



AGENDA
PLANNING & ECONOMIC DEVELOPMENT COMMITTEE
Tuesday, October 11, 2022 – to follow Public Works
Live stream Link - <https://youtu.be/QJR6go4pFIM>

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: September 13, 2022

APPOINTMENTS: None

DEPARTMENT UPDATES FOR COMMITTEE:

Steve Lynch (Planning & Economic Development)

- **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. There have been five (5) working meetings to date and the next meeting is Wednesday, October the 5th regarding Nutrient Management in the Watershed. We have been informed by the state agency lead that there will likely be one or two more working meetings on this topic.
 - The State Timeline has been revised:
 - Additional Nutrient Management Meeting in October
 - Follow-Up meeting on Pesticides in November
 - November meeting on Variances
 - Legal Meetings in November/December
 - Conclusion of meetings and wrap up in December-January.
 - The remaining Process Timeline proposed by the State Agencies that includes DOH publishing of proposed amendments, a 3-month public comment period and response, followed by final DOH publication of amendments, will all need to be adjusted accordingly.
- **OWASCO LAKE NINE-ELEMENT PLAN:** The Final 9-E Plan has been approved by the NYS Departments of Health and DEC. Our collective efforts will turn to implementation of the Plan. This will require new resources and we will be working with partners to explore NYS and federal support for implementation.
- **Cayuga County COVID-19 Small Business Economic Development Grant Program** – Planning continues to work with a five-member work group appointed by the Chair to establish and roll-out the County ED Grant Program for Small Businesses that suffered negative economic impacts from the pandemic. CEDA staff has joined the working group as a critical partner in the Grant Program. County Attorneys have reviewed the final program guidelines and application forms and is satisfied with the content from a legal perspective. County IT has been instrumental in positioning the release of online applications and processing using the Formstack program. As reported at the September Legislature meeting, CEDA will provide a presentation on the Grant Program at the October 25th Legislature Meeting, with distribution of digital and hard copy materials to the Legislators and current plans are to roll-out the plan and public application process on November 1st.
- **OTHER ONGOING DEPARTMENT WORK:**
 - **NY FORWARD Grant Applications** – Staff worked with the Mayors and stakeholders in the villages of Moravia, Cayuga and Aurora to prepare and submit NY Forward state grant applications on their behalf. NY Forward is a new state grant program modeled after the NYS Downtown Revitalization Initiative, or DRI, a statewide and competitive grant program which provided \$10MM in downtown redevelopment funds to awarded municipalities. The NY Forward grant program provides \$10MM per economic development region for redevelopment of smaller communities, allowing the region to recommend awards to 1-3 individual municipalities – splitting up the grant funds between grantees. More information on the NY Forward program is available on the state website: [NY Forward](#)
 - **Village of Weedsport Zoning Ordinance Update** – Planner Greg Diebold continues to manage this project, working with the Steering Committee appointed by the Village Board. Monthly meetings are the 1st Tuesday of the month with the next regularly scheduled Tuesday evening meetings on October 4th (Special Use Permits) and November 1st respectively.
 - **Town of Throop Zoning Ordinance Update** – Staff continues to work with the Steering Committee and met with the committee on Monday, September 26th (regulating Special Uses). The next SC meeting is Monday October 24.
 - **Town of Conquest Comprehensive Plan** – The monthly Steering Committee meeting was held on Thursday, September 15 which finalized overall Goals. The next SC meeting is October 20th which will focus on future land use mapping (conserving natural resources) and a Public Meeting will be held on Thursday, November 17.

- **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.
- **Local Solid Waste Management Plan Update** – The Plan Update is 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 which will be completed by the end of October followed by an assessment of current programs completed by the end of November.
- **HHW & Electronics Recycling Events** - The Planning Department is working with partners at SWCD and CCE to plan and implement the 2022 Household Hazardous Waste & Recycling Programs this fall.
 - The fall Electronics Recycling Event (2nd event this year was held on Saturday, October 1st from 8:30 AM to 12:30 PM with full registration of nearly 600 vehicles. Planning and CCE staff are currently finalizing the summary of participants and materials collected and this can be shared by Planning or CCE at the October PEDC meeting.
 - The fall Household Hazardous Waste (HHW) Collection Event is scheduled for Saturday, October 29th from 9:00 AM to 12:30 PM.
- **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 has submitted 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 two years of the grant term was already expended without any of the actual work of the grant being started.

Kelly King (Employment & Training) –

- ✓ October Workshops- Open to the public and include: Resume Writing; Effective Interviewing; Using Age to Your Advantage; and Civil Service Workshop.
- ✓ DSS Contract Workshops provided this month were: Creating and Giving an Elevator Speech (and practice); Dealing with Job Rejection; Following up on Applications and Interviews; and Organizing Your Job Search.
- ✓ October is National Disability Employment Awareness Month- Observed annually in October to celebrate the contributions of America’s workers with disabilities.
- ✓ October is Manufacturing Month- Manufacturing Day- First Friday of October.
- ✓ E&T is hosting an Open House at the Cayuga Works Career Center- October 19th.
- ✓ E&T is participated in the BOCES Open House, October 6th- Juniors and Seniors during the day- parents in the evening.
- ✓ NYATEP (New York Association for Training and Employment Professionals) Conference in October- Niagara Falls.
- ✓ SYEP ended 9/30 and final reports have been submitted to the state by E&T Director.
- ✓ Foot traffic into the Career Center has increased- over 250 customers for the month of September- up from 200 in August.
- ✓ Coordinating Active Shooter training with CCC Public Safety Office for this coming month.
- ✓ Facebook posts to highlight National Disability Awareness Month; Manufacturing Month and also Veteran services and stories to come in November.
- ✓ Onsite recruitments and job fairs to start up in December in person at Cayuga Works in partnership with the DOL Business Services Team.

Michael Miller (CEDA) –

- Metric Snapshot through September 2022:
 - Existing businesses assisted: 50
 - Entrepreneurs assisted: 39
 - See supplemental documents for additional metrics and economic indicators
 - Park Grove LLC and Auburn Memorial Hospital have been approved by the CCIDA to proceed with the Oncology and Radiation Center. Completion of agreement is nearing end – construction is expected to begin in 2023
 - Continuing conversations with CMI and CCIDA on expansion project. CCIDA will be looking to explore new property for purchase as a result of this project
 - Maureen Riester and Michael Miller will present at NY Farm Bureau on Oct 12th and will be attending IDA Academy in November
 - CEDA has spoken with several Grow NY Finalists who are exploring opportunities to expand/relocate their operations in Cayuga County.
 - Continuing to work with County partners on Grant Program for Small Business Recovery

Doug Kierst (Soil & Water Conservation District)

AGRICULTURAL TECHNICAL ASSISTANCE:

- Cayuga SWCD Staff continue to work with farms on project planning and construction oversight on multiple Best Management Practice (BMP) implementation projects funded through the Agricultural Nonpoint Source Abatement and Control Program, Climate Resilient Farming Grant Program and the CAFO Waste Storage Program.
- Cayuga SWCD Staff worked with a landowner in the Cayuga Lake Watershed to complete the installation of a concrete manure stacking pad for heifer manure and associated filter area, and access road.

- Cayuga SWCD Staff have been working with landowners, as the crops are being harvested, to implement soil health improving and erosion prevention measures on farm fields. In September, BMPs including 315 acres of cover crops and 1,200 acres of reduced tillage management have been applied on agricultural land.
- Cayuga SWCD are working with several landowners on farm plan updates and reviews.
- 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.
- 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.

GRANT FUNDING AWARDED TO THE CAYUGA SWCD:

- The Cayuga SWCD has been notified by the NYS Department of Agriculture and Markets that our proposal submitted under Round 6 of the Climate Resilient Farming Program has been funded. \$811,920 in state funding was awarded to work with Nine farms, in Cayuga County, to install Soil Health Systems including cover crops and residue & tillage management. Participating Landowners will be responsible for providing matching funds of at least \$188,917.50.

NON-AGRICULTURAL & MUNICIPAL TECHNICAL ASSISTANCE:

- Cayuga SWCD Staff continue to provide technical assistance to local landowners affected by drainage and flooding concerns.
- Cayuga SWCD Staff have completed a small streambank stabilization project on the Owasco lake Inlet in the Town of Locke.
- Cayuga SWCD Staff continue to evaluate culverts throughout portions of the Cayuga Lake Watershed utilizing the North Atlantic Aquatic Connectivity Collaborative (NAACC) protocol.
- Cayuga SWCD Staff continue to complete septic system designs, sanitary code inspections and percolation tests for county residents. Homeowners in the Towns of Genoa, Ira, Ledyard, Locke, Niles, Owasco, Scipio & Throop reached out to the SWCD for assistance.
- Cayuga SWCD Staff continue with the 2022 nuisance aquatic vegetation season. To date, harvesting has been completed on Cayuga Lake, Otter Lake (Town of Cato), Owasco Lake, Little Sodus Bay (Town of Sterling) and Lake Como (Town of Summerhill). The operation is currently harvesting on Cross Lake. Mechanical issues with the weed cutting boat caused delays in the harvesting schedule.
- 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 work with engineers on a design for needed repairs on a road slope failure in the Town of Locke. The geotechnical evaluation portion of the project has been completed.
- Cayuga SWCD Staff continue to work with Municipal Utilities & Public Works Staff from the City of Auburn on the planning and implementation of a streambank stabilization project on Hunter Brook.
- Cayuga SWCD Staff are working with CC Parks and Trail Director, Doug Dello Stritto on final plans and mobilization to begin the trail and abutment work required to install a bridge on the Cato-Brutus Trail.

OTHER SWCD NEWS, WORKSHOPS & TRAININGS:

- The Cayuga SWCD Staff discussed collaborating on the County's 2022 Household Hazardous Waste collection event on October 29th, with the County Planning Department and Cornell Cooperative Extension.
- The Cayuga SWCD's pond stocking program held a grass carp, bluegill and largemouth bass sale. Grass carp are a natural method used to assist with the control of certain types of aquatic vegetation.
- Cayuga SWCD Staff participated in several specialized training opportunities that focused on strengthening employee's technical and administrative skills. The courses that were attended include Budgeting, Advanced Excel, Labor Laws, Introduction to Soils and 590 Field Risk Assessment Tools. Course instructors include Statewide SWCD employees, Regional DEC Staff, Engineers, Product Specialists and other professionals.
- The Cayuga SWCD hosted and lead a training on manure management systems for water quality, green house gas and renewable energy. The course covered the basics of greenhouse gases and manure management, an overview of major policies and programs in NYS, anaerobic and renewable gas (RNG) digestion systems and key factors when considering manure storage cover and flare systems. Field visits to past and currently on-going projects within Cayuga County were featured as part of the training.
- The Cayuga SWCD teamed up with Cuddeback Farms and agricultural related organizations to promote a Lime Seminar, held on September 28th. The event focused on building healthy soils and discussed current soil amendment research, product costs and the recently approved 9E plan for Owasco Lake Watershed.
- The Cayuga SWCD is collaborating with the Tompkins County SWCD, NY Soil Health, CCE and other agricultural related organizations to promote a Cover Crop Field Day to be held on **Wednesday, October 19, 2022** at Leland Laboratory (Ithaca). Highlights on the agenda include the showcasing of fall cover crop species and mixtures on demonstration plots, cover crop root differences, suppressing weeds & reducing tillage with cover crops and available soil health opportunities through Cayuga and Tomkins SWCDs. For additional information on this field day, email: jcuddeback@cayugaswcd.org.

Dan Welch (Director Cornell Cooperative Extension) -

- On October 1st, CCE Cayuga worked with the County Planning Department and the Soil and Water Conservation District to hold the Electronics Recycling Event. Electronic waste from 450 Cayuga County households was collected at this event. The Household Hazardous Waste event is scheduled for October 29th.
- As part of our emphasis on STEM, CCE Cayuga has started a 4-H robotics/coding club for high school students in the after-school program at Booker T. Washington Community Center. The program will be expanded to other parts of the county in the future through schools and/or libraries.
- Our new Ag Environment Sustainability Educator, Francis Clarke starts tomorrow with CCE Cayuga. Francis earned a Master of Science degree in Soil Science from Ohio State University. His graduate research focused on the impact of biofuel crops on soil physical characteristics and hydrology.
- CCE Cayuga is planning, with our partners in the South-Central Dairy and Field Crops Regional Extension Team, efforts to educate farmers on the lowered farmworker overtime threshold and how they can apply for the state tax credit to offset the cost of increased overtime.
- CCE Cayuga is working with the Auburn YMCA to offer nutrition education as part of their after-school programs in the city.
- Our annual meeting is scheduled for October 27th at 5:30 pm at the TasteNY Store at the Equal Rights Heritage Center in Auburn. Dr. Christopher Watkins, the state Director of Cornell Cooperative Extension is the keynote speaker.

Karen Kuhl (Tourism) -

	Occ %		ADR		RevPAR	
	2022	2021	2022	2021	2022	2021
Current Month - August 2022 vs August 2021	74.9	72.6	162.81	153.00	121.87	111.10
Year to Date - August 2022 vs August 2021	55.4	55.5	138.67	115.53	76.89	64.06

- Public Relations
 - Julie Rossner, Craft Beverages – September 23rd-24th
 - Vanessa Chaisson, Sweet Treat Trail – September 26th
 - Brittany Oliver, Wine tourism – September 12th– 14th
 - Upcoming
 - No upcoming FAM trips scheduled
- Groups
 - Meeting with Black Dog LLC. to learn about how they could help our groups and meetings industry.
 - Continuing project management of Black Dog Inc.
 - Continuing with Team FLX including Steuben County and Visit Ithaca
 - Education: ALON Travel Trade Activation Training
 - Conference:
 - Attended Canals Conference in Rochester, NY
 - Attended SEE Conference in Toronto, Canada
 - Trade shows
 - OMCA 11/13-16
- E-Communications
 - 9/13: Partner Newsletter: 33% open rate, 2% CTR
 - 9/29: ProTip: 33% open rate, 0% CTR
 - 9/29: Google Webinar: TBD
 - 9/12: September Newsletter: 43% open rate, 4% CTR
- Upcoming Conference Attendance
 - NYSTIA – New York State Tourism Industry Alliance – state and regional partnerships
 - NY International Travel Show – Participating as part of Finger Lakes region.
- Accessibility
 - Sent out an accessibility survey, to tourism businesses fill out the questionnaire to help all visitors plan and have the best experience possible.
 - Incorporated “Recite Me” into our website TourCayuga.com, a tool to allow users to alter the visuals of the site to ensure they are able to utilize the site as needed.
- Marketing Campaigns
 - Hosted the ILNY educational webinar in partnership with the Underground Railroad Consortium of NYS. Very successful webinar.

- In collaboration with Wayne and Seneca counties, we continue the promoting the Treasures along Erie Canal app through a digital campaign.
 - Continue working with ILNY, NYSTIA, BTI and BRAND USA to reach the Canadian market. Focusing on natural and cultural assets. – continuous throughout the summer
 - Brave Women Winter FLX is preparing for winter promotion.
 - Working with Miles Partnership on Destination Optimization. – continuous throughout 2022
 - Working with ALON Marketing on Travel Trade Activation. – continuous project through Q1 2023
 - Starting design phase of 2023 collateral – we will be going with a magazine style.
 - Unplan campaign - our fall campaign is ready to roll out through digital channels
 - Hibernation campaign planning has started with outreach to lodging and retail partners.
- Cultural Tourism Public Relations –
 - Travel Unity Summit - Planning continues for the Summit with Travel Unity. We have received participation confirmation from Boston, Newport and Portland. The dates are schedule for: Educational Seminars & Workshops – December 7th, Industry summit - December 8th and 9th, Youth Summit – December 9th – 11th
 - Pride of Place – Hosted a successful Pride in Place event at Melody’s on Genesee St in Auburn, NY on September 11th.

RESOLUTIONS:

NONE

ADJOURNMENT: Tuesday, November 8, 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.