



AGENDA
PLANNING & ECONOMIC DEVELOPMENT COMMITTEE
Tuesday, November 8, 2022 – to follow Public Works
Live stream Link - https://youtu.be/_5RXCpyCdyw

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: October 13, 2022

APPOINTMENTS: None

DEPARTMENT UPDATES FOR COMMITTEE:

Steve Lynch (Planning & Economic Development) –

- **Cayuga County COVID-19 Small Business Economic Development Grant Program** – As reported at the October 25th Legislature Meeting, Planning continues to work with the 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 is also part of our working group as a critical partner in the Grant Program for program administration and application processing. County IT has been instrumental in positioning the release of online applications and processing using the Formstack program.
- As reported at the October Legislature meeting, the roll-out of the County Grant Program will begin on November 1st with distribution of digital and hard copy materials to municipalities throughout the County. Applications are due Thursday, December 15, providing a 45-day window for small businesses to access, review, complete and submit Grant applications. Processing of applications will be completed by Friday, January 6 and grant award recommendations made by a 5-member Award Review Committee will be submitted to the County Working Committee by Friday, January 20.
- **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. Staff presented the Village Grant Application to the CNY Regional Economic Development Council at LeMoyne College on October 18 and 19 where the applications were well-received. More information on the NY Forward program is available on the state website: [NY Forward](#)
 - Village of Aurora Zoning Ordinance Update – Senior Planner Kari Terwilliger, with assistance from new Planner Evan Tuthill, are working with the Village of Aurora to update their Zoning Ordinance. This work follows the recent update of the Village’s Comprehensive Plan. The first meeting with the appointed Steering Committee was held
 - **Village of Weedsport Zoning Ordinance Update** –Planner Greg Diebold leads 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 for Tuesday November 1st (Codifying Downtown Design Guidelines).
 - **Town of Throop Zoning Ordinance Update** – Staff continues to work with the Town of Throop Steering Committee and met with the committee on Monday, October 24 (reviewing various development guidelines, and signage). The next SC meeting is Monday, November 28.
 - **Town of Conquest Comprehensive Plan** – The most recent monthly Steering Committee meeting was held on Thursday, October 20, focusing on Land Use and Resource Protection. The next meeting is Thursday, November 17th which will be a Public Meeting with community outreach and participation.
 - **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. The solid waste inventory section 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. The event is fully booked with advance registrations. Due to new environmental regulations and related programs, the vendor for the County will be able to collect latex and other paint projects.
- **Erie Canal Rewatering Project** – Extends from Port Byron’s Schasel Park to Aqueduct Park in the Town of Brutus. 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 county bridge to allow future paddling access beneath the new bridge. Staff has submitted a request for a one-year time extension (to December 2023) which has been approved. 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: Effective Interviewing Workshop; Using Age to Your Advantage; Civil Service Workshop; Resume Writing Workshops
- ✓ DSS Contract Workshops provided this month: Enthusiasm on the Job; Hygiene for an Interview; Interview Preparation; interview Questions and Mock Interviews.
- ✓ State will be visiting E&T on 11/15 to observe a DSS EP & Assessment for program auditing/monitoring.
- ✓ E&T working in collaboration with DSS and CFL to serve some folks from Ukraine. E&T staff will perform Employment Assessments with interpreter services and provide additional services and referrals as appropriate.
- ✓ E&T is hosted an Open House at the Cayuga Works Career Center on October 19th.
- ✓ Coordinating Active Shooter training with CCC Public Safety Office for this coming month.
- ✓ Facebook posts to highlight Veteran services and stories this month.
- ✓ Workforce Blog on the Cayuga Cortland shared website- Cayuga County E&T team will be working on content for the blog monthly.
- ✓ In person onsite recruitments and job fairs to start up in December in person at Cayuga Works in partnership with the DOL Business Services Team.
- ✓ Additional updates:
 - E&T has (12) ITA’s (Individual Training Accounts)
 - E&T has (1) new OJT Contract (On-the-Job Training)
 - Collaboration between E&T, Access to Home Care, and Cayuga Onondaga BOCES
 - E&T has (9) youth enrolled in the WIOA youth program and 14 pending applications
 - SYEP concluded- final report submitted- employed 53 youth from July- September- Paid out \$119, 273.50 in youth wages and fringes this program year. Some funds to be returned to the State this year
 - FFFS funds to start up in January for youth paid WE (TANF eligible)

Michael Miller (CEDA) –

Metric Snapshot as of October 2022:

- Existing businesses assisted: 45
- Entrepreneurs assisted: 35
- See supplemental documents for additional metrics and economic indicators
- CMI and CCIDA have agreed on LDA agreement in the Aurelius Industrial Park
- Several power projects are being evaluated to bring forward to the CCIDA
- Working with partners in Cayuga County/City of Auburn, Empire State Development, CNY Regional Planning Board, Center-State CEO, Private Sector leaders, and partner counties (Oswego, Madison, and Cortland) on opportunity potential from Micron’s investment in Onondaga County. This is a substantial undertaking requiring coordinated efforts and support from all levels
- CEDA presented, in partnership with County and Legislative officials, the Cayuga County Small business grant program to the Legislature. Applications for this grant program began Nov 1st; please visit CEDA’s webpage for more detail

- CEDA presented at the annual NY Farm Bureau meeting on October 12th. Presentation highlighted importance of the Ag Industry to Cayuga County, Ag businesses assisted by CEDA in recent years, on-going developments, and other services CEDA has to offer one of our foundational industries
- CEDA is scheduled to present at the Ledyard Town Board Regular November meeting to provide information about CEDA and our Partners' economic incentives/programs for existing and aspiring businesses; CEDA is looking to meet with each township throughout the county to regularly inform and update community of free and confidential services available.
- Maureen Riester and Michael Miller will be attending IDA training Academy on November 10th

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 retrofit an existing nutrient storage structure with a geosynthetic membrane liner, cover and flare system.
- Cayuga SWCD Staff worked with a landowner in the Cayuga Lake Watershed to complete the installation of a nutrient storage structure.
- Cayuga SWCD Staff worked with a landowner in the Seneca River Watershed to complete the installation of a pasture management system. Installed BMPs include the conversion of 60 acres of cropland to permanent pasture, the installation of 20,000 linear feet of fence and 4,400 linear feet of buried water line including pump and hydrants.
- Cayuga SWCD Staff worked with a landowner in the Owasco Lake Watershed to complete the installation of 2,260 feet of subsurface drainage and the construction of 2 new and reconstruction of 1 older Water and Sediment Control Basins (WASCoBS) to reduce the impacts of surface runoff.
- 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 October, Cayuga SWCD Staff assisted with 500 acres of cover crops have been applied on agricultural land in the Owasco Lake Watershed.
- Cayuga SWCD Staff participated in a NYSDEC CAFO farm inspection along with representatives from the NYSDEC, Vermont DEC and Department of Agriculture.
- 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 two SPDES permitted construction sites at agricultural operations 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 2 of our proposals submitted under Round 28 of the Agricultural Nonpoint Source Pollution Abatement and Control Program have been funded. One project received \$187,630 in State Funding towards the installation of a waste storage and transfer system, a riparian herbaceous buffer and a WASCoB. The estimated total project cost is \$260,849. The second project received \$592,923 in State Funding towards the installation of a waste storage and transfer system, a livestock heavy use area management system and a Silage Leachate control and treatment system. The estimated total project cost is \$1,107,023.

NON-AGRICULTURAL & MUNICIPAL TECHNICAL ASSISTANCE:

- The Cayuga SWCD Hydroseeder has been used to stabilize approximately 2-½ miles of exposed soils and road ditches for County and Town Highway Departments throughout Cayuga County. Municipalities assisted included the County and Towns of Brutus, Genoa, Niles, Scipio and Venice.
- Cayuga SWCD Staff continue to complete septic system designs, sanitary code inspections and percolation tests for county residents. Homeowners in the Towns of Conquest, Fleming, Genoa, Ira, Ledyard, Niles, Owasco, Scipio, Springport, Summerhill, Venice & Victory reached out to the SWCD for assistance.
- Cayuga SWCD Staff have completed the 2022 nuisance aquatic vegetation season. Harvesting had been completed on Cayuga Lake, Cross Lake, Otter Lake (Town of Cato), Owasco Lake, Little Sodus Bay (Town of Sterling) and Lake Como (Town of Summerhill).
- 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 and final design phases of the project have been completed. The materials have been ordered with project anticipated to begin in mid-November.
- 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. Required materials are currently being delivered to the site and the project is anticipated to begin in early November.

- Cayuga SWCD Staff are worked with CC Parks and Trail Director, Doug Dello Stritto to complete a bridge installation and additional improvements on a section of the Cato-Brutus trail. The work included the enhancing a section of the trail system, the installation of 2 bridge abutments, the placement of rock riprap stone for bank protection and oversight of the bridge placement.

OTHER SWCD NEWS, WORKSHOPS & TRAININGS:

- The Cayuga SWCD Staff collaborated with the County Planning Department and Cornell Cooperative Extension to host the County’s 2022 Household Hazardous Waste collection event on October 29th.
- The Cayuga SWCD collaborated with the Tompkins County SWCD, NY Soil Health, CCE and other agricultural related organizations to promote a Cover Crop Field Day. It was held on **Wednesday, October 19, 2022** at Leland Laboratory (Ithaca). Over 40 participants had the opportunity to review 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.

Dan Welch (Director Cornell Cooperative Extension) –

- o Frank Clarke started as the Agriculture Environment Sustainability Educator with CCE Cayuga in mid-October. Frank comes to us with a Master of Science degree in Soil Science from Ohio State University, and a bachelor’s degree from SUNY ESF. He is currently getting to know farmers in the county and will begin offering programs that help farmers be environmentally and economically sustainable.
- o On October 30th, CCE Cayuga worked with the County Planning Department and the Soil and Water Conservation District to hold the Household Hazardous Waste collection event. 280 residents of the county brought hazardous waste to the event to be properly disposed.
- o CCE Cayuga held our Annual Meeting on October 27th. Dr. Christopher Watkins, Director of Cornell Cooperative Extension, and Associate Dean of the Colleges of Agriculture and Life Sciences and Human Ecology at Cornell University was the keynote speaker. Dr. Watkins shared highlights of CCE Cayuga’s programs and how those related to statewide goals for the CCE system. CCE Cayuga staff gave a more in-depth review of each of our program areas.
- o CCE Cayuga is participating in the NYS Inter-agency process to revise the proposed Owasco Lake Watershed Rules and Regulations as a member of the local technical committee.
- o CCE Cayuga County and NY FarmNet are offering a free Mental Health First Aid (MHFA) course on November 28th from 8am – 5pm. Farmers, agribusiness workers, and anyone who interacts with the agricultural community is encouraged to attend this free training. Mental Health First Aid teaches you how to identify, understand, and respond to signs of mental health and substance use challenges among adults. You’ll build skills and confidence you need to reach out and provide initial support to those who are struggling.

Karen Kuhl (Tourism) –

	Occ %		ADR		RevPAR	
	2022	2021	2022	2021	2022	2021
Current Month - September 2022 vs September 2021	67.4	62.5	162.80	149.75	109.70	93.55
Year to Date - September 2022 vs September 2021	56.8	56.2	141.82	119.71	80.50	67.30

- o Public Relations
 - ABC News – Kendall Ross – DEI meetings
 - ASAE (American Society of Association Executives) - Beth Surmont – DEI meetings
 - Spectrum News – UGRR App
 - Upcoming
 - Maureen Littlejohn – Nov 18 – Underground Railroad & Women’s Suffrage
- o Groups
 - Crafting new marketing materials for our meetings & group business with Black Dog LLC.
 - Continuing with Team FLX including Steuben County and Visit Ithaca
 - Education: ALON Travel Trade Activation Training continues. Will be meeting with national and international representatives Nov 17th.
 - Trade shows
 - OMCA 11/13-16
- o E-Communications
 - 10/19: August Newsletter: 37% open rate, 3% CTR
 - 10/19: Partner Newsletter: 31% open rate, 2% CTR

- 10/24: Pro-Tip: 30% open rate, 1% CTR
- 10 7 and 11: Miles Partnership Webinar invite: 46% and 37% open rate
- Collateral
 - Designing a magazine style collateral to highlight the assets of Cayuga County. Expected to go to print Q1 2023.
 - In process of updating and redesign of the official Cayuga County travel guide. Expected to go to print Q1 2023.
- Marketing Campaigns
 - Harriet Tubman Underground Railroad App of Cayuga County and Auburn is updating images and audio descriptions. – Recently highlighted on Spectrum News.
 - The Erie Canal collaborative “Treasurers Along the Erie Canal” digital marketing campaign wrapping up.
 - Continue working with BTI and BRAND USA to reach the Canadian market. Focusing on natural and cultural assets.
 - Cayuga Lake Scenic Byway – wrapping up with regional partners on an influencer campaign run by Brave World Media.
 - Unplan a Getaway – our Fall campaign has started with a digital marketing initiative is wrapping up, it generated the top visited page on our website with a significant digital engagement.
 - Hibernation planning has started with 4 properties signed on and 5 others in the planning stages
 - The Brave Women FLX Winter campaign will be kicking off this winter with customized itineraries based on a “Which Brave Woman are you” Quiz, both businesses and visitors will take the quiz an visitors will be provided a customized itinerary based on their quiz results pairing them with the women business owners who have matched with the same historical Brave Woman.
- Cultural Tourism Earned and Paid Media efforts –
 - Travel Unity Summit – Continue planning for the Summit with Travel Unity. Working with regional colleges and school district to develop the Youth Summit portion.
 - Diverse Business Owners – Developing spotlights of diverse businesses owners for online content
 - Harriet Tubman’s Chosen Hometown – beyond the Bicentennial - With the Bicentennial year wrapping up, the Tourism Office has been working on our plan to continue the positioning of Harriet Tubman’s Chosen Hometown. We have engaged with a multicultural travel marketing enterprise to create a targeting marketing initiative we plan to launch Q1 of 2023
 - Harriet Tubman Underground Railroad Byway – planning work continues with the Underground Railroad Consortium of NYS and NYS DOT to determine the route that will connect to various states.

RESOLUTIONS:

NONE

ADJOURNMENT: Tuesday, December 6, 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.