



AGENDA
PLANNING & ECONOMIC DEVELOPMENT COMMITTEE
Tuesday, August 9, 2022 – to follow Public Works
Live stream Link - <https://youtu.be/OAXKtTJX1Kk>

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: July 12, 2022

APPOINTMENTS:

Cayuga Cortland Workforce Development Board

Dan Welch, 199 Franklin St., Suite 204, Auburn, NY 13021, term - 9-1-22 to 9-30-25

Morgan Demcovich, 391 Main St., Aurora, NY 13026, term - 9-1-22 to 9-30-25

John Kennedy, 3 St. Anthony St., Auburn, NY 13021, term - 9-1-22 to 9-30-25

Andrew Logue, 27 William St., Auburn, NY 13021, term - 9-1-22 to 9-30-25

Joseph Clare, 8 N. Hunter, Auburn, NY 13021, term - 9-1-22 to 9-30-25

(added 8-9-22) William Andre, 24 Maple St., Auburn, NY 13021, term - 9-1-22 to 9-30-25

(added 8-9-22) Demetrius Murphy, 311 Grant Ave. Rd., Auburn, NY 13021, term 9-1-22 to 9-30-25

PRESENTATION: Dave Bottar, Grant Applications and Discussion

DEPARTMENT UPDATES FOR COMMITTEE:

Steve Lynch (Planning & Economic Development)

- **EMERSON PARK:** Thank you to the Legislature for authorizing allocation of county matching funds and submission of a 2022 Consolidated Funding Application for a NYS Parks Grant to extend pedestrian pathways, shoreline and concert site plazas and other support infrastructure on Deauville Island. The full grant application, with confirmation of matching funds, was submitted on Thursday, July 28th. We anticipate state announcements this November and are cautiously optimistic on securing the \$500K in grant funds. Staff and the Chair of the Legislature are actively seeking additional outside sponsorship funding to support additional park improvements.
- **OTHER CFA GRANTS FOR 2022:** Staff prepared and submitted two (2) other CFA grants well in advance of the 7/29/22 deadline: (1) A 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) A NYS Parks Grant for the Sterling-Fair Haven Community Connection Trail Feasibility Study. This ~\$138K project includes a ~\$22K County ARPA allocation and \$12,500 in non-cash, staff in-kind work towards the required matching funds.
- **OWASCO LAKE WATERSHED RULES AND REGULATIONS UPDATE:**
 - Staff continues to participate in the NYS Inter-Agency Working Group Meetings, reviewing the proposed WSRR chapter by chapter to resolve outstanding issues and reach consensus on updated WSRRs. The next meeting is Tuesday, August 2nd.
 - 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 Process Timeline shared in the July PEDC Report still stands:
 - ~ 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:** The Final Draft 9-E Plan was the subject of a well-attended Public Presentation at BOCES at 6PM on Monday, July 25. This was the 3rd and final Public Meeting for the 9-E Plan and copies of the Plan, the Presentation and all Appendices can be found on the department website here: [Owasco Lake Watershed & Revitalization Plan Update | Cayuga County, NY](#). Many thanks to the Legislators and members of County Agencies and Departments who attended the meeting and participated, including Cornell Cooperative Extension, the Soil and Water Conservation District, OWLA, the Owasco Watershed Management Council and the Tourism Office. The NYS Departments of Health and DEC are moving through their final review of the Plan and staff anticipates approval in advance of August 31, 2022, the current end date for the grant that funded development of the Plan.
- **OTHER ONGOING DEPARTMENT WORK:**
 - **Village of Weedsport Zoning Ordinance Update** – This is a new project. Planner Greg Diebold is managing this project, working with the Steering Committee appointed by the Village Board. The first Steering Committee meeting is scheduled for Tuesday, August 2nd at 6:30 PM at the Village Offices. The tentative schedule for monthly meetings will be the 1st Tuesday of the month.
 - **Town of Throop Zoning Ordinance Update** – An introductory kick-off meeting with the new 6-member Steering Committee was held on Monday, July 25th. This work follows the recent completion and adoption of an updated Town of Throop Comprehensive Plan. The monthly Steering Committee meetings will be every 4th Monday of the month; next meeting is 8/22 at 6PM.
 - **Town of Conquest Comprehensive Plan** – A Public Meeting on the Comprehensive Plan was held on Thursday, July 21st and well-attended. Monthly Steering Committee meetings are the 3rd Thursday each month. The next SC meeting is August 18.
 - **Village of Cayuga LWRP** – The final draft of the Village of Cayuga Local Waterfront Revitalization Plan was presented at a Public Meeting in the former elementary school on Wednesday, June 29th at 6PM. The meeting was well attended and positive. The final draft plan has been submitted to the NYS Department of State for a “consistency review” with LWRP policies and the planning process will be on pause until after the state agency completes the review.
 - **Town of Sterling/Village of Fair Haven LWRP** – The final draft of the Town of Sterling/Village of Fair Haven LWRP will be presented at a public meeting scheduled for Wednesday, August 24th at the Fair Haven Fire Hall. As with Cayuga, the final draft is now in the hands of the NYS DOS for a consistency review.
 - **City of Auburn Drinking Water Source Protection Plan Steering Committee** – Staff attended the public presentation of the City’s DWSPP at Auburn City Council on Thursday, July 14th. The Drinking Water Source Protection Plan is being finalized and the Steering Committee will conclude its work this August.
 - Cayuga County Water Quality Management Agency Administration
 - **Local Solid Waste Management Plan Update** – The Plan Update is back on track and on schedule with new staff Planner Evan Tuthill managing this complex project. A significant component of the Plan is the solid waste inventory and assessment section and this should be completed in late September or early October.
 - 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. This project is moving forward with design and engineering, including a new vehicular bridge at Centerport Road that will accommodate pedestrian pathways and expand the size of the culvert under the bridge to allow future paddling access beneath the new bridge. Staff will be preparing a request for a one-year time extension (to December 2023). When the county agreed to take over this grant from the Town of Mentz and Village of Port Byron, nearly one year of the grant term was already expended without any of the actual work of the grant being started.
 - Lake Ontario National Marine Sanctuary Steering Committee

Kelly King (Employment & Training) –

Career Services

- Approx. 250 customers served for job readiness in the center in person since last update (30-day average)
- Onsite partner agencies- DOL starting to do in person UI appts; ACCES-VR serving in person clients

DSS Program Update (JOBS Program)

- 65 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)
- 4 workshops/job readiness classes provided. Topics included:
 - Resume writing
 - Budgeting Basics
 - Financial Wellness
 - Job Searching

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

- Continuing to have participants enrolled in training ITA (Individual Training Account) Training Programs- Certified Nurse Assistants (Cayuga Onondaga BOCES), LPNs (Wayne Finger Lakes BOCES, Registered Nursing (Crouse Health), and CASAC-T (Cayuga Community College)

- CDL applicants in process
- LPN recruitment for scholarship- BOCES extended the application deadline- class starts 8/16/22

Youth Programs

- 3 youth in paid work experience- WIOA funded
- 3 youth in classroom training- WIOA funded
- 6 WIOA applications pending
- Ongoing incentives provided ongoing in compliance with WIOA incentive policy
- WIOA youth plan developed with 2022-2023 program goals for youth program
- Half way through SYEP- Goal- 50 placements- met placement goal; Applications held on file for other youth funded programs and co-enrollment opportunities

Additional Updates:

- 300 new Job Orders listed in the NYS Job Bank- referrals and matching services provided (Sectors with most openings are Retail, Manufacturing, and Human Services)
- Single Audit for customer records completed
- Working with IT for equipment purchase- ARPA funds
- Collaborating with Cayuga Onondaga BOCES training program
- Official carry in funds have been provided to E&T from the LWDB and final budget is being drafted for submission to the WDB- September meeting (July1-June 30 Program Year)
- Working on recruiting Cayuga County businesses to sit on the LWDB- (Cayuga/Cortland)
- OJT outreach-Emcom Inc., Case Construction, MacKenzie-Childs, and Lilly Plumbing and Heating
- Creating a paid and unpaid job shadow policy, incentive, and WE policy for the TANF 200% eligible youth (FFFS)

Michael Miller (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, 6 bids have been awarded for construction of projects on agricultural operations. As a result of the dry weather, most of the projects have begun construction and SWCD Staff have been overseeing the BMP implementation efforts.
- 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 continue to 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 continue to work on Oak Hill Road to install drainage measures including a rock outlet plunge pool, a sediment/debris basin, rock lined channel and drop inlet structures, designed to further reduce the flooding potential in the immediate area.
- Cayuga SWCD Staff completed sanitary code inspections for county residents in the Towns of Conquest, Ledyard, Niles, Owasco, Scipio and Victory. Percolation tests and septic system designs were completed for residents in the Towns of Cato, Ledyard, Moravia and Niles.
- Cayuga SWCD Staff completed the evaluation of culverts throughout portions of the Skaneateles Lake Watershed (Towns of Niles, Sempronius) utilizing the North Atlantic Aquatic Connectivity Collaborative (NAACC) protocol. Similar inspections have begun in the Lake Ontario Watershed direct drainage areas.
- Cayuga SWCD Staff continue to complete weekly construction site inspections on one SPDES permitted construction site in the Owasco Lake Watershed.
- Cayuga SWCD Staff began the 2022 season harvesting aquatic vegetation in Otter Lake. The operation is currently harvesting vegetation on Owasco Lake. Little Sodus Bay is next on the schedule.
- Cayuga SWCD Staff has been busy reviewing drainage and erosion issues/concerns on fire lanes throughout the Owasco Lake Watershed. Approximately 60% of the fire lanes have been evaluated.

OTHER SWCD NEWS, WORKSHOPS & TRAININGS:

- The Cayuga SWCD teamed up with other SWCDs and agricultural related organizations to promote the 2022 Soil Health & Climate Resiliency Field Days. The first one was held on July 13th @ Rodman Lott & Son Farms in Seneca Falls (Seneca Cty) and was well attended. Approximately 60 people participated in the event.

Dan Welch (Director Cornell Cooperative Extension)

- Thirty farmers and agricultural service professionals attended workshops on soil health in pastures on July 6th. This workshop highlighted practices that farmers are already doing, and others that they could implement to improve soil health in grazing systems.
- In recent conversations regarding how farmers can be part of the solution to s the water quality challenges facing the county, there is more discussion on the costs to farmers to utilize Best Management Practices (BMPs). I want to highlight for the committee that CCE Cayuga now has access to a regional Farm Business Management specialist through our partnership with the South-Central New York Dairy and Field Crops Team. Working with the specialist on the team and agricultural economics faculty at Cornell, CCE Cayuga can be a resource for developing realistic cost estimates for implementation of BMPs.
- Abnormally dry and moderate drought conditions are impacting agriculture, especially in the southern part of the county. CCE Cayuga is assisting farmers with options for planting additional crops to make up for lost forage yields.
- The Cayuga County 4-H Youth Fair was held July 28th-30th at the Ward O'Hara Agricultural Museum. 50 youth participated in displaying their projects and/or showing their animals. After competing at the local fair, 4-H'ers are going on to show their animals and have their projects judged at the NYS Fair. There could not have had a successful event without the help of volunteers and sponsors. CCE Cayuga would especially like to thank Doug Dello Stritto, Tim Quill, and the County Parks and Trails staff for their assistance in this year's event.
- The current MOU between the county, CCE Cayuga, and the Cayuga County Agricultural Society to hold a 4-H Fair and/or County Fair on the Ag Museum grounds expires and will need to be re-evaluated. CCE Cayuga is going to convene a group of representatives from the county and the agricultural community to determine a predictable, successful future for a fair that showcases the accomplishments of our 4-H youth and provides an opportunity for the public to learn more about agriculture.

Karen Kuhl (Tourism)

	Occ %		ADR		RevPAR	
	2022	2021	2022	2021	2022	2021
Current Month - June 2022 vs June 2021	61.2	59.5	150.73	129.84	92.18	77.21
Year to Date - June 2022 vs June 2021	49.8	50.1	126.37	98.01	62.87	49.13

- Public Relations
 - Information table at 2 of the Cycle the Erie Canal locations (Port Byron, Camillus) – July 13th
 - Rotary Club guest speaker – July 12th
 - Lezlie – Niagara Bound Tours – July 12th
 - Martinique Lewis & Phil Calvert – August 1st – 3rd
 - Information table at the Bon Ton Roulet
 - Upcoming
 - Sucheta Rawal, Wellness trends – August 5th – 7th
 - Brittany Oliver, Essence – September 12th
- Groups
 - Meeting with Black Dog LLC. to develop Groups branding strategy
 - Continue TAP (Tourism Alliance Partners) follow-up
 - Registration for late 2022 and 2023 tradeshow
 - ALON Marketing – for group friendly tourism partners to work with the travel trade
- E-Communications
 - 7/13: Partner Newsletter: 32% open rate, 2% CTR
 - 7/28: ProTip: 31% open rate, 1% CTR
 - 7/12: July Newsletter: 38% open rate, 3% CTR
- Marketing Campaigns
 - In collaboration with Wayne and Seneca counties, we will be promoting the Treasures along Erie Canal app through a digital campaign. – Had a very successful photoshoot
 - 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 ILNY in developing an educational webinar on the Underground Railroad assets in NYS. Scheduled for September 21st.
 - Cayuga Lake Scenic Byway – assisting with the celebration of the 20th Anniversary
 - Working with Miles Partnership on Destination Optimization. – continuous throughout 2022
 - Working with ALON Marketing on Travel Trade Activation. – continuous project through Q1 2023
 - The Finger Lakes Regional Tourism Council – FLRTC is working on an NYS EDA Sub-Awards Grant application to develop a marketing campaign to position the Finger Lakes region as the top Lakes destination. Cayuga County is taking a leading role.
 - Starting design phase of 2023 collateral – we will be going with a magazine style.
- Cultural Tourism Public Relations –
- Podcast – We’re very excited to announce that the Harriet Tubman podcast went live on August 2nd. One episode will be released per week. You can find the podcast on our website. This is a culmination of months of work with many notable voices. Whetstone Media and Beonca Louis have been incredible partners. Teaser - July 26th - Walk in Her Footsteps, Episode 1 - Aug 2 - Historical Auburn, Episode 2- Aug 9 - Walking in her Footsteps, Episode 3 - Aug 16 - Aunt Harriet, Episode 4- Aug 23rd - Her Legacy Today
 - Harriet Tubman Byway – The NYS Underground Railroad Consortium is working on an NYS EDA Sub-Awards Grant application to develop the “Harriet Tubman Underground Railroad Consortium”. Cayuga County is taking a leading role.
 - Travel Unity Summit - Planning continues for the Summit with Travel Unity. The dates are schedule for: Educational Seminars & Workshops – December 7th, Industry summit - December 8th and 9th, Youth Summit – December 9th – 11th
 - Pride of Place - Approximately 350 “Proud to live in Harriet Tubman’s Chosen Hometown” yard signs and window decals have been distributed around Auburn. Our office has approximately 150-yard signs yet to distribute, please reach out to us to get yours.

RESOLUTIONS:

CAYUGA COUNTY CONVENTION & VISITORS BUREAU:

8-22-PL-1 Designating the Cayuga County Convention & Visitors Bureau (CCCVB) as the Cayuga County Tourism Promotion Agency (CCTPA) for NYS Grant Funding for the 2023 State Program Year and designating the program project director

PLANNING:

8-22-PL-2 Authorizing the amendment of a professional services memorandum of agreement with Anna Feldman to assist the Cayuga County Planning Department in its work to enhance, update and utilize the Soil & Water assessment tool (SWAT) model for the Owasco Lake Watershed Nine Element Plan Implementation Phase by extending the term of the services agreement

ADJOURNMENT: Tuesday, September 13, 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.

RESOLUTION NO. _____ 8-23-22

PB designate CCCVB as TPA 2023

DESIGNATING THE CAYUGA COUNTY CONVENTION AND VISITORS BUREAU (“CCCVB”) AS THE CAYUGA COUNTY TOURISM PROMOTION AGENCY (“CCTPA”) FOR NEW YORK STATE GRANT FUNDING FOR THE 2023 STATE PROGRAM YEAR AND DESIGNATING THE PROGRAM PROJECT DIRECTOR

BY: Hon. Ms. Aileen McNabb-Coleman, Chair, Planning and Economic Development Committee
Hon. Mr. Hans Pecher, Chair, Ways and Means Committee

WHEREAS, the Cayuga County Convention and Visitors Bureau (“CCCVB”) is the not-for-profit corporation designated by the Cayuga County Legislature to develop and implement a comprehensive tourism promotion and marketing program for the County; and

WHEREAS, New York State requires that an agency must be designated by resolution of the Cayuga County Legislature as the “Cayuga County Tourism Promotion Agency” or “CCTPA” for the specific purpose of making application to and receiving grants from most New York State grant programs; now, therefore be it

RESOLVED, by the Cayuga County Legislature, that the Cayuga County Convention and Visitors Bureau is hereby designated as the Cayuga County Tourism Promotion Agency (“CCTPA”) and is authorized to make application to receive grants on behalf of Cayuga County pursuant to the New York State Tourism Act for the 2023 Program Year; and be it further

RESOLVED, that Ms. Karen Khl, Executive Director of the Cayuga County Convention and Visitors Bureau, is hereby designated as the 2023 CCTPA Program Project Director.

RESOLUTION NO. _____ 8-23-22

PB Anna Feldman MOA amend

AUTHORIZING THE AMENDMENT OF A PROFESSIONAL SERVICES MEMORANDUM OF AGREEMENT WITH ANNA FELDMAN TO ASSIST THE CAYUGA COUNTY PLANNING DEPARTMENT IN ITS WORK TO ENHANCE, UPDATE AND UTILIZE THE SOIL AND WATER ASSESSMENT TOOL (SWAT) MODEL FOR THE OWASCO LAKE WATERSHED NINE ELEMENT PLAN IMPLEMENTATION PHASE BY EXTENDING THE TERM OF THE SERVICES AGREEMENT

By: Hon. Aileen McNabb-Coleman, Chair, Planning and Economic Development Committee
Hon. Hans Pecher, Chair, Ways & Means Committee

WHEREAS, the Cayuga County Legislature approved Resolution 237-22 in June 2022 authorizing the execution of a Memorandum of Agreement with Ms. Anna Feldman for intern work associated with development and deployment of the Soil & Water Assessment Tool (SWAT) Model for the Owasco Lake EPA Nine-Element Plan, with such Agreement having an end date of October 1, 2022 and fully funded from department budget; and

WHEREAS, certain graduate school work and related requirements have shifted the immediate availability of Ms. Feldman, delaying start of the Nine-Element scope of work under the approved MOA, therefore requiring an extension of time under the approved MOA, without a change in the funding and compensation previously authorized; and

WHEREAS, Cayuga County deems it to be in the public interest and benefit to amend the Memorandum of Agreement (MOA) with Anna Feldman to allow the Cayuga County Planning Department and Project staff sufficient time perform the professional services included in the MOA; NOW, therefore be it

RESOLVED, that the Chair of the Legislature is hereby authorized and directed to execute an amendment to the professional services MOA with Anna Feldman authorized by Resolution 237-22, extending the term of the MOA for twelve (12) months, subject to review and approval of the amendment by the County Attorney's Office as to form and content of the MOA; and further be it

RESOLVED, that this resolution shall be effective immediately upon adoption.