



MINUTES
PLANNING & ECONOMIC DEVELOPMENT COMMITTEE
Tuesday, February 9, 2021 – <https://youtu.be/Nqzku5nq11Y>
Live stream Link – followed Public Works

CALL TO ORDER: By Hon. Paul Pinckney, Chair at 5:58 p.m.

MEMBERS: Legislators – Keith Batman, Andrew Dennison, Tricia Kerr, Vice Chair, Timothy Lattimore and Christopher Petrus

EXCUSED: Michael Didio

OTHERS: Legislators Ben Vitale, Chair Aileen McNabb-Coleman, Hans Pecher, Elane Daly, Assistant County Attorney Brittany Massi, Assistant County Attorney Rich Graham, Lacey Bailey, Economic Development Director, Tracy Verrier, Soil and Water Conservation District Director, Doug Kierst, Employment and Training Director Kelly King, Cayuga Cooperative Extension Associate Director Dan Welch, Tourism Director, Karen Kuhl, Budget Director Lynn Marinelli, Planning Economic Development Director, Stephen Lynch, Director, Suzanne Gauthier, Administrative Assistant

MINUTES TO APPROVE: January 13, 2021

Keith Batman motioned to approve the minutes of January 13, 2021, 2nd by Trish Kerr. All members present voted in favor, passed.

PRESENTATION: David Bottar, Executive Director of the Central NY Regional Planning and Development Board Chair Pinckney welcomed David Bottar from the Central New York Regional Planning Board. Mr. Bottar presented an overview to the committee on the Regional Broadband Study Project. ECC has been selected to do this study focused on the counties of Cayuga, Onondaga, Oswego and Cortland. The study will determine the broadband needs in unserved and underserved areas across the region. ECC will perform an analysis of the current telecommunications resources with the Counties and will perform field inspections to determine the physical inventory of infrastructures within the Counties. ECC along with CNYRPDB staff will prepare and execute a countywide survey to determine the gaps of coverage and the needs of the rural communities. ECC will complete a conceptual network design plan along with a business plan and cost estimates to fill the broadband service gaps within the region. CNYRPDB will be looking for the County's support of the project and assistance on determining the best approach to inform the County residents of the survey to be completed. The study will be able to assist the communities in applying for Federal USDA funds to assist the broadband provider in the development of systems that would be more affordable to the residents. Committee members inquired about the process, costs, possible funding opportunities, the schedule and the potential economic development benefits of an expanded broadband within the area. David Bottar stated funds are available within the project's budget to have ECC prepare an USDA application on the County's behalf if the County is able to commit to the match requirements. The field study should be completed by the end of February; the survey should be complete by the end of June. July and August ECC will prepare a report for each County ECC will then meet with County to review the outcome and the options for the County to pursue.

APPOINTMENTS:

Cayuga County Planning Board: members serve until a new nomination is submitted by the municipality that they represent.

Chris Jorolemon, 9761 State Rte. 34, Weedsport, NY 13166, term starts 2-24-21

Ernie Rivera, 5797 Southgate Dr., Auburn, NY 13021, term starts 2-24-21

David Denman, 1518 State Rte. 31, Port Byron, NY 13140, term starts 2-24-21

Jeremy Bacon, 2734 Turnpike Rd., Auburn, NY 13021, term starts 2-24-21

Edward Denton, 2333 E. Venice Rd., Moravia, NY 13118, term starts 2-24-21

Louise Hand, P.O.Box 606, Red Creek, NY 13143, term starts 2-24-21

Christopher Petrus motioned to bundle, approve and move the appointments to the Legislature for approval, 2nd by Keith Batman. No discussion. All members present voted in favor, passed.

DEPARTMENT UPDATES FOR COMMITTEE:

Dan Welch (Director Cornell Cooperative Extension)

- The CCE Cayuga 4-H has several ongoing programs this month:
 - 25 youth and families are participating in the Boots and Bloom project. Youth were provided paperwhite bulbs (thanks to Dickman Farms) to grow at home. In addition to the supplies, videos will teach the youth how to grow the bulbs.
 - The Millard Fillmore 4-H Club in Moravia, as part of 4-H's emphasis on Healthy Living, is sponsoring the Moravia Movement Challenge during the month of February. Families are encouraged to do 30 minutes of physical activity every

day. The Moravia-Locke Chamber of Commerce is sponsoring prizes for the participants with the most minutes of activity.

- CCE Cayuga's agriculture educator held the first of a series of virtual "shop meetings" in January. 20 farmers participated in the meeting to learn more about how to manage Soybean Cyst Nematode.
- The SNAP-Ed program is expanding the Fruit and Vegetable Rx program by partnering with East Hill Medical in Auburn. Additionally, the Tops in Auburn will now be accepting Fruit and Vegetable Rx vouchers. The SNAP-Ed educator continues to work with the CNY Food Bank, Cayuga-Seneca Community Action Program, and local food pantries on promoting opportunities for those families who need additional food to get more food.
- With our partners at Cayuga County Parks and Trails, the Ward O'Hara Ag Museum, and the Cayuga County Agricultural Society, we are beginning to plan for a 2021 fair. The scope and scale of the event will be very dependent on the guidance from NYS and the county, the state 4-H office, and insurance coverage limitations.
- CCE Cayuga's allocation of County Law 224 funds from NYS were cut by 20% for the 2020-2021 state budget year. The governor's proposed budget also cuts the total state appropriation for county CCE associations for 2021-2022.

Additional Updates

- Director Welch highlighted the planning efforts of the Cayuga County Fair/Remember the Big 6 and 4-H Fair. Plans will follow the State requirements on large gatherings and insurance availability due to COVID-19.
- State funding was cut by 20% in the 2020-2021 budget and the Governor has proposed an additional cut for the 2021-2022 CCE program year. Committee members further discussed the funding formulas for the CCE.

Karen Kuhl (Tourism) –

- Occupancy
 - December: 2019 – 37.9% Occupancy. 2020 – 39.1% Occupancy
 - Year to Date: 2019 – 40.8% Occupancy. 2020 – 51.1% Occupancy
- RevPar (Revenue Per Available Room) numbers
 - December: 2019 – \$36.57. 2020 – \$34.77
 - Year to Date: 2019 – \$58.09 2020 – \$44.32
- Public Relations
 - January 21st - Monthly WAUB Tourism Thursday
 - January 11th Good Day Rochester
 - January 11th WYXL Ithaca Morning Radio
 - January 8th Local Syracuse
- Finance related
 - 2020 Financial Review is scheduled for the week of February 15th.
 - Occupancy Tax - First quarter occupancy tax voucher of \$112,500 was received.
 - Matching Funds – We continue awaiting the reimbursement on our portion of matching funds that was expensed in Q1 of 2020, totaling \$27,974.12.
 - Payment Protection Plan - We applied and qualified for the second round of PPP a loans for an amount of \$38,692.50. We are awaiting the approval from SBA.
- Winter Marketing Campaigns
 - Brave Women - The Brave Women FLX campaign launched a virtual 100K in January to encourage outdoor activities and we will be highlighting women-owned businesses in the area near the highlighted trails. We have over 250 participants.
 - Winter Photo Shoot - Video has overwhelmingly been proven to be the best return on investment and garners the most engagement from visitors. Video is a powerful way to engage with potential visitors, telling a story and developing an emotional connection. We've been shooting winter activity videos
- Annual Report
 - The Tourism 2020 Annual Report is available. Distribution will be challenging while still under limited exposure. We will have copies available in the office, please schedule a time to pick some up to distribute within your organizations.

Additional Updates

- Director Kuhl highlighted the Winter Marketing Photo Shoot campaign and the Brave Women virtual 100k activity.
- Legislator Lattimore asked about the PPE funding and the occupancy tax. Director Kuhl stated the PPE funding has been a great assistance to the department. The occupancy tax had a 25% drop in 2020; but the tax was better than what was expected due to COVID 19
- Annual Report will be available next week for distribution.
- Legislator Kerr asked how the businesses in the region are doing and their expectations for the future. Director Kuhl stated the various sectors have seen mixed business results; yet most seem to be very hopefully for the upcoming year. The department continues to partner with the surrounding areas to promote the Finger Lakes region as a whole. Legislator Kerr also asked about marketing with partners in the Central New York region. Kuhl stated Cayuga County will partner with the Central New York region when the programs have similar themes on what the visitors are looking for.

Kelly King (Employment & Training)

PROGRAM UPDATES:

- **JOBS program-**
- 154 participants served in our JOBS program (62 Safety Nets; 92 Family Assistance)
- 30 new referrals from DSS (16 Safety Nets; 14 Family Assistance)
- 48 Non Employable participants served (Assessment & Employment Plan development)

- **CRT/OJT PROGRAM:**
- 3 participants enrolled in supportive services
- 3 participants enrolled in formal classroom training
- 1 participant enrolled in CDL B training
- 1 pending participant for CDL A training

- **YOUTH PROGRAM:**
- Youth Employment Project 7 youth ended last week (\$16,960 funds spent out of the \$17,000 allocation)
- WIOA Year Round Program 13 new youth contacts made; 6 applications pending; 1 in process/pending
- TANF SUMMER YOUTH Program development and planning begins

- **BUSINESS/COMMUNITY SERVICES OUTREACH:**
- BCS- closure update: Delayed until 3/19/21 & 3/31/21; TAA update
- Chapel House Inc.
- Cayuga County Jail
- Cayuga Community College, Workforce & Community Education Office
- Cayuga Onondaga BOCES, Center for Learning

- **JOB ORDERS:**
- 375 open job orders are listed in the job bank for Cayuga County
- Healthcare – 31
- Retail – 108
- Manufacturing – 58
- Food Service – 24
- Computer – 1
- Education – 6
- Banking – 1
- Grocery – 3
- Newspaper – 2
- Transportation – 30
- Office/Administrative – 11
- Lodging – 3
- Human Services – 73
- Farming/Agriculture – 4
- Automotive – 8
- Construction/utility/carpenter – 12

- **STAFF & PROGRAM DEVELOPMENT:**
- Program reimagining, reorganizing, and development
- Youth recruitment (participants, WE, and training opportunities)
- AD/DW recruitment
- OJT development/recruitment
- Advertisement and Marketing

Additional Updates:

- Director King updated the board on the development of the Youth recruitment programs through assistance with the BOCES programs.
- Reunited the Business Services Team and will be meeting monthly to better focus on the people they serve to access better opportunities for the job seekers and businesses.
- BSC has extended their closure dates to March 19th and 31st. The BSC HR reported there will be 123 displaced workers: 100 non-skilled, 4 skilled and 19 salaried workers. BSC was awarded the Trade Act Petition and many of the employees have

inquired about the training opportunities. Committee further discussed what type of training, educational, or apprentice programs may become available through the Federal Trade Act.

- Legislator Lattimore inquired whether the Employment and Training has any apprentice programs available to fill the expanded broadband and utility positions. Kelly will be working the NYS Department of Labor to explore the opportunity for local apprentice programs.

Doug Kierst (Soil & Water Conservation District)

- The Natural Resources Center continues to be closed to
AGRICULTURAL TECHNICAL ASSISTANCE:
- Cayuga SWCD Staff continues to process Soil Group Worksheets for Agricultural Assessments, in preparation for the Town Assessors March 1, 2021 deadline. Agricultural properties in all the towns, and even the City of Auburn, are required to have a current soil group worksheet in order to qualify for an agricultural exemption.
- Cayuga SWCD Staff continues to work on the completion of farm plans for local agricultural producers. As the plans are completed, we will continue to move down our list of farms in need of a plan that have requested our assistance.
- Cayuga SWCD Staff participated in a zoom meeting with Congressman John Katko as part of his 24th Congressional District Agriculture Advisory Committee.
- Cayuga SWCD Staff participated in zoom meetings with NYSDEC, Owasco Lake Watershed Management Council, Owasco Lake 9E plan work group, Our Owasco Committee (Evidn), Skaneateles Lake Watershed Agricultural Program Review Committee, Partners for Healthy Watersheds and Crystal Creek Organics to discuss local natural resource needs and concerns.

NON-AGRICULTURAL & MUNICIPAL TECHNICAL ASSISTANCE:

- Cayuga SWCD Staff continues to complete the SWPPP inspection on the Owasco Flats Project to ensure site compliance with the NYS SPDES Program regulations.
- Cayuga SWCD Staff are evaluating culverts throughout portions of the Owasco Lake Watershed utilizing the North Atlantic Aquatic Connectivity Collaborative (NAACC) protocol.
- Cayuga SWCD Staff collaborated with the Cayuga County Highway Dept. to obtain the necessary permit(s) and design to move forward with a roadside stabilization project in the Town of Sempronius.
- Cayuga SWCD Staff continues to meet with Highway Superintendents regarding potential upcoming culvert replacement and stabilization projects.

OTHER SWCD NEWS, WORKSHOPS & TRAININGS:

- The Cayuga SWCD worked with the Cayuga Recycles Program (through the Cayuga County Planning Department) and Cornell Cooperative Extension of Cayuga County to sponsor the Annual "Trade-A-Tree" program in Cayuga County. County residents were encouraged to bring in their real Christmas tree after the holidays. Approximately 200 trees were received through the program and the residents received a certificate for a white pine seedling that can be redeemed on May 7, 2021, at the Annual Conservation District Tree & Shrub Sale.
- The Cayuga SWCD is holding our **50th** 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, April 27, 2021. The pickup date will be Friday, May 7, 2021. Supplies are limited, so order early for the best selection.

To obtain an order form and description brochure, call the Cayuga County Soil and Water Conservation District at (315) 252-4171, ext. 4, or email us at: cayugaswcd@cayugaswcd.org. We are available Monday - Friday from 7:30 AM - 4:00 PM. Order forms and on-line ordering are also available at our website: <http://www.cayugaswcd.org>

Additional Updates:

Chair Pinckney would like to have a meeting at the CCSWCD office district office later in the year, with staff presenting their annual report.

Tracy Verrier (CEDA)

- Metric Snapshot through January 21, 2021:
 - Existing businesses met with: 11
 - Entrepreneurs met with: 5
 - See supplemental document for additional metrics and economic indicators.
- AIDA approved the initial resolution for an expansion project at Mack Studios. A public hearing will be held on February 17 at 4:30.

- The CEDA team attended the NYSEDC Virtual Economic Development Conference on January 20 & 21. Session included updates on economic trends and the state budget, workforce development, site selection trends, economic gardening, and IDA operations.
- Tracy Verrier participated in the Wednesday Morning Round Table to provide an overview of the place based branding initiative with AIDA. It can be viewed on their Facebook page (<https://www.facebook.com/Wednesday-Morning-Roundtable-2053461578208386/>) or the Citizen's YouTube (https://youtu.be/r1XfFR_InXk).
- Locate Finger Lakes released to articles featuring CEDA and Cayuga County, one about the Wednesday Morning Round Table featuring the place branding initiative (<https://locateflx.com/business-journal/4035/>), and one featuring Tracy Verrier promoting quality of life and economic development in Cayuga County and the Finger Lakes (<https://locateflx.com/business-journal/young-people-are-buying-in-to-this-region-and-its-getting-leaders-in-return/>).
- 8 DRI applications were received and reviewed by the Auburn Small Business Assistance Program Committee. Recommended awards are being submitted to the NYS for review and approval.
- Meg Goloub is attending a virtual basic economic development training in February to continue to develop her understanding and vocabulary of economic development topics and tools.
- The Auburn Microenterprise program application has been released and is due February 8. Grants will be available to selected, eligible entrepreneurs and small business owners (businesses with under 5 employees) that participate in and complete the program in full. The educational programming will be open to all entrepreneurs and business owners.

Additional Updates:

- Director Verrier presented an overview of CEDA's Strategic Priorities for 2021. The concentration will be in four areas: Workforce Ecosystems, Supply Chain analysis, Entrepreneurial Eco Systems, Community Marketing. A comprehensive report will follow in the next few weeks.
- Legislator Lattimore inquired about the place branding initiative which was presented at the Wednesday Morning Round table. Legislator also inquired about the reports circulated on the strategies on how municipalities will be able to survive and move forward from the COVID.

Steve Lynch (Planning & Economic Development)

Staff has continued to work on the following projects:

- 1) Town of Ira Zoning Ordinance
- 2) Town of Moravia Comprehensive Plan
- 3) Village of Moravia Comprehensive Plan
- 4) Town of Victory Agriculture and Farmland Protection Plan
- 5) Erie Canal Re-watering Project with Town of Brutus
- 6) Owasco Lake EPA 9-Element Plan
- 7) Local Waterfront Revitalization Plan – Town of Sterling & Village of Fair Haven
- 8) Local Waterfront Revitalization Plan –Village of Cayuga
- 9) Deauville Island Destination Playground and Concert Amphitheater Master Plan
- 10) Sterling Nature Center Trail and Facility Development Project
- 11) Owasco Flats Wetland and Riparian Buffer Project - Basin 3 Construction
- 12) Administration of the 2017 County Clean Energy Community NYSERDA Grant
- 13) HHW 2020 Program Reimbursement Grants and FY21 HHW Planning
- 14) Cayuga County Development Corporation (CCDC) Loan Program Management, including new loan applications, existing loan deferments due to COVID-19 Pandemic and requests for loan restructuring, and completing FY20 annual independent audits and State Authorities Budget Office reporting
- 15) Participation and facilitation with the County Sheriff/Auburn Police Department's Collaborative Policing and Community Relations Project and preparation of final Plan Report for the Cayuga County Sheriff's Department
- 16) Planning Department Work with Health Department Planning including assistance vaccination deployment planning and assessment
- 17) County Representation on the Lake Ontario National Marine Sanctuary Advisory Council

Planning Director will be available for any project-specific updates or questions during the February 9th Committee Meeting.

Additional Updates:

Steve Lynch has presented his monthly report in a different format and would like the committee's input on this format. Legislator Batman stated he is favor of the new layout in terms of providing the information needed for the Legislators to review.

- Legislator Petrus inquired on the Re-Watering of the Canal Project. Director Lynch stated the impact study was due at the end of January; however, more exploration was needed to be completed, will be looking for the report to be completed at the end of February.
- Household Hazardous grant is ready to submit for last year's expenses. The events served 1017 households with three events. The online registrations have assisted in the planning/coordination of the events. Lynch thanked all the partners: Soil and Water District, CCE, NUCOR , Sheriff's Department
- Staff has been discussing with the other water quality partners on reenergizing the Cayuga Lake Inter-municipal Organization.
- Director Lynch has been the County Representation on the Lake Ontario National Marine Sanctuary Advisory Council. The Advisory Council would like to do a presentation to the County on their programs.
- Director Lynch is working with the Chair, Sheriff Schenck, Auburn Police and Legislator Daly on developing the final draft of the Police Reform and Reinvention Collaborative Plan to be released in February.

RESOLUTIONS:

PLANNING:

2-21-PL-1 Authorizing the Chair of the Legislature to execute an agreement between the Community Science Institute and Cayuga County for the implementation of the FY 2021 Cayuga Lake Stream Monitoring Program.

2-21-PL-2 Authorizing ta contract execution with the Oswego County Soil and Water Conservation District for the transfer of NYSDEC funding for the Finger Lakes-Lake Ontario Watershed Protection Alliance to Cayuga County, State Fiscal Years 2020-2021 Funding.

2-21-PL-3 Authorizing the Chair of the Legislature to execute an agreement between the Finger Lakes Institute and Cayuga County for implementation of the FY 2021 Owasco Watershed Monitoring Program.

2-21-PL-4 Authorizing the Chair of the Legislature to execute certain permissions for the USDA to place European Cherry Fruit Fly Traps in select locations on Cayuga County-Owned Lands in 2021

Christopher Petrus motioned to bundle and move resolutions 1-21-PL-1, 1-21-PL-2, 1-21-PL-3, 1-21-PL-4, 2nd by Keith Batman. No discussion. All members present voted in favor, passed.

- Legislator Kerr asked what is Cayuga County's involvement in the CSI's HABS monitoring on Cayuga Lake. Director Lynch stated the contract just approved for CSI was for stream monitoring. Currently the County does not fund the HABS's program as the program is mostly volunteers. CSI has about 50% of the shoreline covered for HABS and will be doing outreach to further expand the program.

ADJOURNMENT:

Christopher Petrus motioned to adjourn the Planning and Economic Development Meeting at 7:25 p.m., 2nd by Trish Kerr. All members present voted in favor of the motion, passed.

Next Planning and Economic Development is scheduled for March 9, 2021, following the Public Works Committee to be live streamed at the Cayuga County Office Building, Sixth Floor County Chambers, 160 Genesee Street, Auburn, New York 13021, via remote access.

Respectfully submitted,
 Suzanne Gauthier, Administrative Assistant
 Cayuga County Department of Planning and Economic Development