



MINUTES
PLANNING & ECONOMIC DEVELOPMENT COMMITTEE
Tuesday, September 14, 2021 – to follow Public Works
Live stream Link – <https://youtu.be/ofH8x31EVeE>

CALL TO ORDER: By Hon. Paul Pinckney, Chair called the meeting to order at 6:00PM

MEMBERS: Legislators – Keith Batman, Andy Dennison, Michael Didio, Tricia Kerr, Tim Lattimore (Vice Chair) and Chris Petrus

OTHERS: Legislators Elane Daly, Timothy Lattimore, Chris Petrus, IT Technicians Dan Lovell, Jeff Gould, Assistant County Attorney Brittany Massi, Superintendent Buildings & Grounds Gary Duckett, Interim CEDA Director Danielle Szabo, Planning Director Steve Lynch, Weights & Measures Director Larry Roser, Highway Superintendent Brian Soper, Employment & Training Director Kelly King, Cornell Cooperative Director Dan Welch, Tourism Director Karen Kuhl, and Deputy Clerk of Legislature Amanda Morgan.

MINUTES TO APPROVE: August 10, 2021, Motion by Petrus, 2nd by Kerr, all in favor.

APPOINTMENTS: None

DEPARTMENT UPDATES FOR COMMITTEE:

Steve Lynch (Planning & Economic Development)

- 1) **Town of Moravia & Village of Moravia Comprehensive Plans.** Municipal Green House Gas and energy use analysis are complete for both Plans. Final meetings with the Village and Town Boards/Steering Committees to finalize the recommendations for both Comprehensive Plans are planned for September. The Village Board will meet on September 15 and the Town Board will meet on September 22. The Plans will move to County 239 L&M Review in November with local adoption of both Final Comprehensive Plans by the Village and Town targeted for December.
- 2) **Town of Cato Zoning Ordinance Update.** Planner Greg Diebold met with the Town Steering Committee on Wednesday, August 11 with a review of Solar and Wind regulations. The next Steering Committee meeting is scheduled for Wednesday, September 8 (administration, duties and powers of Planning & Zoning Boards). The Steering Committee will meet again in October to review the full revised Zoning Ordinance and finalize any changes. The final Zoning Ordinance will move to County 239 L&M Review in October or November with local adoption by the Cato Town Board in November or December.
- 3) **Town of Throop Planning Services.** The Planning Department is preparing full updates to the Town's Comprehensive Plan and Zoning Ordinance. Senior Planner Kari Terwilliger is leading the project with the assistance of Planner Greg Diebold. An initial project kick-off meeting for residents and the general public was held on Thursday, August 26th. A second public meeting and community workshop on the Comprehensive Plan is scheduled for 7PM, Thursday, September 23rd at the Throop Fire House. That meeting will be facilitated by three members of the Planning land use staff.
- 4) **Town of Scipio Zoning Ordinance Update.** Planning Department assistance with updates to the Town of Scipio Zoning Ordinance will be completed this fall. The Town Board will meet on September 8th to conduct the required NYS SEQRA review and review of the draft updates. The draft will be reviewed by County 239 L&M Committee on September 16th and the Town is targeting October 6 for final town action on adoption.
- 5) **Sterling Nature Center Facility & Trail Restoration Project.** The July PEDC Report provided an overview of the project budget and the need to re-bid the construction contracts on September 21 with an October 19th public bid opening. Staff has updated project budgets for review by the project funding agency (DASNY) and is waiting for the agency to provide revised Grant Disbursement Agreements for county execution in advance of the Bid Opening. The department has also prepared and submitted to the County Budget Director a project proposal for American Rescue Plan funding to secure anticipated gap financing following rebidding.
- 6) **Erie Canal Re-watering Project with Town of Brutus.** Consulting engineers from Bergmann Associates PC have completed the Phase I Flood Study which has been approved by project grant representatives at NYS Parks. Staff has negotiated a Phase II scope and fee proposal with Bergmann Associates that will bring the project to 60% Construction Documents, Permitting, and final Master Site Plans. The final work will also include cost estimates for bringing the plans through bidding and future construction. The legislature authorized amendments to the prime contract with Bergmann for the next phase of work contingent on the fee scope falling within budgeted project funding. The first step in Phase II will be a public stakeholder meeting led by Bergmann and the project team, which includes representatives from the Town of Brutus and Village of Port Byron, to inform and update all stakeholders on the next steps.

- 7) **Emerson Park-Deauville Island Destination Playground & Concert Amphitheater Project.** Planning and Parks Department staff continue to explore funding resources with the goal of implementing the complete project presented to the Legislature and Public this May. A new federal grant funding opportunity through the U.S. Economic Development Administration has been established under the EDA Travel, Tourism and Outdoor Recreation Program. The recently announced grant program will allocate up to \$240MM in competitive grants nationwide. An additional \$510MM is being directly allocated to States as non-competitive state awards for state tourism programs. Staff is exploring an application for significant funding under the \$240MM nationally competitive application pool, with matching funds to come from the previously authorized County matching funds, plus potential foundation and corporate sponsorship support. The competitive grants have a rolling application date, but early application is critical. Formal application will require legislature support via resolution.
- 8) **Owasco Flats Phase II Wetland Basin Construction.** Project construction is complete and the multiple state grants funding the project have been closed out. During the recent Owasco Lake high water events, Associate Planner Michele Wunderlich and Senior Planner Greg Hutnik conducted site visits and confirmed that the basins were completely filled and retaining flood waters and associated sediments and nutrients. Associate Planner Michele Wunderlich will continue, with the assistance of Planner Jenna DeRario, to conduct project maintenance and monitoring, as mandated under the state construction permitting and grant agreement.
- 9) **Cayuga County Local Solid Waste Management Plan Update.** Planner Jenna DeRario has taken the lead on a comprehensive update to the County's Local Solid Waste Management Plan (LSWMP). As presented at the August Legislature Meeting, the update will comply with New York State Department of Environmental Conservation (NYSDEC) requirements, resulting in a comprehensive overview of how solid waste within Cayuga County is generated and managed. We expect the planning process will highlight opportunities to improve solid waste management within Cayuga County and generate municipal and public expectations for county involvement going forward. Planning will continue to work with the Planning Committee to identify the role of Cayuga County in solid waste management.
- 10) **Town of Victory Ag & Farmland Protection Plan.** The final draft Ag Plan has been approved by the Steering Committee and will move to required County 239 L&M Review in September. Final adoption by the Town is scheduled for October, with submission to NYS Department of Ag & Markets for review and adoption this November.
- 11) **Town of Conquest Comprehensive Plan.** The Town of Conquest has met with staff to request assistance with development of the Town's first Comprehensive Plan. Staff have prepared a scope of work proposal and submitted it to the Town for review and consideration. The next step is a detailed fee proposal. Under current County and department policy, one-half of the staff hourly costs for completing the work will be provided to the municipality as a grant to offset local costs for professional planning services. The balance of the total costs, plus direct reimbursable expenses (travel, printing, etc.), would be paid by the municipality under a services contract with the department and likely span two Town budget years.
- 12) **Fair Haven-Sterling Local Waterfront Revitalization Plan.** Senior Planner Kari Terwilliger is leading the Fair Haven-Sterling LWRP and held the ninth Steering Committee Meeting on August 25th that included review of redevelopment plans for the West Barrier Bar Town Park and other public park sites in the Town. The next Steering Committee Meeting is Wednesday, September 26.
- 13) **Village of Cayuga Local Waterfront Revitalization Plan.** Senior Planner/GIS Analyst Greg Hutnik is leading the Village of Cayuga LWRP. The first full public meeting on the LWRP is Wednesday, September 1st. This meeting will recap the inventory and analysis work completed to date and focus on Community Vision, Goals and Objectives for the Village waterfront.
- 14) **Cayuga County Planning Board Training Series.** The annual fall Planning Board Training Series resumed August 18th with an in-person training session held by staff at BOCES. This training focused on the siting of Solar Facilities and included an overview of recent changes to the New York State regulations under Executive Law 94-c for major ("utility scale") renewable energy projects and local planning and regulations for installations below the state-review threshold. The next training session in the series is scheduled for November 3rd at 7:00 PM at BOCES. We are finalizing program details for this training and notices will be circulated to all Towns and Villages, with updates to the department web site (we conduct online registration).
- 15) **Owasco Lake Watershed Nine-Element Plan.** Consultant Liz Moran with Ecologic and the Cornell team that developed the Owasco Watershed Soil-Water Assessment Tool (SWAT) computer model have finished running Best Management Practice scenarios through the SWAT Model as a final step in confirming initial 9-E Plan Recommendations. The draft recommendations will be presented at a Public Meeting on September 27th at 7:00 PM at BOCES. Due to BOCES Covid-19 facility protocols, the public meeting will be limited to 75 attendees, requiring pre-registration to participate in-person. Staff will provide the meeting registration link to the project Steering Committee and the full Legislature in advance of opening the registration to the general public to allow early registration for the limited seats. In addition to in-person attendance, the meeting will be recorded and streamed live in coordination with BOCES IT Services (details will be posted online). The Consultant and Cornell SWAT development team will attend and present on the watershed modeling platform and the scenario analysis of best practice recommendations. Following public feedback and response to the draft recommendations, a draft 9-E Plan will be circulated for public review and a follow-on public meeting in late October.
- 16) **2020 Household Hazardous Waste Program Events.** The department confirmed dates for this year's HHW schedule:
 - a) The fall 2021 Household Electronics Waste (E-Waste) Collection will take place on Saturday, September 25, 2021 at BOCES, from 9-1. It will include recycling of small Freon-appliances and a paper shredding station. An RFP for professional services for the electronic waste recycling vendor has resulted in a new vendor – SUNKING, whose lower cost bid for services is expected to reduce overall program cost for the annual event.

- b) The fall 2021 Household Hazardous Waste (HHW) Collection Event will take place on Saturday, October 16 at the Soil & Water Conservation District Center on County House Road.
 - c) Registration details for events will be circulated. Pre-registration will be required and the events will be open to all county residents. We are working with our partners at SWCD and CCE on program logistics.
- 17) **Planning Department Work with Health Department Planning:** Associate Planner Michele Wunderlich continues to provide technical planning assistance year-over-year to the Health Department (averaging about 25% of her staff time). Currently Michele is working with the department as it prepares COVID-19 protocols for the County's school districts. It is also the start of the state grant year for health planning work and new work is ramping up.
- 18) **Planning Director participating in ongoing Lake Ontario Initiatives.** Planning Director Steve Lynch continues to participate in work focused on the Lake Ontario shoreline and communities. Steve is the Cayuga County government representative (non-voting) on the NOAA Lake Ontario National Marine Sanctuary proposal's 15-member Sanctuary Advisory Committee which has been meeting since September 2019. Steve is also a member of the local Cayuga-Oswego CLEAR ("Coastal Lakeshore Economy and Resiliency") Initiative Steering Committee. The CLEAR Initiative is sponsored by NYS Department of State and was established this year to support local communities dealing with persistent high-water levels along Lake Ontario, from the lower Niagara River and the upper St. Lawrence River, with the development of comprehensive resiliency strategies and plans to institute critical long-term protective measures and strengthen existing investments.

Kelly King (Employment & Training)

Program Updates:

- o 208- Total customers served- virtual and in person appointments- public
- o 144- Total JOBS customers served
- o 38- Total new employment plans developed
- o 12- Total customers enrolled in CRT
- o 1 WIOA youth enrollment
- o 3- Total customers enrolled in Non-Custodial Parent Program
- o 434- New job orders listed in the job bank over the last 30 days

SYEP- Summer Youth Employment Program Update:

- o 49- Youth participants total participated in paid work experience for the SYEP. FFFS funds used to keep some of the participants working longer, past 9/30.
- o 42 Safe Summer Incentives given: Total Cost \$4,200.00

Success Stories for 2021 SYEP to date: (Continued from last month...)

- o A youth that has been in our program for the last three summers working as a Custodial Aide at Genesee Elementary was hired on this March as a permanent FT Civil Service employee;
- o A current youth in our program is working as a Custodial Adie at Auburn Junior High School and offered FT employment once the program concludes this summer. This is the third summer that this youth has participated. He just graduated High School and turned 18;
- o Another youth participant who has worked with us for two years now has applied for a FT position at Moravia High School where she is placed for her paid work experience has been told they are planning to hire her upon completion as well;
- o Lastly, a returning youth working at East Hill Medical (new site) doing indoor/outdoor maintenance has been told that he will be hired on at the end of the summer.
- o **New-** CCC Childcare center has hired on our participant.
- o **New-** Booker T. Washington Center has hired on our participant for the after school program.

FFFS Youth Employment Project: (will continue this year)

- o E&T receives an additional pool of money \$17,000 to extend the SYEP program after September 30 or when the TANF money runs out, whichever comes first. This money allows youth to continue paid work experience, earn paycheck, and gain skills. Approximately \$1,500-2,000 towards overhead/staff wages/fringes with the remaining funds (\$15,000 plus) going to youth wages and fringes.

Additional Updates:

- o DSS Job Club and Job Readiness groups started up and running in person this month- Safety Nets only and TANF will remain virtual through September, unless requested.
- o Cayuga-Cortland Local Plan for WIOA programs developed by the Workforce Development Board and submitted to NYS Department of Labor.
- o WIOA budget submitted for approval to Workforce Development Board- Program year 7/1/21-6/30/22.
- o Coordination with local training providers for training opportunities for the local area. Continuous collaboration with BOCES and CCC on outreach efforts, referrals, and to strengthen partnerships.
- o Three members of the E&T team, including myself are to attend the NYATEP Fall Conference. The conference will be virtual.

Current Month - July 2021 vs July 2020	69.6	47.0	66.6	150.0	127.4	132.7	104.4	59.9	88.5
Year to Date - July 2021 vs July 2020	53.0	33.3	47.9	108.0	93.6	110.3	57.3	31.1	52.9

- eCommunications
 - 7/1/21: Summer Newsletter to partners 17% open rate, 6% CTR
 - 7/1/21: Summer E-blast to visitors 28% open rate, 10% CTR
 - 8/12/21: Restaurant Grant Opportunity 19% open rate, 30% CTR
 - 8/23/21: Travel Unity Offers 20% open rate, 3% CTR
- Public Relations
 - Aug 30th – Monthly WAUB Tourism Thursday
 - Aug 24th – 26th – Hosted Philadelphia Sun travel writer
- Groups
 - Participating in I Love NY’s international tour operator show 9/7&8
 - Steuben & Tompkins Co. Meeting for future of groups market in FLX
 - Monthly Newsletter creation
 - Pipeline: Working to win the bid for the NYS COPE June 2022 conference
 - Pipeline: Group from St. Louis MO (Cruises & Tours Worldwide) for a trip in May of 2022
- Discover Cayuga County with Syracuse Channel 9 – Awaiting dates for filming.
- Cultural Tourism Public Relations – We partnered with LaLew to coordinate a Black Travelers Focus Group. Our purpose was to learn more about the Black travel experience to help inform our work to reposition Auburn as a center for equal rights and lift the legacy of Harriet Tubman. We utilized the The Black Traveler: Insights, Opportunities & Priorities study produced by MMGY Global to better identify the needs, behaviors and sentiment of underrepresented travel communities. This study featured a combined sample size of 8,500 Black individuals. It is the most extensive travel research conducted of the Black traveling community. Our Focus Group incorporated 4 Tour Operators and 6 Avid Travelers. Change Management Workshop As we've progressed in informing the visitors of Auburn's important role in Harriet Tubman's latter 50 years of her life, we have identified the need to understand the impact the messaging has on our community. Understanding this impact is part of what we will explore in this workshop and equipped us with the tools to address questions and hesitations.
- Stqry App – We continue working on the app and will also be developing brochure to help spread the word of the Historic section of the canal and promote the app.
- New Staff – We're very happy to have on boarded two new staff members. Dawn Lubasweski – Marketing Assistant, and Karen Quezada – Administrative.
- Home Rental Report – This report tracks the home rentals by AirBnb and Vrbo with some interesting insight. Active rentals are primarily house rental with very few townhomes and guesthouses. Although the strongest concentration is in Auburn, there is home rentals throughout the county. There are currently 221 active rentals in the county.
- Upcoming work
 - Begin collaboration with partners for Brave Women FLX 2022
 - Hosting CBS This Morning Saturday: Dairy Farm Stories – joint effort with CEDA. Awaiting date confirmation.
 - Fishing Digital Marketing Outreach to launch September - October
 - Continuing Tour Cayuga Website Redesign work
 - Continue work with BTI & LaLew in communications plan for cultural tourism campaign focused on Harriet Tubman and Equal Rights.
 - Attend and co-host change management workshop with key stakeholders.

**Glossary: Occ = Occupancy Tax, ADR = Average Daily Rate, REVPAR = Revenue Per Available Room, CTR = Click Through Rate

RESOLUTIONS:

CAYUGA COUNTY CONVENTION AND VISITORS BUREAU:

9-21-PL-1 Designating the Cayuga County Convention and Visitors Bureau (“CCCVB”) as the Cayuga County Tourism Promotion Agency (“CCTPA”) for New York State Grant Funding for the 2022 State Program Year and designating the Program Project Director. **Motion by Batman, 2nd by Petrus, all in favor.**

EMPLOYMENT & TRAINING:

9-21-PL-2 Authorizing the Chairperson of the Cayuga County Legislature to sign the WIOA Local Plan 2021-2025 for the Workforce Innovation and Opportunity Act (WIOA). **Motion by Batman, 2nd by Petrus, all in favor.**

PLANNING:

9-21-PL-3 Opposing the auction of the Bell Station Property on the Lansing Cayuga Lake Shoreline and requesting that NYSEG negotiate with the Finger Lakes Land Trust for the sale of the Bell Station Property to protect this important resource. **Motion by Batman, 2nd by Pinckney, all in favor.**

Motion by Batman to adjourn at 6:51PM, 2nd by Petrus, all in favor.