCD Staff worked with the Cayuga County Health Department, the Y-Camp (Town of Niles), The Nature Conservancy, Justin Jobin of Coastal Wastewater Solutions, LLC and engineer Bruce Natale to install 2 demonstration projects on existing camp septic systems for advanced nutrient removal. The primary focus of the project was on phosphorous removal and included the installation of a Fuji nitrogen treatment unit, a first of its kind phosphorus treatment unit and an advanced tertiary treatment component Eljen Geotextile Sand Filter.
- Cayuga SWCD Staff completed site construction on the Heritage Park Improvement Project, in the Town of Montezuma. The project involved land grading and installing drainage measures surrounding a new parking area and restroom facility. The project location is near the county line on State Route 31.
- Cayuga SWCD Staff completed sanitary code inspections for county residents in the Towns of Owasco and Scipio. Septic system inspections for County Highway North (Ira) and County Highway South (Venice) were also completed.
- Cayuga SWCD Staff continue to evaluate culverts throughout portions of the Skaneateles Lake Watershed (Towns of Niles, Sempronius) utilizing the North Atlantic Aquatic Connectivity Collaborative (NAACC) protocol.
- Cayuga SWCD Staff worked with Doug Dello Stritto, County Parks Director, to pour the concrete bridge abutments for the third bridge on the Cato-Brutus Trail.

OTHER SWCD NEWS, WORKSHOPS & TRAININGS:

- Cayuga SWCD Staff worked in conjunction with Cornell Cooperative Extension of Cayuga County, the Cayuga County Department of Planning and Economic Development, Cayuga County Highway Department and NUCOR Steel of Auburn Inc., to carry out the County's Annual Tire Round-up that was held at the SWCD offices on June 25th. Approximately 5,000 tires were collected during the event and plans are in place to have them recycled.
- Cayuga SWCD Staff participated in an educational tour of Aurora-Oakwood Dairy, LLC in the Town of Aurelius. The tour was sponsored by Partners for Healthy Watersheds in celebration of June Dairy Month.
- The Cayuga SWCD is partnering with other SWCDs and agricultural related organizations to promote the 2022 Soil Health & Climate Resiliency Field Days. There are 10 field days scheduled throughout NYS. Two events will be held in Central NY. The first one is scheduled for July 13th @ Rodman Lott & Son Farms in Seneca Falls (Seneca Cty) and the second one for July 25th @ Thompson Research Farm in Freeville NY (Tompkins Cty). For additional information and to register, visit: fielddays.newyorksoilhealth.org.

Dan Welch (Director Cornell Cooperative Extension)

- o CCE Cayuga and the Cayuga County Soil and Water Conservation District partnered to have a successful tire collection event on June 25th. Not only does this keep tires out of road ditches and water ways, collecting tires reduces places that mosquitoes can breed and then spread diseases like West Nile Virus and Eastern Equine Encephalitis.
- o CCE Cayuga is holding two Pasture Walks and Healthy Soils Workshops on Wednesday, July 6th. Farmers will learn how livestock concentration, compaction, soil erosion, living plant cover, dead plant residue, forage mass/height, soil organic matter influence grazing land management and productivity.
 - 12:30 pm to 2:30pm - Maridale Farm, 545 Turnpike Rd, Cayuga (Cayuga County).
 - 6:30 pm to 8:30pm - Will-Sho Farm, 1913 Dixon Rd, King Ferry (Cayuga County).
- o The 4-H Youth Fair is July 28-30 at the Ward O'Hara Ag Museum at Emerson Park. There will be dairy cattle, sheep, rabbit, and poultry shows. In addition, there will be displays for photography, crafts,

woodworking, horticulture, and other projects. CCE Cayuga is partnering with CCE Seneca on a horse show for youth in both counties at the Seneca County Fair.

Karen Kuhl (Tourism)

	Occ %		ADR		RevPAR	
	2022	2021	2022	2021	2022	2021
Current Month - May 2022 vs May 2021	58.1	54.1	141.48	121.04	82.18	65.46
Year to Date - May 2022 vs May 2021	47.5	48.3	120.14	90.22	57.05	43.55

- Public Relations
 - Rachel Elizabeth, Blond Wayfarer – June 9th – 12th
 - Kyle McCarthy – Family Travel Forum June 29th - July 1st
 - Presented at eTourism Summit in Orlando, FL - June 7th
 - Interviewed for the “Destination on the Left” Podcast – June 30th

Upcoming

 - Martinique Lewis & Phil Calvert – late July/early August
 - Brittany Oliver, Essence – September 12th
- Groups
 - Meeting with Black Dog LLC. to learn about how they could help our groups and meetings industry.
 - TAP (Tourism Alliance Partners) follow up
 - Registration for late 2022 and 2023 tradeshow
- E-Communications
 - 6/9: Partner Newsletter: 35% open rate, 3% CTR
 - 6/13: June Newsletter: 37% open rate, 3% CTR
 - 6/22: ProTip: 32% open rate, 1% CTR
- Marketing Campaigns
 - Spring Fishing marketing campaign to kick off in April – wrapped up, getting final engagement statistics.
 - In collaboration with Wayne and Seneca counties, we will be promoting the Treasures along Erie Canal app through a digital campaign.
 - Working with ILNY, NYSTIA and BRAND USA to reach the Canadian market. Focusing on natural and cultural assets. – continuous throughout the summer
 - Working with Break The Ice Media in Canadian market outreach.
 - Brave Women FLX continues with minimal posting to keep audiences engaged.
 - Working with Miles Partnership on Destination Optimization. – continuous throughout 2022
 - Working with ALON Marketing on Travel Trade Activation. – continuous project through Q1 2023
- Cultural Tourism Public Relations –
 - Podcast – The Harriet Tubman podcast “Walk in her Footsteps: Harriet Tubman’s Life in Auburn, New York” is scheduled to air in early July.
 - Harriet Tubman Byway – We continue researching the potential of extending Maryland’s “Harriet Tubman Byway” into New York State, the NYS Underground Railroad Consortium met in June to discuss applying for a grant from NYS.
 - Travel Unity Summit - We will be hosting the Travel Unity Northeast Summit in Auburn. This is an amazing opportunity to position Auburn as a prime destination for meetings by elevating the efforts in our region.

- Pride of Place - promotion is moving along. The yard signs have been delivered to our office, please stop by the YMCA, Seymore Library, Café 108 or the NYS Equal Rights Heritage Center to pick one up.
- Continuing working with ILNY to identify ways to bring the story of Harriet Tubman's life and legacy in New York State to a wider audience.

**Glossary: Occ = Occupancy Tax, ADR = Average Daily Rate, REVPAR = Revenue Per Available Room, CTR = Click Through Rate, FAM = Familiarization Tour

RESOLUTIONS:

None

ADJOURNMENT: Tuesday, August 9, 2022 – to follow Public Works

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.