



**MINUTES**  
**PLANNING & ECONOMIC DEVELOPMENT COMMITTEE**  
**Wednesday, July 12, 2023 – to follow Government Operations**  
Live stream Link - [https://www.youtube.com/watch?v=q-u\\_MrTTEfs](https://www.youtube.com/watch?v=q-u_MrTTEfs)

**CALL TO ORDER:** By Hon. Robert Shea called the meeting to order at 6:08PM

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

**EXCUSED:** Mark Strong & Brian Muldrow

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

**MINUTES TO APPROVE:** June 14, 2023, **Motion by Basile, 2<sup>nd</sup> by Calarco, all in favor.**

**APPOINTMENTS:** None

**DEPARTMENT UPDATES FOR COMMITTEE:**

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

1. **NY FORWARD Grant Applications** – We are finalizing our grant work with the villages of Aurora, Union Springs and Cayuga to prepare NY Forward Grant Applications for the 2023 funding round. Grant applications will include: (1) individual funding applications for each village as stand-alone projects under the NY Forward Grant; and (2) a collective grant application linking the three villages together and seeking a single \$10M Downtown Revitalization Initiative (DRI) grant award. Staff has conducted public outreach at various community events in the villages and met with local businesses to establish project profiles to support competitive grant applications. More information on the NY Forward program is available on the state website: [NY Forward](#).
2. **Village of Weedsport Zoning Ordinance Update** –Planner Greg Diebold has led this project to date; it is nearing completion. Monthly meetings are the 1<sup>st</sup> Tuesday of the month. The Zoning Ordinance development remains on schedule and a 6/6/23 Steering Committee meeting was the final work session on the Ordinance. Staff met with the Village Planning Board on 6/28 for an overall review of the proposed changes. A working session with all of the Town Boards is scheduled for July 25. Associate Planner Kari Terwilliger will be attending (Planner Greg Diebold's last day is 7/14). Barring any major changes, staff will work with the Village to adopt the new Zoning Ordinance in August or September.
3. **Town of Throop Zoning Ordinance Update** – Planner Greg Diebold has also been the lead staff assigned to this project. Mr. Diebold presented the full draft zoning ordinance to town elected and appointed officials on Monday, April 24<sup>th</sup>, providing multiple town boards with an opportunity to become more familiar with the draft code and discuss any final concerns or questions on the draft. A Public Hearing was held on June 21<sup>st</sup> and the Town Board is scheduled for a final review, and anticipated adoption of the new Ordinance on July 26. When complete, the department will conclude two years of extensive land use work with the Town including a new Comprehensive Plan and full Zoning Ordinance.
4. **Town of Conquest Comprehensive Plan** – Senior Planner/GIS Analyst Greg Hutnik was the staff lead on this project. The Town Board reviewed the final plan at a Special meeting on Monday, May 8. A Public Hearing with the Town Board was held on June 19<sup>th</sup> and the Town Board adopted the Plan.  
  
In June, the Town of Conquest Supervisor circulated a Request for Proposals to County Planning for continued planning services following adoption of this first Town Comprehensive Plan. Requested services will include site plan regulations, special use permits, subdivision regulations and establishment of critical environmental areas. Staff prepared and submitted a work proposal in late June. We anticipate that the Town Board will move forward and the work will begin in August.
5. **Village of Aurora Zoning Ordinance Update** – Associate Planner Kari Terwilliger is leading this zoning ordinance update, working closely with the Mayor and Steering Committee appointed by the Village. The final Steering Committee work session was held on Tuesday, June 13 and Town review sessions are scheduled for July 11 and August 8. Depending on edits or revisions requested by the Village, the zoning update may be finalized in September or shortly thereafter.

- 6. Town of Sennett Zoning Ordinance Update.** The department executed an MOA with the Town of Sennett for updates and amendments to the Town's Hospitality-Lodging (H-L) Overlay District to better align with the community's goals and future land use vision for this specific area of the Town (the transportation corridor on NYS Route 20 between Mandy Rue and the Town of Skaneateles).

A public kick-off meeting was held in March and monthly Steering Committee meetings have been held every 4<sup>th</sup> Tuesday, with the most recent meeting on June 22<sup>nd</sup>. At the Town's request, the project will take a break for July with the next Steering Committee meeting scheduled for August 22. The term for the project is approximately 8 months and Associate Planner Kari Terwilliger is the project lead.

- 7. Town of Owasco Zoning Ordinance Update.** The department is working with the Town of Owasco for a comprehensive update and amendments to the Town's Zoning Ordinance and Subdivision Law. Senior Planner David Nelson is the project lead. The kick-off meeting with the town-appointed Steering Committee was held in April and monthly meetings are scheduled for every 3<sup>rd</sup> Wednesday at 4PM in the Town Offices. This will be a ~12-month planning project.

- 8. Village of Cayuga LWRP & Town of Sterling/Village of Fair Haven LWRP.** Final drafts for both Local Waterfront Revitalization Plans remain with the NYS Department of State for a required "consistency review" relative to NYS LWRP policies, with the planning process on pause until after the state agency completes the reviews. The Planning Director corresponded with senior DOS supervisors in an effort to expedite completion of the Plans process and there has recently been movement on the reviews. Had the plans been approved without this delay, the municipalities would have been positioned to apply for 2023 CFA grant funding for capital improvements. We do expect to advance capital improvement grants during the 2024 CFA round in both communities.

- 9. Implementation of the EPA 9-Element Plan for Owasco Lake** – Associate Planner Michele Wunderlich is the primary Planning staff participating with a range of partners and stakeholders to drive implementation of the 9E Plan's recommendations. A 9E Plan Coordinating Committee has been established under the Owasco Lake Watershed Management Council. Monthly coordinating meetings are currently scheduled for the fourth Thursday of each month at 9AM at Auburn City Hall.

The County Soil and Water Conservation District and the OLWMC have taken the lead in developing of 2023 grant applications for funding to address the phosphorus reduction and water resource protection recommendations in the 9E Plan while supporting agricultural and landowner best practices in the Owasco Lake Watershed. The City of Auburn is also exploring grant opportunities to establish stream gaging station and stream assessments on major tributaries flowing into Owasco Lake.

- 10. Finger Lake-Lake Ontario Water Protection Alliance Program (FOLLOWPA).** Associate Planner Michele Wunderlich is the lead staff managing this important water protection effort and funding program. Michele has successfully closed out all prior FOLLOWPA budget years, leaving only the 2022-2023 program open. Recently, Michele secured NYSDEC Quality Assurance Project Plans ("QAPP") for the installation of HyFi water flow sensors in the Owasco Flats wetland basins. She is currently working with the Finger Lakes Institute to prepare and submit a QAPP for the 2023 Owasco Lake in-lake buoy data collection program.

- 11. Owasco Flats Wetland Restoration Project.** Associate Planner Michele Wunderlich is also the lead staff managing the ongoing maintenance and assessment of the "Owasco Flats" wetland restoration project. The required Operation and Maintenance Plan for the project requires fish and wetland planting surveys within the project area for reporting to NYSDEC and US Fish and Wildlife. Michele's assessment of the created wetland basins in the Flats, following storm events, have indicated that the basins are functionally collecting stormwater and allowing the nutrient-rich sediments to settle out before releasing clear water back into the Inlet.

- 12. Emerson Park Redevelopment** – Working with County Parks, and with the support of the Parks Commission and commitments of county matching funds in May, staff submitted two (2) capital grant applications for Emerson Park, including a Community Resiliency, Economic Sustainability, and Technology Program (CREST) Grant application for replacement of the large event shelter on Deauville Island (removed last year) and a Northern Border Regional Commission Catalyst Grant Program application for replacement of the Deauville Island, Fleming Channel Bridge with establishment of accessible parking. Grant award announcements for the Northern Border Regional Commission grant are expected in August.

- 13. Local Solid Waste Management Plan Update** – The Local Solid Waste Management Plan Update is on track and on schedule with staff Planner Evan Tuthill managing the project.

The recommendations staff presented to the Planning Committee in May have been incorporated into the final countywide solid waste management plan that will be submitted to NYSDEC for an initial completeness review in mid-July. Here are the final steps in completion of the Plan:

- NYSDEC Initial Review (3-4 months depending on DEC workloads)
- Circulation of complete Draft Plan to the Legislature and all municipalities, initiating a 45-day public comment period. At least one (1) Public Meeting and Presentation during the 45-day comment period is required; we will hold three (3 – South, Central and Northern Cayuga County).
- NYSDEC Final Approval Review (up to 120-days allowed, we anticipate a faster final review)

- Adoption by the County Legislature via a Legislative Resolution
14. **Erie Canal Rewatering And Trail Planning Project.** Staff continues to work with engineering and planning firm Bergmann Associates (now Collier Engineering), along with the Town of Brutus, on the Erie Canal Trail and Canal Rewatering Plan, which is due to be completed this calendar year.
- Project staff met with Town of Brutus Supervisor Jim Hotaling and Town of Mentz Supervisor Mark Emerson in June to provide project updates and to discuss steps the Towns might take to continue project work after the current grant work is completed this year.
  - Brutus Supervisor 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 Grant Application will seek funding to finalize construction documents for the re-watering of the canal channel in the Town Park between Port Byron and Weedsport. The Town is also requesting that the department administer the grant and manage the project on the Town's behalf if the grant is awarded.
  - Staff has prepared a scope of work and planning services proposal for the Town to review and consider. Preparing the grant and meeting the application deadline of Friday, July 28th will be a challenge, however we strongly support the project and will do everything we can to make it happen if the town moves forward with our services proposal.
15. **MICRON Opportunities Working Groups.** The Planning Director continues to work closely with CEDA and the City of Auburn on the MICRON Opportunities Working Group, focused on identification of existing sites and the development of new shovel-ready advanced manufacturing sites for MICRON Tier I, II and III supply chain companies.

The Working Group held a joint meeting with the MICRON Energy Working Group (e.g., CCPUSA) in May to discuss coordination of new/existing industrial development sites and energy opportunities and held a follow-up work session in early June.

To date, the Working Group has:

- Mapped the MICRON Travel Corridors (generally Auburn going North to Thruway/Routes 31 and 370, then East to the Town of Clay and White Pines Business Park);
- Completed an Infrastructure, Land Use and Local Policy assessment of all areas within the corridor, creating a matrix for potential site mapping;
- Identified suitable (potential) parcels in the City of Auburn, and within the corridor outside of the City, that can support advanced manufacturing, logistics, and other Tier 1,2 or 3 MICRON suppliers;
- Worked with CCIDA Counsel to create Real Property Option templates; and
- Initiated, through CEDA staff, inquiry and outreach to property owners, with a priority on those sites best suited to development (infrastructure, parcel size, least land use constraints).

The Planning Director is also attending the monthly MICRON Opportunities Housing and Workforce Development Working Group meetings. Planning staff is completing an assessment and mapping analysis of municipal zoning regulations in county municipalities to identify opportunities/constraints to development of a range of housing types within the county. This will be shared with the City of Auburn as the City prepares to engage a consultant in a countywide housing study.

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

- Lease negotiations and agreements between E&T and NYS DOL continue for the space on Grant Ave at the future Workforce Development Center.
- State Education Department (ACCES-VR) will not be signing new lease agreement with County E&T effective July 1, 2023, due to an unsigned LWDA MOU by the NYS DOL. E&T budget will absorb the cost.
- ACCES-VR officially moved out of the Career Center on 6/29/23.
- Workforce Development Building Plans- Working with Doug Kinney and Tom Pratt (architect) on getting requested documents together for submission to Property Management Division of the NYS DOL and OGS as part of lease negotiations with Employment and Training.
- WIOA Program Audit- County Audit- underway and conducted by Drescher & Malecki LLP for 2022 WIOA Grant – Program and fiscal expenditures.
- WIOA FFY21 Annual Financial Management Review was completed with zero findings reported for Cayuga County. Report has been submitted to NYS DOL Financial Oversight Office and Chairman Gould.
- Summer Youth Employment Program update: (OTDA- TANF eligible)
  - Received 91 applications.
  - Conducted 60 plus individual interviews to date of this report.
  - Provided 3 Orientation sessions for a total of 55 kids.
  - Conducted Financial Literacy Training for all 55 kids.
  - 55 youth sent for drug screening and 32 returned with all cleared to work to date of this report.
  - Provided 25 online Employer Orientations with option of in person.

- 25 worksites are participating in SYEP this year.
- Added 6 plus new worksites or sites that did not participate last year.
- Work Experiences to start on 7/3 for camp with the remaining starting on 7/10.
- 4 FFFS youth transitioned into SYEP for paid work experience as of June when FFFS funds exhausted.
- WIOA Youth Program (Year-Round): 10 enrolled with 5 applications pending; services include- paid work experience, follow up, and incentives.
- Youth Employment Project: funds spent out (approx. \$17,000). Served/employed 4 youth in paid work experience (spent funds March-June 2023 until gone).
- ITA Contracts- 12 current contracts.
- Nucor Steel- E&T Department providing training on resume development and interviewing skills for interns per company request and onsite at Nucor Steel.
- Micron Employment Workgroup- Speaker for July and topic of roundtable discussion is Kathryn Dennis, United Way, and the ALICE population.
- LPN Scholarship partnership with Cayuga Onondaga BOCES-starting in July.

### **Michael Miller (CEDA) –**

Metric Snapshot as of June 2022:

- Existing businesses assisted: 41
- Entrepreneurs assisted: 71
- Business Assistance Location Breakdown: June
  - Auburn – 8
  - Aurora - 1
  - Moravia – 4
  - Cayuga – 3
  - Union Springs - 1
- See supplemental documents for additional metrics and economic indicators
- Small Business Covid-19 Grant program finished up on June 12 and CEDA has worked through evaluations of acceptable applicants.
- Auburn City Council Presentation – provided a reintroduction to the council with updated information on CEDA’s services and impacts. Will continue presenting/informing elsewhere throughout the county to inform. Information will
- FAM Tour – Paul Viggiano and Lauren LaGreca joined the tourism office in a familiarization tour specifically to the areas of Montezuma and Weedsport
- Seymour Library – members met with Lisa Carr to discuss areas of partnership for programming specific for small businesses/entrepreneurs
- Hosted representatives from CDBG (Community Development Block Grant) to provide informational overview of their funding and uses
- Select sites have submitted to CNYRB/David Bottar to include in regional site profile database. This important initiative will help market large properties for industrial development
- Continuing to await final approval from EDA to proceed with sewer project in IDA park. IDA staff and counsel are working through new CMI application for IDA benefits as part of their expansion project.
  - Applying for a FAST NY Grant for potential IDA site. Grant monies would provide IDA the ability to conduct site review, readiness, and overall attraction assistance.
- CEDA Sparks Series – hosted Dan Kolinski in our second installment to discuss the Consolidated Funding Application.
  - Specific meeting with representatives from the villages of Aurora, Cayuga, and Union Springs will meet with Dan Kolinski, Kari Terwilliger, and Michael and Maureen Riester
  - Continuing series includes the importance of HR (Melody Johnson, July 7<sup>th</sup>), and an upcoming one to feature energy. Please visit our webpage for details and sign up
- Michael Miller met with representatives from Alstom and the City of Auburn to discuss the former Bombardier facility’s use moving forward.
- Michael Miller and Maureen Riester will be meeting with CenterState CEO representatives to discuss areas of collaboration and coordination on broader initiatives as it relates to potential sites and attraction efforts

### **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 Agricultural Nonpoint Source Abatement and Control Program (AgNPS) and the Climate Resilient Farming (CRF) Grant Program. The grant programs were recently announced. Two proposals were submitted for the AgNPS. The deadline is 8/07/23 for CRF.
- Cayuga SWCD Staff continue to work with landowners and contractors on projects that have begun construction. We have been overseeing the BMP implementation efforts on four projects currently under construction.

- Cayuga SWCD Staff continue to complete weekly construction site inspections on two SPDES permitted construction sites at agricultural operations in the Cayuga Lake Watershed.
- Cayuga SWCD Staff participated in zoom and/or in-person meetings with Cayuga County 239 GM&L Committee, Water Quality Management Agency (WQMA), NYS Dept. of Ag & Markets, NYS Soil and Water Conservation Committee, Partners for Healthy Watersheds, NYS Dept. of Environmental Conservation, Town of Owasco – Drinking Water Source Protection Plan, Owasco Lake Watershed Management Council/Inspection Program, Owasco Lake 9E Implementation Committee, Owasco Lake Rules & Regulations Update Committee, NYS Soil Health Organization, to discuss local natural resource needs and concerns relevant to Cayuga County.

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

- Cayuga SWCD Staff continue to work on grant applications for Best Management Practice (BMP) implementation projects funded through the Finger Lakes Grant Program and the Water Quality Improvement Project (WQIP). The deadline to apply to the competitive grant programs is July 21<sup>st</sup> and July 28<sup>th</sup> respectively.
- Cayuga SWCD Staff continue to complete weekly construction site inspections on two SPDES permitted construction sites. One in the Owasco Lake Watershed and one in the Seneca River Watershed.
- Cayuga SWCD Staff completed 600 feet of road ditch stabilization in the Town of Summerhill, in the Cayuga Lake Watershed.
- The Cayuga SWCD has completed plans for five fire lanes in the Owasco Lake Watershed.
- Cayuga SWCD Staff assisted the Village of Fair Haven with their quarterly monitoring and maintenance report for the West Barrier Bar Project on Lake Ontario.
- Cayuga SWCD Staff completed hydroseeding at Emerson Park.
- Cayuga SWCD Staff completed the protection of the inlet and outlet ends of a culvert in the Town of Brutus, which is one of several projects that received FEMA funding due to flood damage caused in 2021.
- Cayuga SWCD Staff continue to complete septic system designs, sanitary code inspections and percolation tests for county residents. Homeowners in the Towns of Brutus, Moravia, Niles, Springport, Throop 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.
- Cayuga SWCD Staff completed the evaluation of culverts in the Cayuga Lake Watershed (Town of Genoa) utilizing the North Atlantic Aquatic Connectivity Collaborative (NAACC) protocol.
- Cayuga SWCD Staff began the 2023 season harvesting aquatic vegetation in Cayuga Lake. We are still awaiting the completion of our new harvester. Production is currently delayed as the manufacturer is waiting for parts. Unfortunately, supply chain issues are still a thing.

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

- The Cayuga SWCD has current job openings for a Watershed Conservation Specialist and a Principal Account Clerk. For the job description and additional details, please visit our website: [www.cayugaswcd.org](http://www.cayugaswcd.org) or visit the County Civil Service website to apply.
- Cayuga SWCD Staff worked in conjunction with Cornell Cooperative Extension of Cayuga County and the Cayuga County Department of Planning and Economic Development to carry out the County's Annual Tire Round-up that was held at the SWCD offices on June 10<sup>th</sup>. Special thanks go to the Cayuga County Highway Department for assisting with the transport of the tires to NUCOR Steel and to NUCOR for creating availability to receive them for further recycling and for providing volunteers to assist in the event as well. Approximately 5,000 tires were collected and recycled during the event.
- Cayuga SWCD Staff attended the Biochar Field Days held on June 22<sup>nd</sup>. Training and informative topics included a general overview of biochar, guidelines for Agricultural Applications, how the soil responds to biochar, various types of biochar, its' potential for manure management and a farmer panel discussion.
- The Cayuga SWCD is partnering with other SWCDs and agricultural related organizations to promote the 2023 Soil Health & Climate Resiliency Field Days. The event is scheduled for July 13<sup>th</sup> @ Rodman Lott & Son Farms in Seneca Falls (Seneca Cty). The meeting will include speakers discussing the benefits associated with cover crops and reduced tillage, a farmer panel and demonstrations. For additional information and to register, please call the Seneca County SWCD at (315) 568-4366.

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

- o This year's 4-H Youth Fair is August 4-5 at the Union Springs Fire Department. Youth will be exhibiting dairy cattle, sheep, beef cattle, goat, swine, rabbit, and poultry shows. In addition, there will be displays for photography, crafts, woodworking, horticulture, and other projects. On August 5<sup>th</sup>, there will be a Chicken BBQ following the dairy breed show and before the Market Livestock Auction. This is the first Cayuga County 4-H Market Livestock Auction in several decades.
- o On August 23<sup>rd</sup>, CCE Cayuga and the New York State Agribusiness Association are hosting the NY 4R Nutrient Stewardship Field Day at DuMond Farms. This event is an on-farm field day that will show how science,

technology and production practices work together to support environmental stewardship on agricultural fields. The event will run from 10am-3pm and includes lunch. If you would like to attend, please contact Dan Welch.

- CCE Cayuga is hiring a 4-H Issue Leader. In the CCE job classification system, an issue leader provides leadership for a specific program area, and contributes their skills and expertise to supporting the overall work of an extension association.

**Karen Kuhl (Tourism) –**

	Occ %		ADR		RevPAR	
	2023	2022	2023	2022	2023	2022
<b>Current Month - May 2023 vs May 2022</b>	59.4	56.8	171.53	145.93	101.85	82.90
<b>Year to Date - May 2023 vs May 2022</b>	48.3	46.7	136.16	120.25	65.74	56.17

- EDA Sub- Tourism grants update
  - Finger Lakes Regional Tourism Council – Project moving forward. PR and Marketing agencies have been contracted to execute the campaign.
  - Underground Railroad Consortium of NYS - EDA Tourism Grant funds Has developed and release an RFP for an agency to help develop the required Byway Corridor Management Plan to develop the Harriet Tubman Underground Railroad Scenic Byway in New York State. Proposal submission deadline is July 25th.
- Solar Eclipse 2024 Update – The 2024 Total Solar Eclipse is fast approaching. With the recent press release by Gov. Hochul stating that certain State Parks will be opening earlier to accommodate the anticipated thousands of visitors now is the time for us to start advertising Cayuga County, specifically northern Cayuga County as a prime viewing destination. There are many considerations for this and one opportunity that I see for our partners is running fun themed specials, products, classes and more, but that would mean opening earlier for many of our partners. We will have a landing page on our website with a countdown and features those are offering specials, promotions, and opening early for this historic event.
- Important Note - Occupancy Tax in Weedsport - The additional 7% tax imposed on the few hotels in Weedsport will be detrimental to the community. The tourism office has written a letter sent to both Senator Mae and John Lemonde’s offices in opposition of this bill.
- Lodging Feasibility Study for Cayuga County - The draft lodging feasibility document has been provided by Paul Landy of REVPAR International and it has been distributed to the CCCVB planning committee. Next step is to approve the recommended location to perform the full feasibility of the specific property.
- Resident Tourism Sentiment Survey - We have 21 responses, predominantly from Auburn (42%), but a good representation from around the county King Ferry (10%), Cayuga (10%). So far, we’ve received an overwhelmingly positive tourism sentiment (90%). Please help us distribute the survey link and/or poster to increase response rate from throughout the county. [NYS Resident Survey Link](#).
- Public Relations
  - Media FAM trips
    - June 14-18 Delaina Dixon of EBONY Magazine and Allyshia Hamilton of “Day Out with Allyshia” for Juneteenth celebration
    - Upcoming: Aug 4 – 9. Melody Wren covering family travel.
  - Attended the PRism awards where the agencies we’ve been working with received two separate recognitions for initiatives promoting Cayuga County and Auburn NY as Harriet Tubman’s Chosen Hometown.
    - *Events and Observances* - Not-for-Profit Award of Excellence: Break the Ice Media for “Cayuga County Celebrates Harriet Tubman’s 200th Birthday”
    - *Media Relations* - Corporate PRism Award: LáLew Public Relations for the “Mural of Harriet Tubman seen by millions through earned media mentions”
  - Public Relations Manager - We would like to welcome and introduce Ash Murray, our new staff member. Ash Murray is a current English and Psychology graduate from the University of Syracuse and recently finished an internship with Editorial & PR intern with Horizons Foundation. Ash’s first day was July 5th, and we look forward to her meeting everyone. Her support in our PR efforts will be a big asset to the organization.
- eCommunications
  - Partner - Newsletters 6/27/23 open rate 40%,
  - Visitor - Newsletter 6/23/23 open rate 38%
  - Visitor – Sweet Treat Trail 6/27/23 open rate 63%
- Groups & Conferences
  - TAP Dance was extremely successful with over 20 appointments for our Pod, which consisted of 1000 Islands, Ontario, Tompkins & Cayuga.

- Collateral
  - Cayuga Magazine – Available and distribution includes mailings by select zip codes in the county and to Home Rental Properties.
  - Cayuga County Travel Guide – a smaller, listing style version of a travel guide is now under way.
  - Video production – We are ramping up video and asset production and collection in anticipated uses for increased YouTube presence, social media, digital campaigns and more
- Marketing Campaigns
  - **Go Beyond** – In development phase, gathering video and photo content.
  - **Brave Women FLX** – Continue with a soft three-season campaign.
  - **Sweet Treat Trail** – Website and social media are active.
  - **Fishing** – Fishing photo shoot to be scheduled.
  - **Cultural Tourism** – Beyond the Bicentennial launching mid-August.
  - **Treasurers Along the Erie Canal** – Promoting Erie Canal Bicentennial.
  - **Cayuga Lake Scenic Byway** – Promoting birding along the byway
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## RESOLUTIONS:

### PLANNING:

- 7-23-PL-1      Awarding the contract for Grant Funded Engineering & Design Services for the Sterling-Fair Haven Community Connection Trail Feasibility Study. **Motion by Kerr, 2<sup>nd</sup> by Calarco, all in favor.**
- 7-23-PL-2      Authorization to fill a Planner Position on or after July 25, 2023 due to resignation of the incumbent Planner. **Motion by Kerr, 2<sup>nd</sup> by Calarco, all in favor.**

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