



MINUTES
PLANNING & ECONOMIC DEVELOPMENT COMMITTEE
Tuesday, April 12, 2022 – to follow Public Works
Live Stream link: <https://youtu.be/RxmkG7jpoh4>

CALL TO ORDER: By Hon. Aileen McNabb-Coleman, Chair at 6:21 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 Tricia Kerr, Heidi Nightengale and Hans Pecher; Steve Lynch, David Bottar, Kelly King, Doug Kierst, Dan Welch, Karen Kuhl, Chris Palermo, Max Pinchak

MINUTES TO APPROVE: March 8, 2022 Motion by Strong, 2nd by Calarco. All in favor.

APPOINTMENTS: None

PRESENTATION: David Bottar, update on the Broad Band Project

DEPARTMENT UPDATES FOR COMMITTEE:

Steve Lynch (Planning & Economic Development)

1. AUTHORIZING SIGNING OF VENDOR CONTRACT FOR HOUSEHOLD HAZARDOUS WASTE EVENTS.
 - a. This award resolution secures a new vendor to work with the Planning Department on the annual Household Hazardous Waste (HHW) Event planned for Saturday, October 29, 2022. The department circulated an RFP for vendor services, received and evaluated two (2) proposals. The proposal from MXI Environmental Services was a clear choice with regard to quality and completeness of the proposal; it was also the lower cost proposal.
 - b. The standard county contract for environmental services under the HHW program is a 3-year contract that allows for two (2) 1-year extensions. The funding for the proposed HHW program is in the department budget and the projected cost and fees from the vendor is within budgeted expenses.
2. AUTHORIZING THE CHAIR OF THE LEGISLATURE TO EXECUTE CERTAIN PERMISSIONS FOR THE USDA TO PLACE EUROPEAN CHERRY FRUIT FLY TRAPS IN SELECT LOCATIONS ON CAYUGA COUNTY-OWNED LANDS IN 2022
 - a. This is a routine resolution authorizing USDA field staff to place, access and monitor European fruit fly traps on county-owned real property to continue their multi-year tracking of this invasive insect. It authorizes the chair to sign documents and provide the necessary permissions for this work to commence.

APPOINTMENTS: Planning has **NO Appointments** for the April legislative cycle.

PLANNING DEPARTMENT COMMITTEE UPDATES:

Update on Planner Vacancy: The legislature authorized filling a Planner Vacancy in December of 2021. The department is pleased to report it has offered an entry-level (provisional) Planner position to Mr. Evan Tuthill, who will graduate this May with a Master's Degree from the SUNY Binghamton Sustainable Communities Program (see: [Sustainable Communities program - Sustainable Communities | Binghamton University](#)). Mr. Tuthill will join the department following May graduation

with a start date of Tuesday, May 31. The primary open project that will be assigned to this position is the 2022 update to the County's Local Solid Waste Management Plan (LSWMP), which is in the data collection/analysis phase. While this position will focus primarily on environmental and resource protection planning, the new planner will also engage in local land use, grant writing and project administration.

The Planning Department is continuing work on the following projects:

- 1) **Village of Moravia Comprehensive Plan:** The final meeting with Village Planning Board was rescheduled from March 21st to Monday, March 28 at 6:00 PM. The Village Board held a Public Hearing on the Comprehensive Plan on 3/28, completed the SEQRA review and formally adopted the Comprehensive Plan that evening. Staff has been discussing opportunities for the Town to pursue priority projects outlined in the Comprehensive Plan through state grant funding under the upcoming 2022 NYS Consolidated Funding Application (CFA) round (CFA rounds will likely open this May with grant applications due in July).
- 2) **Town of Moravia Comprehensive Plan:** The Moravia Town Board reviewed the final Draft Plan and started the SEQRA review process on Wednesday, March 16. The next step is a Town Public Hearing on the Plan scheduled for April 20. The Public Hearing will be followed by final action on SEQRA and adoption of the final Comprehensive Plan. Opportunities for securing NYS CFA grant funding for priority projects are being discussed with the Town.
- 3) **Town of Throop Comprehensive Plan and Zoning Ordinance Update:** The Comprehensive Plan Phase is moving into final review stages. The third Public Meeting for the Comprehensive Plan was held on Thursday, 3/24/22 at 7PM. The final draft Plan was presented by staff for public input and feedback at this meeting. With the positive community feedback received, the approval process will move forward in April and possibly into May (depending on Town & Planning Board schedules). Following completion of the Comprehensive Plan work, staff will begin the Town Zoning Code Updates aligned with the new Comprehensive Plan.
- 4) **Sterling Nature Center Facility & Trail Restoration Project (NYS REDI Grant).** Construction staging has started under the supervision of Doug Dello Stritto, Director of County Parks and Trails. Construction meetings are currently scheduled every two weeks.
- 5) **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 completed site surveys of the project area and the design and engineering work continues. Included in this phase is the design and engineering for a new county bridge over the Erie Canal Prism and Trail at Centerport Road. Planning has reviewed bridge options with County Highway Supervisor Brian Soper and discussed seeking state funding for this project component separately in the future. Staff is coordinating an overall review of the Phase II project scope with the new NYS Parks and Trails grant representative.
- 6) **Finalizing & Closing NYS Clean Energy Communities Grant Program Projects (Jail Lighting)**
 - a) The Jail Lighting Project (budget of ~\$90K - 100% grant funded) is now complete. The Planning Department will draw down the final grant reimbursements and close out this project. This energy grant provided \$250K in state funding for energy projects to Cayuga County and required no matching funds.
 - b) The Department is exploring additional grant funding opportunities from NYSEDA under the Clean Energy Communities Leadership Round. This is an open funding opportunity with grant funding tied to a point system for accomplishing energy-related Action Items.
- 7) **Cayuga County Local Solid Waste Management Plan Update** (project temporarily paused due to Planner vacancy as noted above).
- 8) **Town of Conquest Comprehensive Plan.** A Steering Committee Workshop on "Developing Community Vision and Goals" was facilitated by staff on Tuesday, March 8 at 7PM at the Town offices. Monthly Steering Committee meeting dates have been shifted to the third Thursday each month, placing the next meeting on April 21st. The Steering Committee for the project, including members of the recently established and appointed Town Planning Board, is very active and engaged in the planning process.
- 9) **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 last Steering Committee Meeting was Wednesday, March 23rd. The project website has additional background on the project: [Home | lwrp \(sterlingfairhaven.wixsite.com\)](http://www.sterlingfairhaven.wixsite.com/lwrp).
- 10) **Village of Cayuga Local Waterfront Revitalization Plan**
 - a) A Public Meeting was held on Wednesday, March 2nd at 7PM at the former Cayuga Elementary School. Staff presented the draft waterfront revitalization policies and provided an overview of proposed waterfront and community projects under the draft Plan. Staff received positive feedback on the proposed

waterfront projects. The next Steering Committee meeting is Wednesday, April 6th where project implementation opportunities (and challenges) will be discussed. The project website has additional background and information: [Home | Cayuga LWRP \(villageofcayuga.wixsite.com\)](http://villageofcayuga.wixsite.com).

11) 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 state-mandated 4-hours of annual training. Registration is online and easy. On March 16th Senior Planner David Nelson and Planner Greg Diebold conducted a training session for local Planning Board and ZBA members on Conducting Site Plan Reviews. The evening training session was held at Cayuga-Onondaga BOCES and well attended. More information on the annual training series is on the department website here: [Training | Cayuga County, NY](#).

12) Owasco Lake Watershed Nine-Element Plan (nearing completion - 2022)

- a) The 9E Plan is nearing completion. Release of the final draft plan, with recommendations for action, has been extended into early May. The draft plan and recommendations were circulated to NYSDEC and NYSDOS staff for dual agency reviews in early March. A public meeting is tentatively scheduled for the first week in May at BOCES. The project consultants will then formally present the findings and recommendations of the Plan.
- b) A key element of the 9-E Plan is the Soil-Water Assessment Tool - a GIS-based computer model of the 205-square mile watershed used to analyze and assess water quality mitigation efforts and their individual and cumulative impacts on Owasco Lake water quality (the "SWAT Model"). This model relies in the collection and input of land and water data collected within the watershed to accurately predict outcomes and evaluate the success of mitigation strategies. Maintaining and updating this data set will be the ongoing responsibility of the County Planning Department and out GIS staff.

- 13) **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 5th CAG meeting was held on Thursday, March 24 (meetings are virtual) and the next meeting is Thursday, April 14.
- 14) **Staff to Cayuga County Water Quality Management Agency (WQMA; ongoing).** Planning Director Steve Lynch is an appointed member of the WQMA and Associate Planner Michele Wunderlich provides staff services to the agency, including managing the three work groups, preparing annual work plans and annual reports, preparing meeting agendas and minutes and managing all communications and correspondence.
- 15) **Management and Administration of Cayuga County’s Finger Lakes-Lake Ontario Watershed Protection Alliance (FOLLOWPA) Grant Program (ongoing).** Associate Planner Michele Wunderlich provides all staff services related to this annual grant program, including annual budgets, state reporting, preparation and administration of grantee contracts and communications.
- 16) **2022 Household Hazardous Waste Program Event Planning**
- a) The first “Electronics Plus” Recycling Event of 2022 is scheduled for Saturday, April 9th from 8:30-12:30. This event requires pre-registration and is open to all Cayuga County Households. Registration opened in early March and is now full at 500-vehicles. Project partners at Cornell Cooperative Extension are managed all of the registration logistics and will attend and assist at the event. In addition to accepting most electronics, we have secured a Freon recycling vendor to accept certain Freon products. In addition to accepting electronics and Freon from resident households, staff is working with County IT and County Highway to identify and recycle electronics in their department inventories.
- b) Following this week’s electronics event, the Planning Department will evaluate our program budget, including estimated costs for the fall HHW event, to determine if there are sufficient funds to pay for a second Electronics Event this fall. If FY22 budgeted funds are insufficient to cover an additional electronics event, we will advise the Planning Committee and seek feedback on a budget amendment to add a fall event.
- 17) **Planning Department Work with Health Department Planning (ongoing).** As a reminder to the committee, Associate Planner Michele Wunderlich provides staff services to the County Health Department for public health planning and reporting. Although the work load varies throughout the year, Ms. Wunderlich typically expends 17-20 percent of her annual work hours assisting this department with the department reimbursed via state grant funds secured by the Health Department.
- 18) **Steering Committee for New York State “Coastal Lakeshore Economy and Resiliency” Plan (CLEAR Plan, is nearing completion; we are awaiting NYSDOS guidance on endorsement or adoption strategies)**
- 19) **Sanctuary Advisory Committee for NOAA Lake Ontario National Marine Sanctuary (ongoing).** The next SAC meeting (meeting #15) is scheduled for Thursday, April 21 at 6PM.
- 20) **Advisory Committee for NYS Reimagine the Canals project at Cayuga Lake Lock #1 (Cayuga Whitewater Park Project - a planning and design project funded by NYS and recently started).**
- Town of Conquest Public Meeting on Garnet Solar Energy Project.** At the request of the Conquest Supervisor and Planning Board Chair, the Planning Director and Sr. Planner Greg Hutnik facilitated a town-sponsored public meeting on the proposed Garnet Solar Project, which is in the final review stage with the NYS Office of Renewable Energy Siting (ORES). Representatives from Garnet Energy and Town Board Members attended in order to address resident’s questions and/or concerns and comments about the project. The two Public Meetings were held on Tuesday, March 29th from 3:00 PM to 5:00 PM and 6:00 PM to 8:00 PM. Planning’s Role was as meeting facilitator and not as a participant. For project information, including all submitted plans and reports, legislators can refer to: <https://www.garnetenergycenter.com>

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

- 215 customers used the center this month compared to 112 customers served in person last month
- Virtual appointments and services continue by request and as needed
- No in person interaction or services from the NYS DOL staff in the career center- update will be provided

DSS Program Update (JOBS Program)

- 130 DSS/JOBS customers served this month (Family Assistance, Safety Net, and Non-Employable)
- 40 DSS employment plans developed
- 2 Job Readiness Classes/Trainings administered weekly in person
- 7 Workshops provided:
 - *Understanding your paycheck
 - *Dealing with unhappy customers
 - *Taxes and benefits
 - *Integrity in the workplace

*Organizing your job search
*Job applications

*Transferable skills

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

- 11 customers enrolled in training ITA (Individual Training Account)
- 2 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)
- 1 Horticulture- Finger Lakes Community College
- 2 Welding (OCM BOCES)

Youth Program

- Increase in WIOA youth WE
- 2 youth ITAs
- Increase in youth outreach is showing positive results
- Attending SADD Job Fair 4/25 at Auburn High School
- Presenting at Cayuga Onondaga BOCES 4/20
- Summer Program TANF applications are available

Additional Updates:

- 374 Job Orders listed in the NYS Job Bank- referrals and matching services provided
- Updated Civil Service job specs for seasonal employees for youth program
- A member of E&T team completed 10 hours in Career Coaching and 12 hours in Labor Market Research and Analyzing towards Skilling America Workforce Development Professional certification
- 3 E&T staff members attended the Spring Youth Conference through NYATEP
- WDB passed a resolution to hire an outside marketing firm to perform youth outreach for Cayuga and Cortland counties
- WDB approved revised WE policy for youth program- hours and wages
- Met with Dr. Durant for Workforce Development Building update
- Visited Oswego County Workforce-building/career center design and operations
- Developing Work Site agreements with local business in preparation of SYEP
- Coordinating SYEP Orientation and onboarding process
- Collaborating with Loretto on funding for and creating pathways for adults and or youth to enter into the medical field and receive pre-employment skills training in conjunction with training opportunities and employment
- Job Fair development for spring or early summer for Loretto (targeted)
- Discussions on multi sector job fair and youth job fair opportunities
- Virtual Job Fair took place on 3/29 for the CNY Region- hosted by NYS DOL

Danielle Szabo (CEDA) –

- Metric Snapshot through March 19, 2022 :
 - Existing businesses assisted: 37
 - Entrepreneurs assisted: 27
 - City of Auburn ARPA outreach: 90 businesses
 - See supplemental document for additional metrics and economic indicators.
- On March 18, CEDA launched the City of Auburn ARPA/CSLFRF small business grant program. Small businesses located within the City of Auburn can apply up to \$40,000 in grant funding assistance. CEDA will hold two information sessions (3/29 & 3/30) for businesses to review the application process, use of funds, and answer questions. CEDA specialists will provide ongoing support during the application process. Funding can be used to cover costs between March 3, 2021 and December 31, 2024. Application deadline is April 30. Here is the link to the online application: <https://www.auburnny.gov/planning-economic-development/bids/coronavirus-state-and-local-fiscal-recovery-funds>
- RJC Development public hearing & vote was postponed in March. AIDA public hearing and vote has been rescheduled for April 20, 2022.
- Ms. Roblee is developing an RFP to develop an attraction marketing video for CEDA. Video concept includes a brief tour of each municipality highlighting economic and quality of life features.
- Ms. Szabo & Mr. Lynch attended a brainstorming session held by Empire State Development and Department of State to discuss the proposed Rural DRI program that was proposed in the Governor's executive budget.
- Ms. Szabo and Ms. Symes are expected to attend the Spring IDA Academy on April 12. This will be a virtual workshop provided by NYSEDC
- CSS search committee have scheduled the 2nd round interviews for the CEO position for 3/28 & 3/29.
- Chamber of Commerce held the State of the City on 3/24, State of the School on 3/25, and State of the County on 3/30.

Doug Kierst (Soil & Water Conservation District)

AGRICULTURAL TECHNICAL ASSISTANCE:

- Cayuga SWCD Staff continue to work on project planning with farms in preparation for the upcoming 2022 construction implementation season. Soil and manure samples have been collected at several farms that will be utilized in the plan development. One bid has been awarded to schedule construction on an agricultural project. We are awaiting the results of 2 additional projects available for contractors to bid on. The site showings have been conducted and the deadline to receive the bids is April 12, 2022. For specific information on the projects, visit www.cayugaswcd.org
- Preliminary work including site preparation, contract development and additional site planning is ongoing for a project located in the Owasco Lake Watershed (Town of Fleming).
- Cayuga SWCD Staff are busy meeting with farms to complete planning in preparation for grant applications to the Climate Resilient Farming (Round 6) and Agricultural Nonpoint Source Abatement and Control (Round 28) Grant Programs.

NON-AGRICULTURAL & MUNICIPAL TECHNICAL ASSISTANCE:

- Cayuga SWCD Staff worked with County Parks and Trails Director, Doug Dello Stritto to obtain emergency permit coverage & complete emergency repair work at a portion of the seawall at Emerson Park's Deauville Island. Flat, stackable limestone blocks were placed along a 360 foot stretch of bank along the western edge of the island to protect the location against further erosion.
- Cayuga SWCD Staff completed the implementation of in-lake measures designed to reduce the potential for sedimentation in the recently cleaned out sluice pipes that assist with lake circulation, near the pump house. Medium stone fill was placed in the lakebed to deter silt/sediment from entering the pipes.
- Cayuga SWCD Staff continue to offer technical assistance to local landowners affected by drainage and flooding concerns that occurred in 2021.
- Cayuga SWCD Staff completed a small drainage project on a property adjacent to Owasco Lake in the Town of Scipio.
- Cayuga SWCD Staff are working with the Cayuga County Health Department, the Y-Camp (Town of Niles), The Nature Conservancy, Justin Jobin of Coastal Wastewater Solutions, LLC and engineer Bruce Natale to install 2 demonstration projects on existing camp septic systems (bath houses) for advanced nutrient removal. The primary focus of the project is on phosphorous removal.
- Cayuga SWCD Staff continue to assist the Town of Montezuma with site enhancements on the Heritage Park Improvement Project.

GRANT FUNDING AWARDED TO THE CAYUGA SWCD:

- The Cayuga SWCD has been notified by the NYS Department of Agriculture and Markets that our proposal submitted to the Erosion and Sediment Control Implementation Grants in the Genesee River and Finger Lakes Watersheds Program has been funded. \$25,000 in state funding was awarded to work with on one farm to reduce and remediate erosion and protect water quality in the Owasco Lake Watershed.

OTHER SWCD NEWS, WORKSHOPS & TRAININGS:

- The Cayuga SWCD, in partnership with the Tompkins County SWCD, the Nature Conservancy and Evidn held a Soil Health Barn Meeting on Wednesday, March 16, 2022 at Summerhill Brewing (Town of Locke). Twenty (20) participants had an opportunity to hear about topics including the future of the *Our Owasco Project*, Tillage Management and Technology & its Influence on Agricultural.
- Cayuga SWCD Staff participated (virtually) in professional development training at the Water Quality Symposium. Training topics that Cayuga SWCD Staff participated in included AutoCAD, Culvert Design and NYSDEC Stream Disturbance & Wetland Permitting, Soil Health, Manure Management, Ag BMP Budgeting, Lidar, OSC Policies and Reporting, Cropware Tool for Nutrient Management Planning, Specialty Farm BMPs, Stormwater Requirements (MS4), Hydroseeding, Invasive Species, ArcGIS and Stream Stabilization/Restoration.
- Cayuga SWCD Staff taught two NYS DEC endorsed 4-hour training for contractors, municipal officials, engineers and other groups interested in learning about erosion and sediment control methods. We have one more workshop scheduled for April.
- 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. 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>
- The Cayuga SWCDs 2021 Spring Fish Sale for Stocking Ponds is ongoing. A variety of species of fish are available including largemouth bass, yellow perch, bluegill, black crappie and minnows. Deadline to order fish is **Tuesday, May 17th, 2022** and the pickup date is Monday, May 23rd, 2022 @ 11AM at the Cayuga SWCD Office. Order forms and on-line ordering are also available at our website: <http://www.cayugaswcd.org>.

Dan Welch (Director Cornell Cooperative Extension) –

Agriculture and Food Systems

- On April 1st, CCE Cayuga took over operation of the TasteNY store at the Equal Right’s Heritage Center in Auburn. CCE is Cayuga is looking forward to increasing the number of Cayuga County farmers and processors selling their products in the store and using the store to promote Cayuga county food and agriculture.
- CCE Cayuga has joined the South-Central New York Regional Extension Dairy and Field Crops Team. This will give farmers in the county access to three extension specialists in field crop production, dairy management, and farm business management. The team will be hiring an additional specialist during 2022 to help meet the needs of Cayuga County farmers.
- Forty farmers attended a meeting in March to learn about Licensing & Legal Aspects of Agricultural Transportation from a representative of NYS DOT. We are planning future meetings on this topic to ensure that farmers, farm employees, and the community are safe during planting and harvesting.
- CCE Cayuga continues to monitor the outbreak of Highly Pathogenic Avian Influenza across NYS and the Northeast. Through our newsletters and social media channels, CCE Cayuga is providing additional information on keeping flock safe from HPAI. While shortages of eggs are not foreseen at this time, prices of eggs will continue to go up in the grocery store.

4-H Youth Development

- CCE Cayuga staff and volunteers reached almost 600 students in their classrooms through Agricultural Literacy Week reading and activities.
- The 4-H program is placing incubation kits in several classrooms across the county. This is part of our effort to increase agricultural awareness in students and have more engagement with the school districts.

Nutrition

- The CCE Cayuga nutrition program has resumed grocery store tours as part of our nutrition education offerings. These tours show participants how to buy healthy food on a budget.

Organizational Updates

- CCE Cayuga is working with County Planning on the Electronics Recycling event scheduled for April 9th. 500 residents have signed up to recycle their electronic waste

Karen Kuhl (Tourism)

	Occ %		ADR		RevPAR	
	2022	2021	2022	2021	2022	2021
Current Month - February 2022 vs February 2021	45.0	46.6	107.24	78.80	48.24	36.74
Year to Date - February 2022 vs February 2021	40.6	42.9	106.86	77.05	43.35	33.02

- eCommunications
 - 3/16 /22: March Newsletter: 32% open rate, 3% CTR
 - 3/3/22-Pro-Tip: DEI: 31% open rate,1% CTR
 - 3/30/22-Pro-Tip: Cyber Security: 28% open rate
 - 3/17/22: March Newsletter: 34% open rate, 1% CTR
 - 3/25/22: Calendar of Events for partners: 50% open rate
- Public Relations
 - FAM trip – Andrea Sachs – Washington Post March 2-4
 - FAM trip – Paula Reynolds – American Group Tours March 10-12
 - Bridge Street & Auburn Citizen – Women Owned businesses
 - "Beyond the Front Page with Guy Cosentino" - Mar 8th

Coming up:

 - FAM trip - Ed Finn and Shane Cullen – UK’s Platinum Travel
 - Cayuga County & Auburn Underground Railroad App launch event – 5/11
 - National Travel and Tourism Week – event potentially planned for - 5/5
- Groups
 - Hosted Paula Reynolds, Group Tour Operator on March 11. She was interested in putting together a tour highlighting Harriet Tubman and the Underground RR.
 - Brought her to see ERHC, McKenzie Childs, Howland Stone School Museum, Anne Frank Project, Long Point Winery, Treleaven Winery, visited two tour group friendly restaurants.
 - Continuing conversations with the NYS UGRR Consortium & Niagara Bound Tours regarding Harriet Tubman and UGRR tours

- Working on itinerary sheets with Tilly Youngs, of the 1000 Islands International Tourism Council. Edits have been sent.
- Preparing for TAP Dance Conference in June
- Marketing Campaigns
 - Spring Fishing marketing campaign to kick off in April
 - Working with ILNY, NYSTIA and BRAND USA to reach the Canadian market. Focusing on natural and cultural assets.
 - Sustainable and Circular economy – Preparing for Earth Month with special recognitions of sustainable efforts around the county
 - “Treasurers along the Erie Canal” will release the Birding was released in March. There has been key partnership with Cornell lab of Ornithology in the content of the app.
 - Sweet Treat Trail 2022 is starting in April, specials treats will be dedicated to Harriet Tubman.
 - Attending and presenting at NYSTIA. Karen Kuhl will be jointly presenting with Dr Rhoda Overstreet Wilson.
- Cultural Tourism Public Relations –
 - We’re developing a pride of place promotion that will feature short interviews with photos and clips of businesses and entrepreneurs in the area asking them to reflect and share how Harriet Tubman’s legacy has influenced them and what it means for them to live and thrive in her hometown. These features will include Black-owned businesses bringing them to the front with their own voice to share their insights. The goal is to showcase how more than a century after her death, she continues to inspire others in the community she called home.
 - Initial research has been conducted to identify black-owned businesses in Cayuga County. 24 businesses were identified including both established and emerging businesses, all were within Auburn. A second round of research has started to develop the list of Hispanic and Women-Owned businesses. We’re preparing for a function with minority owned businesses to identify ways that the tourism office can support their businesses and elevate their stories.
 - Working with ILNY to identify ways to bring the story of Harriet Tubman’s life and legacy in New York State to a wider audience.
 - Continuing conversations with NYS Underground Railroad Consortium for Bike the Erie Canal participation.
- Promoting events to Highlight Harriet Tubman’s legacy

In order to stimulate more events to promote Cayuga County as Harriet Tubman’s chosen hometown, the tourism office opened a grant application. Organizations whose events will be supported include: Booker T Washington, Seward House Museum, aaduna Inc, Howland Stone Store Museum, Montezuma Historical Society, CNY Sports Management, Auburn Public Theater, and RB Entertainment.

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

RESOLUTIONS:

EMPLOYMENT & TRAINING:

4-22-PL-1 Authorizing the Director of Employment & Training to fill a Workforce Development Program Assistant position in the Employment & Training Department due to vacancy. **Motion by Shea, 2nd by Calarco. All in favor.**

PLANNING:

4-22-PL-2 Authorizing signing of vendor contract for Household Hazardous Waste Events. **Motion by Muldrow, 2nd by Calarco. All in favor.**

4-22-PL-3 Authorizing the Chair of the Legislature to execute certain permissions for the USDA to place European Cherry Fruit Fly Traps in select locations on Cayuga County-owned lands in 2022. **Motion by Strong, 2nd by Muldrow. All in favor.**

4-22-PL-4 Authorizing the Chair of the Legislature to execute an agreement between Environmental Design & Research, D>P>C (EDR) and Cayuga County for Professional Engineering Services associated with the Owasco Flats Alternative Entrance Project. **Motion by Basile, 2nd by Calarco. All in favor.**

ADJOURNMENT: Motion to adjourn by Strong at 8:08 PM, 2nd by Muldrow. 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.