



MINUTES
PLANNING & ECONOMIC DEVELOPMENT COMMITTEE
Wednesday, October 11, 2023 – to follow Government Operations
Live stream Link - <https://www.youtube.com/watch?v=nwVQxPcKduo>

CALL TO ORDER: By Hon. Robert Shea

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

OTHERS: Chair of the Legislature David Gould, Legislator Elane Daly, Employment and Training Director Kelly King, Operations Officer Shereen Androsko, Budget Director Lynn Marinelli, Stephanie DeVito and Deputy Clerk of the Legislature Amanda Morgan (remote)

MINUTES TO APPROVE: September 13, 2023

APPOINTMENTS: None

DEPARTMENT UPDATES FOR COMMITTEE:

Steve Lynch (Planning & Economic Development) –

ONGOING DEPARTMENT WORK:

1. Welcome to our new Planner Hire. We are pleased to inform the Planning & Economic Development Committee that we have filled the Planner position that has been vacant since July and welcome Mr. Javier Zavaleta to our staff as of Monday October 2nd. Mr. Zavaleta comes to the county with Master’s degrees in Planning (University of New Jersey at Rutgers) and Architecture (Georgia Institute of Technology at Athens, GA.), coupled with a background in community outreach and revitalization. We are looking forward to Mr. Zavaleta joining our team and working with our Towns and Villages on current and upcoming projects.
Sr. Planner/GIS Analyst Vacancy. We have been actively recruiting for the Senior Planner/GIS Analyst position since the legislature authorized filling the vacancy in August. Unfortunately, we have not been able to attract eligible and available candidates. Our public sector salary range is competitive in the region for City and County GIS positions, however the current private sector market for individuals with highly technical GIS computer skills is very competitive, with average salaries typically \$12K to \$18K higher than the public sector.
2. **Recycling Events for October** – Planning, working in partnership with CCE and SWCD, will hold two recycling events in October. The first event is the Fall Electronics Recycling Event on Saturday, October 7 at BOCES, scheduled from 8:30 AM to 12:15 PM. The next Household Hazardous Waste (HHW) collection is scheduled for Saturday, October 21 at the SWCD campus, from 9:00 AM to 12:00 PM. Pre-registration is required for both events and are limited to households (e.g., no commercial or not-for-profit materials) and county residents. Registration links and additional information is available on the department website here: [Solid Waste Management and Recycling | Cayuga County, NY](#)
3. **NY FORWARD Grant Applications** – Working closely with the villages of Aurora, Union Springs and Cayuga, staff prepared a total of four (4) NYS Grant Applications for the 2023 NY Forward (3 Grants) and NY DRI (1 Joint Grant) funding rounds. All four applications were submitted on September 29.
Grant applications included: (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.
The Village Mayors, their staff and community members all collaborated and worked hard to provide planning staff with the projects and support needed to assemble compelling and competitive grant applications. The next step in the process will be presentations to the CNY Regional Economic Development Council committees reviewing the applications. The 2022 funding round awards were announced in February of 2023 and we can anticipate NYS award announcements anytime between this December and February 2024.
Associate Planner Kari Terwilliger led the staff effort, preparing the NYF grant application for Union Springs and the Joint DRI application and Senior Planner David Nelson and Planner Evant Tuthill prepared the grant applications for the Village of Cayuga and Village of Aurora, respectively.
More information on the NY Forward program is available on the state website: [NY Forward](#).
4. **Village of Weedsport Zoning Ordinance Update** –Staff work on the Zoning Ordinance was completed under the supervision of Associate Planner Kari Terwilliger. Ms. Terwilliger facilitated a final Public Hearing before the Village Board on September 13, resulting in adoption by the Village Board. The department looks forward to future opportunities to continue working with Mayor Winslow and the Village Board of Trustees.

5. **Town of Conquest Comprehensive Plan** – The Conquest Town Board adopted the first Town Comprehensive Plan on June 19th. Senior Planner David Nelson will continue our work with the Town under a new services contract with a series of integrated local laws, including site plan regulations, special use permits, subdivision regulations and establishment of critical environmental areas. Mr. Nelson facilitated a project kick-off meeting on Tuesday, September 26 with the Steering Committee. Regular monthly project meetings with the Town Steering Committee will be the 4th Tuesday of the month with the next meeting on October 24. The full project and has an approximate 16-month time frame.
6. **Village of Aurora Zoning Ordinance Update** – Associate Planner Kari Terwilliger is leading this zoning ordinance update, working closely with Planner Evan Tuthill, the Mayor and Steering Committee appointed by the Village. Village review sessions are now complete and a public information session will be scheduled for late October or early November. The project should be finalized, on schedule, by the end of this year.
7. **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 4th Tuesday. With the recent addition of a local law regarding Solar Arrays, the project timeline has been extended slightly in order to hold additional public meetings on the proposed solar regulations. The term for the project is approximately 8 months.
8. **Town of Owasco Zoning Ordinance Update.** The department will be working with the Town of Owasco for a comprehensive update and amendments to the Town’s Zoning Ordinance and Subdivision Law. The project has been temporarily placed on hold, with the agreement of Town Supervisor Ed Wagner, due to the recent vacancies and staffing shortages in the department. We look forward to starting the project up again in coordination with the Town Supervisor and Steering Committee. This is a ~12-month planning project.
9. **Village of Cayuga LWRP & Town of Sterling/Village of Fair Haven LWRP.** Final drafts for both Local Waterfront Revitalization Plans (still) 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. We expect to work closely with the communities to advance capital improvement grants during the 2024 CFA round.
10. **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. With the high number of water quality grant opportunities being open, the 9E Plan Coordinating Committee has focused their initial meetings on coordinating grant applications between participating partners, including the County SWCD, the City of Auburn, the Owasco Lake Watershed Management Council (OLWMC) and the Owasco Lake Watershed Association (OWLA). Grant applications in the pipeline include WQIP grants for stream restoration and NYSDEC Finger Lakes Watershed Grant Program Round 1 grants.
11. **Finger Lake-Lake Ontario Water Protection Alliance Program (FLOWPA).** Associate Planner Michele Wunderlich is the lead staff managing this important water protection effort and funding program. Ms. Wunderlich has closed out all prior FLOWPA budget years, leaving only the 2022-2023 program open.
12. **Sterling-Fair Haven Community Connection Trail Feasibility Study** – This exciting project is funded by a NYSDOS Grant, with Cayuga County matching funds and County Planning staff in-kind commitments. The project is led by Associate Planner Kari Terwilliger. The project will conduct a feasibility study for completion of the pedestrian/bicycle trail along West Bay Road. This study will identify and provide final layout designs including trail widths, pedestrian crossings, and materials to be used; as well as identify the construction documents, permits and easements required, and cost estimates for budgeting. This walking and bicycling trail which connects West Barrier Bar Park to downtown Fair Haven and the Fair Haven Beach State Park was started as a grassroots effort by local citizens many years ago. The Community Connection Trail of Fair Haven, NY not-for-profit group has worked tirelessly to fundraise and install small sections of stone-dust trail, and one section of paved trail along the preferred off-street route. The trail will also provide a non-motorized connection to major points of interest for residents and visitors from West Barrier Bar Park at the northwest corner of Little Sodus Bay on Lake Ontario down to and through the Village of Fair Haven and out to the Fair Haven Beach State Park. The trail will also connect via Main Street to the Cato-Fair Haven Trail which is part of Cayuga County’s extensive and growing trail network. The first Steering Committee meeting was held on August 3rd and the next meeting is scheduled for Thursday, October 19 at Colloca Winery at 6PM (along the trail route). The project is currently scheduled to be completed on or before the end of 2024.
13. **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. CFA awards a typically announced on a rolling basis starting in November and continuing through December.

- Staff prepared the Town of Brutus grant application at no cost to the Town and submitted it on Friday, July 28 to the State.

14. 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. The CREST Grant Application for the event shelter was approved and the project is moving forward. The grant application to the Northern Boarder Regional Commission was not selected for funding and staff will continue to seek funding for this component.

County staff presented a Master Plan and Capital Improvement Projects update 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 highlighted the current plans and next steps needed to move the Deauville Island revitalization projects forward.

15. Department of Health Planning Services – Associate Planner Michele Wunderlich provides ongoing planning support for the County Department of Health, working closely with the DOH Director and staff. Ms. Wunderlich recently completed a County Viral Respiratory Response Plan and is currently working with the DOH to set up Public Health Clinic exercises.

16. 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.

Staff submitted the Draft Plan to NYSDEC on July 14 for an initial completeness review and the project is on pause until the review is complete. 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

Kelly King (Employment & Training) –

- Coordinating training with CCC on emergency management plans after attending the presentation provided by Riley Shurtleff EMO- evacuation routes, fire drills, active shooter, disaster, staff accountability and department emergency coordinators. This process will be evaluated and updated for the new building once we relocate and in accordance with the college guidance and regulations.
- Hosted Nucor Event at Employment & Training 2 evenings this month. Jason Curtis, General Manager, NUCOR Steel stopped in during the event to see the outcome, welcome applicants, and was pleased with the service we have been providing them. Provided Nucor with laptops and assistance with assessment testing for employment. Laptops were purchased with ARPA funds and are utilized by clients, job seekers, and businesses. The turnout was positive, and Nucor was very pleased with our service and would like to partner on other opportunities.
- A visit from State Auditors on October 4th to sit in on one of our mandated job clubs for applicants and recipients of public assistance. Will meet with the auditors to have discussions on our process, services provided, best practices, and methods for determining literacy levels for applicants and recipients of public assistance.
- Three staff members from Employment & Training will be attending the NYATEP conference later this month.
- All Employment & Training staff will be attending a customer service training series next month.
- Internal audit findings prompted additional training and education on the state data entry system and in-house training has been developed as part of cross training staff within the department and for seasoned staff to improve performance.
- Cayuga County and Employment & Training Director recognized a staff person's ten years of service at the employee recognition luncheon in September. Would like to highlight that three of the 6 staff in the department have 20 years plus in this department.
- Attended hiring event at The Commons on Saint Anthony on October 4th.
- Attended the annual open house at Cayuga Onondaga BOCES October 5th from 3:30-7:30 for program promotion, information sharing, and networking.
- Micron Update:
 - Future Ready Consortium- Career Exploration and Outreach Task Force.
 - Workforce Development Work Group- to meet again in November.
 - Next Regional Micron meeting to be held at Lemoyne College later this month.
- Program Updates:
 - ITA- 16 with 5 pending.
 - Youth- 10 enrolled in WIOA, 5 additional enrolled in follow up, 7 WIOA apps pending,
 - DSS- 50 (FA); 57 (SN); 29 (NE)

- FFFS Youth Employment Project- funds spent out for the year.
- In-person customer traffic and public walk ins- 320 for the month of September.

Maureen Riester (CEDA) –

Metric Snapshot as of September 2023:

- Existing businesses assisted: 62
- Entrepreneurs assisted: 106
- Business Assistance Location Breakdown: September
 - Auburn – 8
 - Aurelius – 2
 - Aurora – 1
 - Fleming - 2
 - Moravia – 2
 - Union Springs – 1
 - Weedsport – 2
- See supplemental documents for additional metrics and economic indicators

September Highlights:

- CEDA Sparks E5: “Empowering Your Business Through MWBE Certification”
 - Recordings Available: <https://cayugaeda.org/#sparks>
- Public Meeting for NY Forward & DRI held in Union Springs on 9/7. (Applications submitted September 29th.)
- Paul Viggiano attended the WISE Business Plan Intensive graduation on September 20th
- CEDA/SBDC Fast Track to Business Startup class held on 9/26, 9/28, and 10/3
- Auburn’s DRI – Round 3: Small Project Grant Fund opened on 9/25
 - Application Deadline: November 17th
 - <https://cayugaeda.org/dri-round3/>
- CEDA has met with several Grow-NY Finalists to connect them with Cayuga County businesses and resources.
- Maureen Riester continues to serve on the Local Planning Committee for Moravia’s NY Forward.
 - Public Meeting held on 9/27
- CEDA’s Board of Directors has elected new officers: Chair – Ryan Pine; Vice Chair – Cynthia Aikman; Secretary – Sue Edinger; and Treasurer – Gwen Webber McCloud

Ongoing or Regional Projects

- CNY REDC has commissioned Camoin Associates to update the “CNY Rising” strategic plan from 2015.
 - Camoin hosted a CNY REDC Executive Committee roundtable discussion on 9/21.
 - Agribusiness focus group held on 9/28.
 - **Business Survey (closes 10/9):** <https://www.cnyredcstrategicplan.com/>
 - **Community Survey:** <https://www.microncec.org/>
- CNY REDC continues to construct a proposal for the \$10M Regional Challenge with Camoin Associates.
- NY ESD housing study for CNY Region is ongoing.
- Micron Updates:
 - CEDA Team continues to attend and support local committee meetings (major sites, workforce, and housing)
 - Pete King attended Micron’s Community Colleges & Semiconductor Employment event on 9/18

Upcoming

- Moravia NY Forward Local Planning Committee Meeting
 - October 11th (5-7pm) – updates from project sponsors
- Auburn Downtown Revitalization Initiative (DRI)
 - October 19th @ 5:00pm: Information Session
- CEDA Sparks Episodes:
 - October 20th @ 9:15: “Navigating Global Markets with Global NY”
- Business in Focus article – “Have It All in Cayuga County” (October issue)

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) and Agricultural Nonpoint Source Abatement and Control Grant Programs. Cayuga SWCD Staff continue to work with landowners and contractors on projects that have begun construction.
- Cayuga SWCD Staff continue to complete construction site inspections on two SPDES permitted construction sites at agricultural operations in the Cayuga Lake Watershed.
- Cayuga SWCD Staff have been working with landowners, as the crops are being harvested, to implement soil health improving and erosion prevention measures on farm fields. In September, BMPs including 356 acres of cover crops and 1,827 acres of reduced tillage management have been applied on agricultural land.

- Cayuga SWCD Staff participate in meetings associated with the implementation of the Owasco Lake 9E plan.
- Cayuga SWCD Staff worked with a landowner in the Seneca River Watershed to complete the installation of a pasture management system. Installed BMPs include improve 73 acres pasture, the installation of 21,000 linear feet of fence, 5 watering facilities, 1 grassed waterway and 6,000 linear feet of animal trails and walkways. The project was funded through the NYS Climate Resilient Farming Grant Program and had a total cost of \$142,400.
- Cayuga SWCD Staff worked with a landowner in the Cayuga Lake Watershed to complete the installation of a Silage Leachate Control and Treatment System. Installed BMPs include 34,000 ft² of Heavy Use Area Protection, 1 acre of Vegetative Treatment Area and 240 feet of Access Road. The project was funded through the NYS Agricultural Nonpoint Source Abatement and Control Grant Program and had a total cost of \$303,500.
- Cayuga SWCD Staff worked with a landowner in the Cayuga Lake Watershed to complete the installation of a pasture management system. Installed BMPs included the improvement of 65 acres pasture, the installation of 12,850 linear feet of fence, and 1 watering facility. The project was funded through the NYS Agricultural Nonpoint Source Abatement and Control Grant Program and had a total cost of \$92,430.

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 29 of the Agricultural Nonpoint Source Pollution Abatement and Control Program have been funded. One project received \$302,809 in State Funding towards the installation of a waste storage system, plant 900 acres of cover crops and establish a 1-acre riparian buffer system. The estimated total project cost is \$517,215. The second project received \$310,947 in State Funding towards the installation of a waste storage and transfer system, a process wash water management system and establish a 1.3-acre riparian buffer system. The estimated total project cost is \$471,290.

NON-AGRICULTURAL & MUNICIPAL TECHNICAL ASSISTANCE:

- Cayuga SWCD Staff continue to complete monthly construction site inspections on one SPDES permitted construction site in the Owasco Lake Watershed.
- Cayuga SWCD Staff completed conservation mowing for the City of Auburn and one farmer in the Town of Cato.
- Cayuga SWCD Staff completed hydroseeding in the Towns of Brutus, Fleming, Moravia, Owasco, Scipio, Sennett and Venice. To date, 9 miles of hydroseed and mulch have been applied to exposed areas throughout the County.
- Cayuga SWCD Staff continue to complete septic system designs, sanitary code inspections and percolation tests for county residents. Homeowners in the Towns of Brutus, Cato, Conquest, Fleming, Genoa, Niles, Scipio, Springport and Victory 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.

OTHER SWCD NEWS, WORKSHOPS & TRAININGS:

- The Cayuga SWCD continues to interview candidates for the current job opening for a Watershed Conservation Specialist. For the job description and additional details, please visit our website: www.cayugaswcd.org or visit the County Civil Service website to apply.
- On September 19th and 20th, 2023, over 700 sixth grade students, representing all of Cayuga County's school districts, attended the annual Conservation Field Days at Emerson Park. Students rotated through 21 informative stations, each presenting on a topic for 30 minutes at this outdoor environmental education event. Students learned about a variety of topics including Trees, Bats, Deer the Dairy Show and Tell, Fire Safety, Maple Syrup, Fish, Soils, Public Safety, Birds and Environmental Health. Special thanks go out to the numerous volunteers that made the event a success!
- The Cayuga SWCD partnered with other SWCDs to promote and host the 2023 Conservation Skills Workshop at the Holiday Inn in Auburn, from Sept. 18-21. The annual technical training is for Conservation District Staff throughout NYS. Topics include Surveying Techniques, Stormwater, Stream BMPs, Rural Road Management Practices, Forestry BMPs, Hydrology, Soil Health and Pasture BMPs. Approximately 375 employees from various SWCD's and technical agencies participated in the training.

Dan Welch (Director Cornell Cooperative Extension) –

- o CCE Cayuga assisted the County Planning Department with the fall Electronics Recycling Event on October 7th. The Household Hazardous Waste event is scheduled for October 22nd.
- o Three CCE Cayuga educators led stations on invasive species, forestry, and soil science at Conservation Field Days. Thanks to the Cayuga County Soil and Water Conservation District for inviting us to participate.
- o CCE Cayuga began classroom presentations as part of the new Dairy in the Classroom program. For the 2023-2024 school year, this program will educate elementary students in the Auburn, Cato-Meridian, and Moravia School Districts on the importance of dairy from cow to consumer.
- o CCE Cayuga and South Central New York Dairy and Field Crops team staff continue to respond to dozens of one-on-one inquiries from farmers on pests, harvest conditions, and soil health in corn, soybeans, and alfalfa.

Karen Kuhl (Tourism) –

	Occ %		ADR		RevPAR	
	2023	2022	2023	2022	2023	2022
Current Month - August 2023 vs August 2022	71.3	73.7	194.49	166.88	138.74	122.93
Year to Date - August 2023 vs August 2022	55.2	54.8	161.11	140.49	88.87	76.99

- Pride of Place 2023
The pride of place campaign was highlighted at the media event, with a spotlight on the photo backdrop asking residents and visitors to express their pride for living in or visiting Harriet Tubman 's chosen hometown. A selection of the videos for the campaign were shown in a loop during the networking time at the media event, you can view them on our [youtube channel](#). This is our second year of capturing the pride and the momentum is felt in the interviews of the individuals. We are very proud in the diversity of voices that have elected to be part of this but especially proud of the high school students who added their pride. We look forward to continuing these partnerships and elevating these voices.
- International Underground Railroad Month Media Event - The international Underground Railroad month media event at the equal rights heritage center in Auburn, was a very successful event. Aside from various impactful media placements the event was extremely successful for networking and agencies to meet the stakeholders in Cayuga County that are working to promote the Underground Railroad history. The event was catered by chef Dorothy from Moravia and Laiken Cookies and Café 108 from Auburn.
- New York Tourism Industry Alliance Awards - Earlier this month, the Tour Cayuga team attended the New York State Tourism Industry Alliance’s annual award ceremony, and we were very proud to have been presented with an award for Excellence in Tourism Equity and Inclusion. We are extremely honored as well to have Claire Dunlap on our team, who received the Excellence in Young Professional Leadership Award.
- Resident Sentiment Survey & Magazine Distribution - After the magazine zip codes distribution, not only have we seen an increase in survey submissions, but we have also seen a greater distribution of throughout the county. Although Auburn still has a larger percentage, areas such as Moravia are starting to show greater representation. The sentiment continues to be very strong and positive for tourism, and we've gotten some interesting open-ended comments.
- Internships - During the summer of 2022, we hosted a Wells College student as an intern. She helped work on the Sweet Treat Trail social media content. We are currently in conversations with both Wells College and Cayuga Community College for new interns starting in spring of 2024.
- Solar Eclipse - We are continuing to create emails and draft content around the 2024 Total Solar Eclipse. We will be developing an open survey type form in Google for partners to fill out when they know what they will be offering and/or a place to submit ideas that our office could assist with. It is imperative that the county be aware and prepare for the eclipse.
- Public Relations
 - Completed Media Trips
 - **Group FAM** - As part of the International Underground Railroad Month Media Event
 - Jeroslyn Jovonn (Black Enterprise)
 - Martie Bowser (Detour, Black Wall Street Times, Charlotte Observer)
 - Ida Harris (Black Enterprise, Essence, Yes Magazine, USA Today, Elle)
 - Christal Jordan (Lenox and Parker)
 - Brenda Alexander (Blavity, TravelNoire)
 - Shelby Denise Smith (Girls United by Essence, U.S. Sun)
 - Completed Media Trips
 - **Heide Brandes** (BBC Travel, National Geographic, Travel Awaits, Sierra Magazine) - Heide will be visiting us for the afternoon on October 11 as part of a larger Finger Lakes trip.
 - **Frontline Workers FAM** While not a media-specific trip, this will allow Cayuga County’s frontline workers to get a better understanding of activities they can recommend to visitors. This will also be an excellent opportunity for us to capture fall photos.
- eCommunications
 - Groups - August: Open Rate: 30%
 - Partner - September Newsletter: Open rate: 36%, CRT: 6%
 - Partner - Calendar of events: Open rate 48%, CRT: 0%
 - Visitor - September Newsletter: Open rate: 39%, CRT: 3%
 - Visitor - Sweet Treat Trail - Issue #3: Open rate: 67%, CRT: 0%
- Groups & Conferences
 - Attended Travel Unity conference
 - Research & planning for upcoming shows: ITS2023, ABA, TAP, Heartland
- Marketing Campaigns
 - **Brave Women FLX** – Preparing to start winter promotion while continuing with a soft three-season campaign.

- **Sweet Treat Trail** – Website and social media are active. Digital marketing push ongoing.
- **Accessible Travel** – Digital marketing push ongoing.
- **Cultural Tourism** – Beyond the Bicentennial halfway and going strong.

RESOLUTIONS:

No Resolutions this month

Motion by Strong to adjourn at 6:42PM, 2nd by Basile, all in favor.