



**MINUTES**  
**PLANNING & ECONOMIC DEVELOPMENT COMMITTEE**  
**Wednesday, August 9, 2023 – to follow Government Operations**  
Live stream Link - <https://www.youtube.com/watch?v=eZrP1t4RMz0>

**CALL TO ORDER:** By Hon. Robert Shea called the meeting to order at 6:01PM

**MEMBERS:** Legislators – James Basile, Christina Calarco, Tricia Kerr, Brian Muldrow, Vice Chair -Lydia Patti Ruffini (remote) and Mark Strong

**EXCUSED:** Brian Muldrow

**OTHERS:** Chair of the Legislature David Gould, Legislators Hans Pecher and Heidi Nightengale; Director of Planning and Economic Development Steve Lynch, CEDA Director Michael Miller, Cornell Cooperative Extension Director Dan Welch, Employment and Training Director Kelly King, Assistant County Attorney Brittany Massi, Budget Director Lynn Marinelli, County Attorney Chris Palermo and Deputy Clerk of the Legislature Amanda Morgan (remote)

**MINUTES TO APPROVE:** July 12, 2023, **Motion by Basile, 2<sup>nd</sup> by Strong, all in favor.**

**APPOINTMENTS:** None

**DEPARTMENT UPDATES FOR COMMITTEE:**

**Steve Lynch (Planning & Economic Development) –**

**ONGOING DEPARTMENT WORK:**

1. **NY FORWARD Grant Applications** – We are finalizing grant work with the villages of Aurora, Union Springs and Cayuga to prepare NY Forward Grant Applications for the 2023 funding round which are due on September 29. Grant applications include: (1) individual funding applications for each village as stand-alone projects under the NY Forward Grant, seeking grant awards between \$2.5MM and \$4.5MM; and (2) a collective grant application linking the three villages together and seeking a single \$10M Downtown Revitalization Initiative (DRI) grant award to share between the communities.  
Staff is conducting public outreach at community events in the villages to solicit project ideas and resident/business support, including: the Cayuga Waterfront Festival on August 5<sup>th</sup>, the Union Springs 175<sup>th</sup> Village Anniversary Celebration on August 11, Aurora Fest on August 25<sup>th</sup> and a public information event for all three villages at the Union Springs Fire House on September 7.  
More information on the NY Forward program is available on the state website: [NY Forward](#).
2. **Village of Weedsport Zoning Ordinance Update** –Planner Greg Diebold led this project through his last days with the department in July. Work on the Zoning Ordinance is nearing completion under the supervision of Associate Planner Kari Terwilliger. Ms. Terwilliger attended a working session with all of the Village Boards on Tuesday, July 25 and will follow up with a second and final Public Hearing before the Village Board on September 13, which should result in adoption by the Village Board.
3. **Town of Throop Zoning Ordinance Update** – Planner Greg Diebold had also been the lead staff assigned to this project. Mr. Diebold presented the full draft zoning ordinance to town elected and appointed officials on Monday, April 24<sup>th</sup>, providing multiple town boards with an opportunity to become more familiar with the draft code and discuss any final concerns or questions on the draft. Public Hearings were held on June 21<sup>st</sup> and July 26 when the Town formally completed their review and adopted the new Zoning Ordinance. This concludes two years of extensive land use work with the Town of Throop by County Planning, including a new Comprehensive Plan and full Zoning Ordinance.
4. **Town of Conquest Comprehensive Plan** – Senior Planner/GIS Analyst Greg Hutnik was the staff lead on this project. The Town Board reviewed the final plan at a Special meeting on Monday, May 8. A Public Hearing with the Town Board was held on June 19<sup>th</sup> and the Town Board adopted the Plan.  
In June, the Town of Conquest Supervisor circulated a Request for Proposals to County Planning for continued planning services following adoption of this first Town Comprehensive Plan. Requested services will include site plan regulations, special use permits, subdivision regulations and establishment of critical environmental areas. Staff prepared and submitted a work proposal in late June. The Town Board approved resolutions authorizing the work. With the recent resignation of Senior Planner Greg Hutnik as of August 18, Senior Planner David Nelson has been assigned to the project. Work will likely begin in September.
5. **Village of Aurora Zoning Ordinance Update** – Associate Planner Kari Terwilliger is leading this zoning ordinance update, working closely with the Mayor and Steering Committee appointed by the Village. Town review

sessions began on July 11 and will conclude on August 8. Depending on edits or revisions requested by the Village, the zoning update may be finalized in September or shortly thereafter.

6. **Town of Sennett Zoning Ordinance Update.** The department executed an MOA with the Town of Sennett for updates and amendments to the Town’s Hospitality-Lodging (H-L) Overlay District to better align with the community’s goals and future land use vision for this specific area of the Town (the transportation corridor on NYS Route 20 between Mandy Rue and the Town of Skaneateles). Associate Planner Kari Terwilliger is the project lead. The work started in March and monthly Steering Committee meetings have been held every 4<sup>th</sup> Tuesday. At the Town’s request, the project will take a break for July with the next Steering Committee meeting scheduled for August 22. The term for the project is approximately 8 months.
7. **Town of Owasco Zoning Ordinance Update.** The department is working with the Town of Owasco for a comprehensive update and amendments to the Town’s Zoning Ordinance and Subdivision Law. Senior Planner David Nelson is the project lead. The kick-off meeting with the town-appointed Steering Committee was held in April and monthly meetings are scheduled for every 3<sup>rd</sup> Wednesday at 4PM in the Town Offices (next meeting is August 30). This is a ~12-month planning project.
8. **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 on pause until after the state agency completes the reviews. The Planning Director corresponded with senior DOS supervisors in an effort to expedite completion of the Plans process and there has recently been movement on the reviews. We expect to work closely with the communities to advance capital improvement grants during the 2024 CFA round.
9. **Implementation of the EPA 9-Element Plan for Owasco Lake** –Associate Planner Michele Wunderlich is the primary Planning staff participating with a range of partners and stakeholders to drive implementation of the 9E Plan’s recommendations. A 9E Plan Coordinating Committee has been established under the Owasco Lake Watershed Management Council. Monthly coordinating meetings are currently scheduled for the fourth Thursday of each month at 9AM at Auburn City Hall.

The County Soil and Water Conservation District and the OLWMC played a lead role in developing 2023 grant applications to address phosphorus reduction and water resource protection recommendations included in the 9E Plan while supporting agricultural and landowner best practices in the Owasco Lake Watershed. The City of Auburn and the Owasco Lake Watershed Management Council also prepared and submitted grant applications to establish stream gaging station and stream assessments on major tributaries flowing into Owasco Lake and to consolidate water sampling and monitoring, respectively.
10. **Finger Lake-Lake Ontario Water Protection Alliance Program (FOLLOWPA).** Associate Planner Michele Wunderlich is the lead staff managing this important water protection effort and funding program. Ms. Wunderlich has closed out all prior FOLLOWPA budget years, leaving only the 2022-2023 program open and recently secured NYSDEC Quality Assurance Project Plans (“QAPP”) for the installation of HyFi water flow sensors in the Owasco Flats wetland basins. Ms. Wunderlich is currently working with the Finger Lakes Institute to prepare and submit a QAPP for the 2023 Owasco Lake in-lake buoy data collection program.
11. **Owasco Flats Wetland Restoration Project.** Associate Planner Michele Wunderlich is also the lead staff managing the ongoing maintenance and assessment of the “Owasco Flats” wetland restoration project. The required Operation and Maintenance Plan for the project requires fish and wetland planting surveys within the project area for reporting to NYSDEC and US Fish and Wildlife. Ms. Wunderlich’s assessment of the created wetland basins in the Flats, following storm events, have indicated that the basins are functionally collecting stormwater and allowing the nutrient-rich sediments to settle out before releasing clear water back into the Inlet. Ms. Wunderlich is now corresponding with parcel owners adjacent to the project’s access road, seeking easement agreements to support routine O&M work.
12. **Emerson Park Redevelopment** – Working with County Parks, and with the support of the Parks Commission and commitments of county matching funds in May, staff submitted two (2) capital grant applications for Emerson Park, including a Community Resiliency, Economic Sustainability, and Technology Program (CREST) Grant application for replacement of the large event shelter on Deauville Island (removed last year) and a Northern Border Regional Commission Catalyst Grant Program application for replacement of the Deauville Island, Fleming Channel Bridge with establishment of accessible parking. Grant award announcements for the Northern Boarder Regional Commission grant are expected in August.

County staff have been invited to present to the Fred L. Emerson Foundation Board at their fall meeting on Sunday, September 10, providing the foundation board members an update on the ongoing work, and recent county investments in the Park. The presentation will also highlight the current plans and next steps needed to move the Deauville Island revitalization projects forward.
13. **Local Solid Waste Management Plan Update** – The Local Solid Waste Management Plan Update is on track and on schedule with staff Planner Evan Tuthill managing the project.

The recommendations staff presented to the Planning Committee in May were incorporated into the final draft countywide solid waste management plan. Staff submitted the Draft Plan to NYSDEC on July 14 for an initial completeness review. Here are the final steps in completion of the Plan:

  - NYSDEC Initial Review (3-4 months depending on DEC workloads)

- Circulation of complete Draft Plan to the Legislature and all municipalities, initiating a 45-day public comment period. At least one (1) Public Meeting and Presentation during the 45-day comment period is required; we will hold three (3 – South, Central and Northern Cayuga County).
  - NYSDEC Final Approval Review (up to 120-days allowed, we anticipate a faster final review)
  - Adoption by the County Legislature via a Legislative Resolution
14. **Erie Canal Rewatering And Trail Planning Project.** Staff continues to work with engineering and planning firm Bergmann Associates (now Collier Engineering), along with the Town of Brutus, on the Erie Canal Trail and Canal Rewatering Plan. The current grant work is due to be completed this December. With the recent resignation of Senior Planner-GIS Analyst Greg Hutnik who was project lead, Planning Director Steve Lynch will be managing the project until senior staff can be reassigned to cover the work.
- Brutus Supervisor James Hotaling requested that the Planning Department work with the Town to prepare a 2023 CFA Grant Application to NYS Parks, for submission by the Town as a Town Grant. The Department prepared a CFA Grant Application seeking state funding to finalize construction documents for the re-watering of the canal channel in the Town Park between Port Byron and Weedsport. The Town requested that the department administer the grant and manage the project on the Town’s behalf if the grant is awarded.
  - Staff prepared the Town of Brutus grant application at no cost to the Town and submitted it on Friday, July 28 to the State.
15. **MICRON Opportunities Working Groups.** The Planning Director continues to work closely with CEDA and the City of Auburn on the MICRON Opportunities Working Group, focused on identification of existing sites and the development of new shovel-ready advanced manufacturing sites for MICRON Tier I, II and III supply chain companies.
- The Working Group held a joint meeting with the MICRON Energy Working Group (e.g., CCPUSA) in May to discuss coordination of new/existing industrial development sites and energy opportunities and held a follow-up work session in early June. The MICRON Group met in July to review progress and also met with Sennett Town Supervisor Blair to discuss project development opportunities in Sennett.
- To date, the Working Group has:
- Mapped the MICRON Travel Corridors (generally Auburn going North to Thruway/Routes 31 and 370, then East to the Town of Clay and White Pines Business Park);
  - Completed Infrastructure, Land Use and Local Policy assessments of all areas within the corridor, creating a matrix for potential site mapping;
  - Identified suitable (potential) parcels in the City of Auburn, and within the corridor outside of the City, that can support advanced manufacturing, logistics, and other Tier 1,2 or 3 MICRON suppliers;
  - Worked with CCIDA Counsel to create Real Property Option templates; and
  - Initiated, through CEDA staff, inquiry and outreach to property owners, with a priority on those sites best suited to development (infrastructure, parcel size, least land use constraints).
- The Planning Director is also attending the monthly MICRON Opportunities Housing and Workforce Development Working Group meetings as schedule allows. Planning staff is completing an assessment and mapping analysis of municipal zoning regulations in county municipalities to identify opportunities/constraints to development of a range of housing types within the county. This will be shared with the City of Auburn as the City prepares to engage a consultant in a countywide housing study.

**Kelly King (Employment & Training) –**

- Attended a “Train the Trainer” session presented by the NYS DOL on Transfer VR headsets that have been provided to us for job readiness activities. Attended the training at CNY Works in Syracuse on 7/26 along with another member of my team. Uses for the headsets are as follows below:

**Business Engagement:** utilize the headsets during career and resource fairs for career and industry exploration; work with employers to assist with onboarding, training, and reskilling/upskilling of incumbent workers.

**Career Center Staff:** utilize headsets for youth and young adults for career exploration; assist customers with barriers to utilize career exploration components and skills training in a safe setting.

**Apprenticeships:** utilize in career days to help students explore careers and assist with decisions when applying to apprenticeship programs; use exploration as an apprenticeship recruitment tool.

**Youth programs:** utilize in various settings, including schools, community-based partners, and with local workforce development boards, to demonstrate careers, industries, and various pathways.

**Local Workforce Areas:** partner with local workforce director on relevant workforce training with youth, employers, schools (K-12 and post-secondary), and regional partners to demonstrate careers pathways.

**Special Programs:** Teacher Ambassador Program- work with statewide public-school educators to design, develop, and implement career-readiness training and exploration back in the classroom.

- LPN Scholarship Information and Application sessions are scheduled for this month. 20 potential scholarship recipients will be considered for a scholarship not to exceed our funding cap of 6,000 per person.
- Working with Centro to coordinate a Hiring Event at Cayuga Works.
- Next Micron Employment Workgroup is scheduled for 8/14 at Cayuga Works.
- Attended the Micron Future Ready Workforce Innovation Consortium and continue to participate in the local area Micron Steering Committee with local officials including, City, County, and School District.

- Nucor Steel- 2 members of the E&T team presented to a group of electrical engineering and electrical maintenance interns and the Human Resources Department at Nucor Steel on 7/21/23. The interns ranged in age from 18-20 and were from various areas including Alabama, Rochester, Syracuse, and Tennessee. The presentation was on Career Center Services, Interviewing, and Resume Writing. Also provided the HR division with a presentation on OJT.
- SYEP update- hired and onboarded 52 seasonal youth employees (Cayuga County employees) under our SYEP program.
- WIOA youth update- 10 youth enrolled in year-round program- 8 IS 2 OS
- ITA contracts- 8 total- 5 AD 3 DW
- Jobs update- Recipients: TANF 56; SN 44; Applicants: 4 Non-Employable: 22
- Facilities/Building update- E&T Director updated CCC lease and submitted for review by the County Attorney for signature process to start. E&T Director also submitted the following documents to the Attorney for review and approval by the Chair in preparation for the lease creation of the new space in the Workforce Development Building between E&T and NYSDOL: Business Terms Proposal and Government Entity Form. Once approved E&T Director will send to her direct contact at OGS to keep the process moving forward timely.

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**Michael Miller (CEDA) –**

Metric Snapshot as of June 2023:

- Existing businesses assisted: 52
- Entrepreneurs assisted: 85
- Business Assistance Location Breakdown: June
  - Auburn – 16
  - Aurelius - 4
  - Aurora – 2
  - Brutus – 1
  - Cayuga – 2
  - Moravia – 6
  - Owasco -1
- See supplemental documents for additional metrics and economic indicators
- Michael Miller and Maureen Riester met with representatives of surrounding county EDO's and ESD to discuss updated strategic plan for region (last done in 2017).
- Maureen Riester is collaborating with Moravia officials to coordinate efforts for NY Forward Grant award and applications for submission/approval
- Michael Miller and Maureen Riester, in collaboration with Kari Terwilliger, coordinated with ESD Acting Regional Director Dan Kolinski and met with representatives from the villages of Aurora, Cayuga, and Union Springs to discuss NY Forward application.
- CMI IDA application amended and approved by Board in July; proceeding with details for moving forward
- Several pending CCIDA and AIDA applications, strong pipeline of activity and interest but few have yet to be formally submitted to either board – ongoing concern of interest rate environment forcing companies to reconsider planned projects/expansions
- CEDA Sparks (informational series) planning through end of year nearly completed. Bob Haak from Franklin Energy presenting on August 11<sup>th</sup>; Coordinated efforts to work with Claire Dunlap to present on inclusivity for small business practices later this year (Nov)
- CEDA Staff attended Micron Committee Informational events held in Onondaga; Information shared were committee's efforts toward community benefits and general updates to project (breaking ground later 2024)
  - NYEDC has commissioned for a supply chain study related to Micron to be done
  - NY ESD is commissioning for a housing study to be done on the CNY region
- Michael Miller and Maureen Riester's planned meeting with CenterState CEO representatives to discuss areas of collaboration and coordination on broader initiatives as it relates to potential sites and attraction efforts was moved from July to August

**Doug Kierst (Soil & Water Conservation District) –**

**AGRICULTURAL TECHNICAL ASSISTANCE:**

- Cayuga SWCD Staff continue to work with farms on project planning for Best Management Practice (BMP) implementation projects funded through the Climate Resilient Farming (CRF) Grant Program. The grant program deadline is August 7<sup>th</sup>.
- Cayuga SWCD Staff continue to work with landowners and contractors on projects that have begun construction. We have been overseeing the BMP implementation efforts on four projects currently under construction.
- Cayuga SWCD Staff continue to complete weekly construction site inspections on two SPDES permitted construction sites at agricultural operations in the Cayuga Lake Watershed.

**NON-AGRICULTURAL & MUNICIPAL TECHNICAL ASSISTANCE:**

- Cayuga SWCD Staff continue to work on grant applications for Best Management Practice (BMP) implementation projects funded through the Water Quality Improvement Project (WQIP). The deadline to apply to the competitive grant program is August 11<sup>th</sup>.
- Cayuga SWCD Staff continue to complete weekly construction site inspections on two SPDES permitted construction sites. One in the Owasco Lake Watershed and one in the Seneca River Watershed.
- Cayuga SWCD Staff assisted the town of Fleming Highway Department with the replacement of two cross culverts.
- The Cayuga SWCD has completed erosion control/drainage plans for eight fire lanes in the Owasco Lake Watershed.
- Cayuga SWCD Staff completed a streambank repair on a seasonal tributary in the Town of Niles (Owasco Lake Watershed).
- Cayuga SWCD Staff completed hydroseeding in the Towns of Aurelius, Fleming and Owasco. To date, 6 miles of hydroseed and mulch have been applied to exposed areas throughout the County.
- Cayuga SWCD Staff completed a streambank and bridge abutment repair in the Town of Brutus, along Putnam Brook, which is one of several projects that received FEMA funding due to flood damage caused in 2021.
- 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, Moravia, Niles, Owasco, Springport and Summerhill reached out to the SWCD for assistance.
- Cayuga SWCD Staff have met with several landowners that have concerns with flooding and drainage issues throughout the County.
- Cayuga SWCD Staff finished harvesting aquatic vegetation in Cayuga Lake and Lake Como, and are currently harvesting on Owasco Lake. The weeds have been very thick. We will be moving operations to Little Sodus Bay as soon as we complete Owasco. We are still awaiting the completion of our new harvester. Production is currently delayed as the manufacturer is waiting for a wiring harness from the engine manufacturer.

**OTHER SWCD NEWS, WORKSHOPS & TRAININGS:**

- The Cayuga SWCD has current job openings for a Watershed Conservation Specialist. For the job description and additional details, please visit our website: [www.cayugaswcd.org](http://www.cayugaswcd.org) or visit the County Civil Service website to apply.
- The Cayuga SWCD collaborated with other SWCDs and agricultural related organizations to promote the 2023 Soil Health & Climate Resiliency Field Days. The event was held July 13<sup>th</sup> @ Rodman Lott & Son Farms in Seneca Falls (Seneca Cty). The meeting included speakers that discussed the benefits associated with cover crops and reduced tillage, a farmer panel and demonstrations. Approximately 93 people participated in the event.

**Dan Welch (Director Cornell Cooperative Extension) –**

- o Thank you for your support of the 2023 4-H Youth Fair. Over 50 youth participated in the youth fair this year.
- o Box Tree Moth has been confirmed in Cayuga County. Box Tree Moth is an invasive species that feeds on the boxwood shrubs, an important nursery and landscape planting. NY Ag and Markets and the USDA Animal Plant Health Inspection service will be placing additional traps for the Box Tree Moth in the northern part of the county.
- o On August 23rd, CCE Cayuga and the New York State Agribusiness Association are hosting the NY 4R Nutrient Stewardship Field Day at DuMond Farms. This event is an on-farm field day that will show how science, technology and production practices work together to support environmental stewardship on agricultural fields. The event will run from 10am-3pm and includes lunch. If you would like to attend, please contact Dan Welch.
- o CCE Cayuga will be operating the TasteNY milk bar at the NYS Fair from August 23<sup>rd</sup> to September 4<sup>th</sup> .

**Karen Kuhl (Tourism) –**

	Occ %		ADR		RevPAR	
	2023	2022	2023	2022	2023	2022
Current Month - June 2023 vs June 2022	62.5	61.1	181.74	153.42	113.51	93.76
Year to Date - June 2023 vs June 2022	50.7	49.1	145.45	127.13	73.67	62.43

- o EDA Sub- Tourism grants update – no further update this month
  - Finger Lakes Regional Tourism Council – Project moving forward. PR and Marketing agencies have been contracted to execute the campaign.
  - Underground Railroad Consortium of NYS - EDA Tourism Grant funds Has developed and release an RFP for an agency to help develop the required Byway Corridor Management Plan to develop the Harriet Tubman Underground Railroad Scenic Byway in New York State. Proposal submission deadline is July 25th.
- o Finger Lakes National Heritage Area - The NPS delivered the Finger Lakes [National Heritage Area Feasibility Study](#) to Congress. The study determined that the 14-county area in central New York, roughly stretching from

Syracuse to Rochester, meets the criteria to be eligible for inclusion as part of the National Heritage Area System. We're looking forward to next steps.

- Market NY Grant application - We're applying for the Market NY Tourism Grant Program Round 13. The application is to fully develop and promote the "Go Beyond" campaign project. We're applying for the minimum amount of \$50,000 and will be earmarking \$50,000 from the 2024 budget to match the grant. If the grant application isn't successful, the amount will be released to the general fund. The Go Beyond campaign will continue to be developed but will not accomplish the desired reach without the grant.
- Resident Tourism Sentiment Survey – We continue to distribute and encourage county residents to provide us with their tourism sentiment through the on-line survey. Please distribute the poster and/or postcard in your districts. CCCVB attended the community days in Union Springs in July and we will be attending Cayuga County's waterfront festival in Cayuga this Saturday. Aside from the Sentiment Survey, we will be distributing the Cayuga Magazine and other collateral to inspire our residents to explore the beautiful places near them. [NYS Resident Survey Link](#)

Lodging Feasibility Study for Cayuga County - The CCCVB planning committee met to review the draft provided by REVPAR, below a chart of the point allocated to the studied sites. The results of the study recommend Sites 1 and 2 as possessing the most attributes for a successful small boutique, full-service hotel project. Primary advantages of these two locations include their location near Emerson Park and Owasco Lake, proximity to area attractions. The CCCVB planning committee approved REV PAR International to proceed with the detailed lodging feasibility study of Site 2.

<b>Sites evaluated for Hotel Development</b>		
	<b>Site Name</b>	<b>Raw Score Achieved</b>
<b>1</b>	Emerson Park – East Lake Road	89
<b>2</b>	Emerson Park – White Bridge Road	89.5
<b>3</b>	Emerson Park – Sand Beach Road	73
<b>4</b>	Union Springs – McDonald Point	49
<b>5</b>	Fair Haven – Colloca Estate	59.5

- Public Relations
  - Media FAM trips
    - Aug 4-6 – Melody Wren – focusing on family travel
    - Sept 6-10 – Kemi Ibeh – focusing on the Underground Railroad
  - The New York State Tourism Industry Association (NYSTIA) awards – The CCCVB is the recipients of two 2023 NYS Tourism Excellence Awards.
    - Claire received the Excellence in Young Professional Leadership
    - Our office received the Excellence in Tourism Equity & Inclusion

The outstanding work of New York State's destination marketing organizations, attractions, and other tourism-related businesses in all forms of marketing, destination management and stewardship are recognized through this annual awards program. The organizations, businesses, institutions, and individuals will [honored at a special ceremony](#) at the Strong National Museum of Play in Rochester on September 14, 2023 as part of the 2023 NYSTIA Annual meeting.

- eCommunications
  - Partner - Newsletters 7/19/23 open rate 40%, CTR 1%
  - Partner - Pro-Tip 7/27/23 open rate 24%, CTR 1%
  - Partner - Eclipse 7/20/23 open rate 38%, CTR 1%
  - Partner - Marketing survey 7/25/23 open rate 38%, CTR 6%
  - Visitor - Newsletter 7/18 open rate 39%, CTR 3%
  - Visitor - Sweet Treat Trail 7/30 open rate 66%, CTR 3%
- Groups & Conferences
  - TAP Dance was extremely successful with over 20 appointments for our Pod, which consisted of 1000 Islands, Ontario, Tompkins & Cayuga.
- Marketing Campaigns
  - **Brave Women FLX** – Continue with a soft three-season campaign.
  - **Sweet Treat Trail** – Website and social media are active. Digital marketing push starting September.
  - **Accessible Travel** – Digital marketing push starting September.
  - **Cultural Tourism** – Beyond the Bicentennial launched August 1<sup>st</sup>.
  - **Treasurers Along the Erie Canal** – Promoting Erie Canal Bicentennial.
  - **Cayuga Lake Scenic Byway** – Promoting birding along the byway.

**RESOLUTIONS:**

**PLANNING:**

8-23-PL-1 Authorization to fill a Senior Planner-GIS Analyst Position on or after August 22, 2023 due to resignation of the incumbent employee. **Motion by Basile, 2<sup>nd</sup> by Calarco, all in favor.**

**Motion by Kerr to adjourn at 7:00PM, 2<sup>nd</sup> by Strong, all in favor.**