



MINUTES
PLANNING & ECONOMIC DEVELOPMENT COMMITTEE
Tuesday, February 8, 2022 – to follow Public Works
Live stream Link - <https://youtu.be/KzRTFx8k-2c>

CALL TO ORDER: By Hon. Aileen McNabb-Coleman, Chair at 6:45 PM

MEMBERS: Legislators – James Basile, Christina Calarco, Vice Chair Brian Muldrow, Lydia Patti Ruffini, Robert Shea and Mark Strong

ABSENT: None

OTHERS: Chair of the Legislature David Gould and Legislators Christopher Petrus, Heidi Nightengale and Elane Daly; Brittany Massi, Steve Lynch, Kelly King, Doug Kierst, Dan Welch, Karen Kuhl, Jeremy Vevone, Max Pinchak

MINUTES TO APPROVE: January 11, 2022 Motion by Calarco, 2nd by Strong. All in favor.

APPOINTMENTS: Motion to bundle appointments by Calarco, 2nd by Muldrow. All in favor.

Cayuga County Development Corporation (CCDC)

Tracy Verrier, 19 Grover St., Auburn, NY 13021, term 4-1-22 to 3-31-25 – new appt

Cayuga County Planning Board

Robert Vogel, 10858 Slayton Rd., PO Box 37, Cato, NY 13033, term – 2-23-22 until new nomination submitted - new appt

PRESENTATION: Karen Kuhl, Director of Tourism - Overview of the Cayuga County Tourism Office

DEPARTMENT UPDATES FOR COMMITTEE:

Steve Lynch (Planning & Economic Development)

Map of Planning Department Projects for the 2022 Planning Committee: The Department has prepared a countywide map showing the distribution of current Planning Projects within the County. Projects that are located in municipalities are shown and other projects or programs are countywide and simply listed. The projects are represented in the project list detailed below.

Update on Planner Vacancy: The legislature authorized filling a Planner Vacancy in December and the department has been advertising this entry-level Planner position on regional websites under the Upstate Chapter of the American Planning Association. The position posting can be viewed online here: [Job Opening: Cayuga County Department of Planning & Economic Development, Planner — American Planning Association NY Upstate Chapter \(nyupstateplanning.org\)](https://www.nyupstateplanning.org/job-opening-cayuga-county-department-of-planning-economic-development-planner)

As reported last month, an important open project under this position is the update to the County’s Local Solid Waste Management Plan (LSWMP), which is in the data collection/analysis phase. This project is temporarily on-hold as we solicit applications for the Planner position and review candidates. All other projects this Planner was working with will continue on schedule via other staff members.

The Planning Department is continuing work on the following projects:

- 1) **Village of Moravia Comprehensive Plan (Completion schedule for end of March)**
- 2) **Town of Moravia Comprehensive Plan (Completion schedule for end of March)**
- 3) **Town of Cato Zoning Ordinance Update (Completion schedule for end of February)**
- 4) **Town of Throop Comprehensive Plan and Zoning Ordinance Update (Comp. Plan underway)**
- 5) **Town of Scipio Zoning Ordinance Update (completed in December 2021)**
- 6) **Sterling Nature Center Facility & Trail Restoration Project (NYS REDI Grant)**
 - a) Construction Contracts have been executed and construction management of the project has shifted to Director of County Parks and Trails, Doug Dello Stritto, with assistance and coordination by Planning Staff.
- 7) **Erie Canal Re-watering Project with Town of Brutus (Phase II underway)**
 - a) The Phase II contract has been awarded to Bergmann Associates as project lead. Survey subcontractors have been conducted site surveys of the project area and the design and engineering work continues.
- 8) **Emerson Park-Deauville Island Destination Playground & Concert Amphitheater Project**
 - a) A 2021 NYS Consolidated Funding Application (“CFA” Grant) for NYS Parks Funding for preparation of detail design and construction documents for the Playground and Central Concession and Restroom pavilion was not funded. Staff is

scheduling a site meeting with the (new) state parks grant representative to review the grant and opportunities for resubmission or the realignment of our Emerson Park grant submissions.

- 9) **Owasco Flats Phase II Wetland Basin Construction (Monitoring and Site Management)**
 - a) Annual reports were submitted 12/21 to NYSDEC Fisheries Bureau and the Monitoring Section of the U.S. Army Corp of Engineers as required under the project's construction permits. Project construction is complete and the department is working with the NYSDOT and NYSDEC to finalize access to the project site for routine monitoring and site management.
- 10) **Finalizing & Closing NYS Clean Energy Communities Grant Program Projects (Jail Lighting)**
 - a) The Jail Lighting Project (budget of ~\$90K – 100% grant funded) is being managed by the Supervisor of Buildings & Grounds under Gary Duckett. All lighting/electrical equipment have finally been received (supply chain delays) and the local electrical contractor is coordinating the final installations with facility staff. When the project is complete, the Planning Department will draw down the final grant reimbursements and close of this project.
- 11) **Cayuga County Local Solid Waste Management Plan Update (project temporarily paused due to Planner vacancy as noted above)**
- 12) **Town of Victory Ag & Farmland Protection Plan (Plan is completed at the Town level and has been submitted to NYS Ag & Markets for final review and approval)**
- 13) **Town of Conquest Comprehensive Plan.**
 - a) Work began in late 2021 and is continuing though this first quarter. The Community Survey has yielded about 100-responses (about 11% response rate) and the survey term has been extended through February to capture additional community input. The next Steering Committee meeting is Tuesday, February 8th at 7PM at the Town offices.
- 14) **Fair Haven-Sterling Local Waterfront Revitalization Plan**
 - a) Monthly Steering Committee meetings facilitated by project staff are scheduled for every fourth Wednesday of the month. The next Steering Committee Meeting is Wednesday, February 23. The project website has additional background on the project: [Home | lwrp \(sterlingfairhaven.wixsite.com\)](http://www.sterlingfairhaven.wixsite.com/lwrp)
- 15) **Village of Cayuga Local Waterfront Revitalization Plan**
 - a) The next Steering Committee meeting is scheduled for Wednesday, February 8th at 7PM at the Village Offices. The project website has additional background and information: [Home | Cayuga LWRP \(villageofcayuga.wixsite.com\)](http://www.villageofcayuga.wixsite.com/lwrp)
- 16) **Cayuga County Planning Board Training Series (ongoing)**
 - a) The Planning Department annual Planning Board Training Series provides several opportunities throughout the year for local Planning and Zoning Board members to receive their required 4-hours or annual training. Registration is online and easy. The next training session topic is Conducting Site Plan Review and is scheduled for March 16, 2022 at 7:00 PM at Cayuga-Onondaga BOCES.
- 17) **Owasco Lake Watershed Nine-Element Plan (nearing completion - 2022)**
 - a) The 9E Plan is nearing completion. The final draft plan, with recommendations for action, will be ready for public review and presentation in March. A public meeting will be scheduled where the project consultants will present the findings and recommendations of the Plan.
- 18) **Department Staff are on the Steering Committee for City of Auburn Drinking Water Source Protection Plan for Owasco Lake (City of Auburn 2021 Grant)**
 - a) Steve Lynch and Michele Wunderlich represent the Planning Department on the Citizens Advisory Group (CAG) for this City of Auburn water protection project. The 3rd CAG meeting was held Wednesday, January 26th and the next CAG meeting will be scheduled for February.
- 19) **Staff to Cayuga County Water Quality Management Agency (WQMA; ongoing)**
- 20) **Management and Administration of Cayuga County's Finger Lakes-Lake Ontario Watershed Protection Alliance (FOLLOWPA) Grant Program (ongoing)**
- 21) **2022 Household Hazardous Waste Program Event Planning**
 - a) A public Request for Bids for an HHW Services Vendor was circulated on January 23rd and service/fee proposals are due February 23rd. The annual HHW collection event is tentatively scheduled for October 15, 2022.
- 22) **Planning Department Work with Health Department Planning**
- 23) **Cayuga County Farmland Purchase of Development Rights Program Pre-Applications**
 - a) Planning staff received and profiled/reviewed twelve (12) pre-applications from County Farms during November and December 2021. Collectively these farms represent ~3500 acres of Cayuga county farmland seeking permanent protection under the state PDR program. The County Ag & Farmland Protection Board meet in January to review the farm profiles and preliminary ranking, and motioned to have staff forward all 12 pre-applicant to project partners at New York Agricultural Land Trust (NYALT) for consideration in the next state funding round for PDR when announced.
- 24) **Steering Committee for New York State "Coastal Lakeshore Economy and Resiliency" Plan (nearing completion)**
- 25) **Sanctuary Advisory Committee for NOAA Lake Ontario National Marine Sanctuary (ongoing)**
- 26) **Advisory Committee for NYS Reimagine the Canals project at Cayuga Lake Lock #1 (Cayuga Whitewater Park Project – recently started).**

Planning Director can provide additional details on any of these projects upon request.

Kelly King (Employment & Training) –

Career Services

- 114 customers served in person this month
- Virtual appointments and services continue by request and as needed
- Resource Room hours adjusted due to staff shortages and time availability

DSS Program Update (JOBS Program)

- 124 DSS/JOBS customers served this month (Family Assistance, Safety Net, and Non-Employable)
- 69 Active DSS employable job seekers
- 55 new DSS employment plans developed (6 FA; 4 SN; 45 NE)
- 2 Job Readiness Classes/Trainings administered weekly in person
- Workshops this month: Interview Preparation, Time Management in the Workplace, Problem Solving and Decision Making, Job Searching during a Pandemic, and Common Interview Questions
- 64 new DSS referrals to E&T per JOBS contract (11 SN; 9 FA; 44 NE)

WIOA/TAA ITAs (Adults, Dislocated Worker, Youth, TAA)

- 11 customers enrolled in training ITA (Individual Training Account) (3 DW, 5 AD, 1 TAA, 2 Youth)
- 3 LPN Cayuga Onondaga BOCES
- 1 LPN Wayne Finger Lakes BOCES
- 2 CDL A Cayuga Onondaga BOCES
- 2 CASAC-T Cayuga Community College
- 1 Culinary Arts Cayuga Onondaga BOCES (TAA)
- 2 Welding (OCM BOCES)

Youth Program

- 5 youth enrolled in Paid Work Experience Program (2 WIOA; 3 FFFS)
- 2 youth enrolled in ITA training (Welding OCM BOCES) (WIOA)
- Youth outreach development (Cayuga County Probation; Cayuga County Foster Care Unit, Port Byron & Red Creek School District)- 2022 goal to increase overall participation, increase new work sites, and improve curriculum for the academic component of the WIOA Youth Program
- Learning plan and academic curriculum development (Job Readiness, Soft Skills, Financial Literacy, Academics (Basic Skills and Literacy)
- WIOA Work Experience Policy update and revisions (to be voted on at March WDB Meeting)

Business Services

- 256 new Job Orders listed with the New York State Department of Labor/matching/referrals provided
- Support provided to local business with posting job orders, marketing, and using O-Net Online
- Retail, Manufacturing, and Healthcare showing the most need based on Job Order listings
- Exploring “reverse job fair” concept
- OJT promotion and outreach- 2022 goal to increase OJT opportunities and employer engagement in Cayuga County
- Collaboration with Peregrine Health for HHA- potential customized training opportunity

Additional Updates:

- Three E&T Staff (including myself) successfully participated and completed a Youth Team Event for the last 6 months through NYS Department of Labor and in collaboration with other Workforce Development areas throughout the Region
- Staff development and training- In house cross training and monthly program review and analysis
- Skill America Training and Certification- pilot cohort through NYATEP (New York Association of Training and Employment Professionals) Start date is 2/14/22 and graduation ceremony is 5/13/22

Danielle Szabo (CEDA) –

- Metric Snapshot through January 19, 2022 :
 - Existing businesses assisted: 15
 - Entrepreneurs assisted: 7
 - See supplemental document for additional metrics and economic indicators.
- The NYSEDC Economic Development Conference scheduled for January 18-20 has been postponed til February 28 & March 1. Ms. Szabo and the new Business Development Specialist will attend the conference in Albany. Sessions included updates on economic trends and the state budget, workforce development, site selection trends, economic gardening, and IDA operations.
- CCIDA submitted an EDA application for phase II of the sewer district project in the Aurelius Industrial Park. The grant award would fund a new 10-inch sewer force main totaling in length of 4,250sqft. CCIDA hopes to receive an award decision from EDA by end of March.
- Cayuga Milk Ingredients attended the January CCIDA meeting to give an update on the company’s expansion plans.
- CEDA has hired a new Small Business Development Specialist. Julia Foster is expected to start at the organization on February 7th.

- Early February CEDA will launch information sessions and application process for the Auburn Small Business Support Program (ASBSP). The amount of each small business support grant under the ASBSP shall range from a minimum of \$20,000 up to a maximum of \$40,000.
- CEDA has renewed its Cayuga County Shop Local campaign contract with Finger Lakes Radio Group. The radio campaign will run from throughout 2022.

Doug Kierst (Soil & Water Conservation District)

AGRICULTURAL TECHNICAL ASSISTANCE:

- Cayuga SWCD Staff continue to process Soil Group Worksheets for Agricultural Assessments, in preparation for the Town Assessors March 1, 2022 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 are working with several landowners on farm plan updates and reviews.
- Cayuga SWCD Staff have been busy working on project planning with farms in preparation for the upcoming 2022 construction implementation season. Several projects are expected to go out to bid later this winter.

NON-AGRICULTURAL & MUNICIPAL TECHNICAL ASSISTANCE:

- Cayuga SWCD Staff, working alongside the Town of Locke Highway Department, to complete emergency stream restoration work on Hemlock Creek.
- Cayuga SWCD Staff continued the process of evaluating culverts throughout portions of the Owasco Lake Watershed utilizing the North Atlantic Aquatic Connectivity Collaborative (NAACC) protocol.
- Cayuga SWCD Staff began emergency repair work to a drainage system in the in the Town of Niles, in an effort to minimize future potential flooding impacts.
- Cayuga SWCD Staff met with Doug Dello Stritto, (County Parks & Trails) and representatives from the NYSDEC to review emergency repair work at a portion of the seawall at Emerson Park's Deauville Island and the implementation of in-lake measures designed to reduce the potential for sedimentation in the recently cleaned out sluice pipes near the pump house.
- Cayuga SWCD Staff worked with the Onondaga County SWCD and a private landowner to complete plans to implement emergency stream bank protection measures along a portion of Dutch Hollow Brook in the Owasco Lake Watershed. The work is expected to commence in early February 2022.

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. Approximately 50 County residents recycled their real Christmas tree after the holidays.
- The Cayuga SWCD, in partnership with the Tompkins County SWCD, the Nature Conservancy and Evidn held a Soil Health Barn Meeting on Wednesday, January 12, 2022 at Patterson Dairy. The 30 participants had an opportunity to hear about topics including an introduction to the *Our Owasco Project*, a discussion about how to read your soil and options for cover cropping/double cropping.
- The Cayuga SWCD, in partnership with Cayuga County Farm Bureau and the Cayuga County Town Highway Superintendents Association, are promoting an open meeting for Municipal Officials, Agricultural Businesses and Excavation Contractors to discuss opportunities to work together to keep local roads safe. The meeting will be held at the Poplar Ridge Fire House on Thursday, February 10, 2022 from 9 AM to ?. If interested in attending, please RSVP with Steve Fedrizza via text (315)730-3430 or email: highway@veniceny.com.
- The Cayuga SWCD is holding our **51st** 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, May 3rd, 2022. The pickup date will be Friday, May 13th, 2022. Supplies are limited, so order early for the best selection.

For any questions regarding the sale, 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. To obtain an order form and description brochure or to place an on-line order, please visit our website: <http://www.cayugaswcd.org>

Dan Welch (Director Cornell Cooperative Extension) –

- CCE Cayuga is moving forward with the process to join one of the Regional Extension Agriculture teams. The CCE Cayuga board decided to join the South- Central New York Dairy and Field Crops Team. Prospective start date for the team to start serving farmers in Cayuga County is April 1.
- CCE Cayuga is planning for the 4-H Youth Fair at the Ward O'Hara Ag. Museum with Cayuga County Parks and Trails. The Cayuga County Agricultural Society will not be holding the "Cayuga County Fair" this year.
- On March 3rd, CCE Cayuga will be hosting two Cornell specialists in forage and nutrient management at two separate events. First, Joe Lawrence and Kirsten Workman will present on a cover crop decision framework for farmers at the Water Quality Management Agency Meeting. In the afternoon, they will be sharing the same with

farmers at Spruce Haven Farm. I'll forward details for both meetings for any legislators that are interested in attending.

- The CCE Cayuga nutrition program began weekly workshops at the ABC Play Space, providing families with children information on healthy recipes and cooking at home.

Karen Kuhl (Tourism) –

	Occ %			ADR			RevPAR		
	2021	2020	2019	2021	2020	2019	2021	2020	2019
Current Month - December 2021 vs December 2020	40.5	38.0	39.0	105.45	86.70	96.33	42.74	32.91	37.53
Year to Date - December 2021 vs December 2020	54.4	40.0	51.5	121.32	104.97	113.71	66.00	42.01	58.56

- eCommunications
 - 1/13/22: January Newsletter: 32% open rate, 3% CTR
 - 1/15/22: Jan 1/5/22: Lodging Highlights: 52% open rate, 8% CTR
 - 1/5/22: Lodging Highlights: 52% open rate, 8% CTR
 - 1/11/22: Women Owned Business: 44% open rate, NA CTR
 - 1/18/22: 100K invite: 27% open rate, 2% CTR
- Public Relations
 - CBS – the CBS special of the Cayuga County dairy industry aired January 15th - <https://www.cbsnews.com/news/milk-consumption-dairy-farmers/>
 - Bridge Street – to promote Brave Women Winter
 - Black News Media – to promote Harriet Tubman’s chosen hometown
 - FLTA presentation of repositioning to promote HT’s chosen hometown
- Groups
 - Regional Profile Sheet creation for ABA Breakfast sponsored by NY partners.
 - Continuing conversations with the NYS UGRR Consortium & Niagara Bound Tours regarding Harriet Tubman and UGRR tours
- Marketing Campaigns
 - Brave Women - The Brave Women 100K is in full force and we’ve engaged an audience from NY as well as Illinois, Wisconsin, Virginia, Vermont and New Jersey. The Brave Women Winter campaign is active until March 31st, when it will transition to the three-season content.
 - Hibernation - Hibernation packages are being prepared for distribution at the participating hotels. The campaign has placed our Hibernation landing page as one of our top landing pages.
- Cultural Tourism Public Relations –
 - Partnerships with city of Auburn and Cayuga County historians to update and release the Cayuga County & Auburn Underground Railroad Driving Tour expected to launch March 2022.
 - In partnership with The Muldrow Group, CEDA and the Cayuga County Chamber we are working to develop the Cayuga County guide to diverse owned businesses.
 - Tourism office is preparing a poster, highlighting the primary locations that tell Harriet Tubman’s story to inform the front-line help educate them of the information to be shared to visitors.
- MMI TravMedia North America
 - Karen Kuhl attended the MMI North America event on Jan 27th, held meetings with 24 media influencers, travel writers and industry professionals. The interest was high for Harriet Tubman, scenic drives, soft outdoor adventure, Brave Women, and luxury product. We will be doing follow up with the media and look forward to continued interest that might lead to more FAM trips and writeups of our destination.
- Upcoming work
 - Feb - In the process of finalizing two familiarization trips with journalists
 - Feb/Mar - Letters to the Editor - With The Citizen we’re launching a pride building campaign calling Cayuga County residents to submit letters to the editor expressing why they are proud to live in Harriet Tubman’s hometown.
 - Mar/Apr - Treasurers Along Erie Canal app is being expanded to include birding locations.

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

RESOLUTIONS:

PLANNING: Motion to bundle PL-1, 2, 3, 4 and 5 by Basile, 2nd by Shea. All in favor.

- 2-22-PL-1 Authorizing the Chair of the Legislature to execute an agreement between the Finger Lakes Institute and Cayuga County for the implementation of the FY 2022 Owasco Watershed Monitoring Program
- 2-22-PL-2 Authorizing the Chair of the Legislature to execute an agreement between the Cayuga Lake Intermunicipal Organization and Cayuga County for the FY 2022 Cayuga Lake Watershed Manager Program
- 2-22-PL-3 Authorizing the Chair of the Legislature to execute an agreement between the Community Science Institute and Cayuga County for the implementation of the FY 2022 Cayuga Lake Stream Monitoring Program
- 2-22-PL-4 Authorizing the Chair of the Legislature to execute an agreement between the Community Science Institute and Cayuga County for the implementation of the FY 2022 Cayuga Lake HABS Monitoring Program
- 2-22-PL-5 Authorizing a contract execution with the Oswego County Soil and Water Conservation District Alliance to Cayuga County, State Fiscal Years 2021 – 2022 Funding

ADJOURNMENT: Motion to adjourn at 8:26 PM by Strong, 2nd by Vasile. All in favor.

If you have a disability and need accommodations, please call the Clerk of the Legislature’s office at 253-1308 at least 48 hours before the scheduled meeting to advise what accommodations will be necessary.