

STEBEN COUNTY AGRICULTURE, INDUSTRY & PLANNING COMMITTEE

Monday, July 9, 2018

9:30 a.m.

Legislative Committee Room
Steuben County Office Building
Bath, New York

****MINUTES****

COMMITTEE: Robin K. Lattimer, Chair K. Michael Hanna, Vice Chair John V. Malter
Robert V. Nichols Thomas J. Ryan

STAFF: Jack K. Wheeler Mitchell Alger Alan Reed
Amy Dlugos

LEGISLATORS: Carol A. Ferratella Kelly H. Fitzpatrick Hilda T. Lando
John V. Malter Steven P. Maio **Frederick G. Potter**

OTHERS: Laury Poland, Finger Lakes Wine Country
Tom Tranter, Corning Enterprises
Betsy Hale, Three Rivers Development
Kevin Costello, Steuben County Conference & Visitors' Bureau
Jamie Johnson, Steuben County Industrial Development Agency
Rick Weakland, Seneca Lake Water Association
Mark Morris, Keuka Lake Association
Dustin Rogers
Mary Perham

I. CALL TO ORDER

Ms. Lattimer called the meeting to order at 9:30 a.m. and asked Mr. Malter to lead the Pledge of Allegiance.

II. APPROVAL OF MINUTES

MOTION: APPROVING THE MINUTES OF THE JUNE 6, 2018, MEETING MADE BY MR. HANNA. SECONDED BY MR. MALTER. ALL BEING IN FAVOR. MOTION CARRIES 3-0. (MR. NICHOLS AND MR. RYAN ABSENT FOR VOTE)

III. DEPARTMENTAL REQUESTS

A. Planning

1. **Authorizing Public Hearing on Eight-Year Review of Agricultural District No. 3** – Mrs. Dlugos requested authorization to hold a public hearing on the eight-year review of Agricultural District No. 3.

MOTION: AUTHORIZING A PUBLIC HEARING ON EIGHT-YEAR REVIEW OF AGRICULTURAL DISTRICT NO. 3 MADE BY MR. MALTER. SECONDED BY MR. NICHOLS. ALL BEING IN FAVOR. MOTION CARRIES 5-0. Resolution Required.

2. **Consolidated Funding Application** – Mrs. Dlugos informed the committee they were approached by Southern Tier Central Regional Planning and Development asking if the County would submit a consolidated funding application for a regional project to address flood resistant design guidelines for flood prone historical structures. Our involvement is submitting the application and a limited amount of time from her office to administer the grant and attend some meetings.

MOTION: AUTHORIZING THE PLANNING DIRECTOR TO SUBMIT A CONSOLIDATED FUNDING APPLICATION ON BEHALF OF SOUTHERN TIER CENTRAL REGIONAL PLANNING & DEVELOPMENT FOR A REGIONAL PROJECT TO ADDRESS FLOOD RESISTANT DESIGN GUIDELINES FOR FLOOD PRONE HISTORICAL STRUCTURES MADE BY MR. NICHOLS. SECONDED BY MR. HANNA. ALL BEING IN FAVOR. MOTION CARRIES 5-0. Resolution Required.

B. County Manager

1. **Watershed Study Request** – Mr. Wheeler stated he had received an email from Rick Weakland, President of the Seneca Lake Water Association, regarding the nine element study which is specific to Harmful Algae Blooms (HABs).

Mr. Weakland stated Keuka and Seneca Lakes are part of the same watershed. Both lakes are relatively healthy, but turning toward not being as healthy. HABs have the potential to negatively affect the water supply. This plan consists of nine elements which are intended to identify contributing causes and sources of nonpoint source pollution. These nine element plans are also consistent with EPA and DEC frameworks to develop watershed plans.

Mr. Weakland stated he is looking for a resolution of support and is also asking for funding. We are going to ask the State for \$30,000 and they have indicated they will provide 75 percent of that. That leaves us to come up with the remaining \$90,000. So far we are at \$80,000. That includes \$5,000 each from the two lake associations, two counties and two municipalities. We need contributions from two more counties.

Mr. Hanna asked how many towns are around Seneca Lake? Mr. Weakland replied there are 40 municipalities surrounding Seneca Lake. Mr. Hanna asked is this a three-year study? Mr. Weakland replied yes, that is his understanding. Mrs. Lando asked are you working with the Soil & Water Conservation District? Mr. Weakland replied yes and they have done a lot already. They will also be part of the solution, along with Cornell Cooperative Extension.

Mark Morris, Keuka Lake Association, stated this is a great opportunity to get more involvement from Steuben County. The towns from Steuben County are involved, but we would also like to see more. Mr. Weakland commented on Seneca Lake, we have over 100 volunteers who are monitoring our lake for algae blooms and Keuka Lake is in the process of replicating that.

Ms. Lattimer asked is this a competitive grant? Mr. Weakland replied yes. We will get extra points on our application for inter-municipal cooperation as it looks good for funding.

Mr. Wheeler explained they are asking for \$5,000 and you can take that out of the Contingent Fund or Economic Development Fund. He would recommend taking it from the Economic Development Fund. If you opt to do that, it would be coming out of the 2019 budget.

Mr. Nichols stated we want to protect our lake. Mr. Morris commented algae blooms and invasive species are huge risks to lakes.

MOTION: AUTHORIZING A TRANSFER OF \$5,000.00 OUT OF THE 2019 ECONOMIC DEVELOPMENT FUND LINE ITEM TO REPRESENT THE COUNTY'S SHARE OF THE COST OF A WATERSHED STUDY MADE BY MR. HANNA. SECONDED BY MR. NICHOLS. ALL BEING IN FAVOR. MOTION CARRIES 5-0. Resolution Required.

IV. **OUTSIDE AGENCIES**

A. ARTS of the Southern Finger Lakes

1. **2019 Budget Presentation** – Ms. Sullivan-Blum thanked the Legislature for the \$37,600.00 in funding that they provided to the ARTS of the Southern Finger Lakes last year. With that funding we were able to continue to provide various services. She showed a PowerPoint presentation outlining the various activities

that they were involved with. They have continued their Points of Inspiration Scenic Views driving trail and Architecture driving trail. Ms. Sullivan-Blum stated they continue to work to seek outside funds from numerous organizations. We greatly appreciate the funding the County has given us over the years. She stated this year they are asking for \$37,600, which remains the same as last year.

B. Finger Lakes Wine Country

1. **2019 Budget Presentation** – Ms. Poland stated the goal of Finger Lakes Wine Country is to use an integrated marketing approach to make this region the top of mind destination for travelers. We have a very intentional strategy of marketing which includes media relations, website, mobile apps, social media and email campaigns. We print and distribute 150,000 copies of our travel magazine annually. We also recognize that travel is discretionary and not required. Leisure, hospitality, and tourism is booming and consumers are shifting to wanting experiences instead of things. Word of mouth (which includes recommendations from family and friends, online travel reviews and internet searches) is our number one referral source for travel information. Approximately 84 percent of visitors to the region are repeat visitors and 45 percent have visited the region more than five times. Additionally, 63 percent of travelers are influenced by opinions expressed on social media.

Ms. Poland stated TBEX (Travel Blogger Exchange) is the largest gathering of travel media, bloggers and influencers around the world. Through social media and other connections, TBEX events reached more than 1 billion travel consumers in 2017. The 2018 TBEX North America conference will take place September 10 – 13 in Finger Lakes Wine Country. Up to 700 digital influencers and travel specialists will attend programs at the Corning Museum of Glass to learn from top industry professionals and to share their stories of our region to their audiences. We started a hashtag in January and already have had 3,636,878 individuals talking about Finger Lakes Wine Country. She stated her goal is to reach 1 billion.

Ms. Poland stated our organization is going through some changes and she introduced Betsey Hale, our Board Chair, who will be talking about those changes. Ms. Hale stated in December last year we decided the Board needed a strategic plan as one had not been done since 1999. We hired Susan Payne as our consultant. The new mission of Finger Lakes Wine Country Tourism Marketing Association is to establish Finger Lakes Wine Country as the top-of-mind brand. She stated her goal today is to let the committee know that we hope to have a new strategic plan in place by the end of September. Thank you for your continued support.

Mr. Tranter stated Corning Enterprises is the lead organization that originally formed the Finger Lakes Wine Country Tourism Marketing Association as our company wanted a brand for the region. Clearly tourism has grown. Corning is matching room tax up to \$375,000 and Mr. Costello of the Steuben County Conference & Visitors' Bureau takes a portion of that and applies for State matching funds. The important message to leave with you is the brand. It is important to have that brand. He thanked the Legislators for their support. Without the County's support, the Corning match would not be there.

Ms. Hale commented your appointment of Jamie Johnson to our Board is critical. With his input, it will help us refine our future and stay focused on what we need to do.

Mr. Tranter stated we are asking for a modest increase in our allocation. In 2000 when the organization was first started, we asked for \$100,000 and in 2014 we asked for \$105,000. Now for 2019, we are asking for \$115,000. We are also asking the other counties for a modest increase as well. The reason is that room tax collections are up. The State average is 13.3 percent. Additionally, the number of visitors to the region has also grown.

Mr. Hanna commented in real estate, we are seeing a lot of people coming in from other states looking for property. Ms. Lattimer stated we like the regional approach and everyone contributing toward the effort. The numbers have been really good. Thank you.

C. Hornell Industrial Development Agency

1. **Activity Update** – Mr. Griffin stated the Hornell IDA has been very busy. We have a new consultant, Shawn Hogan, who has been working with us.

Mr. Griffin informed the committee that they have signed an agreement for a new upscale business motel. We have also brought two housing developers into Hornell. The Reidman Development Corporation will be building 65 units on Fairlawn Avenue. There will be a second phase that will include 65 additional units. The Bassett Company is also building 65 units at the Hornell Depot with an option to build an additional 65. Both housing developments are on land owned by the Hornell Industrial Development Agency and we donated the land to both development companies.

Mr. Griffin stated the motel he mentioned earlier will be built on the north end of the Wegmans/Walmart plaza. In addition they will be expanding the retail down through there and adding two restaurants. Over the past year and a half, we have put 22 new stores into the downtown area. Our agency has always felt that we need to go after the small, young businesses. The Iron Horse Brewery will be expanding their business. We bought adjoining land and leased it to them so they could fund their expansion.

Mr. Griffin stated industrial growth in Hornell continues. Alstom was awarded a \$3 billion contract to build three, 750' long trains and the logistics of doing that have been an issue. The HIDA purchased the old Sunset Restaurant to allow Alstom to extend their tracks across the river to accommodate the new trains. Alstom has 850 employees and of those, 750 are engineers, or white-collar positions. These individuals are coming in from all over the world. Additionally, we are seeing expansions at Grey Manufacturing, TTA and Turner Industries. Mr. Griffin stated Alstom will be building three new buildings within the next few months. He stated that the HIDA has invested a lot of money in the projects as we have needed to.

Mr. Griffin stated work on the new hospital continues. The State has funded \$60 million and a private developer has contributed \$20 million. We had applied for a URI, but did not get it. Originally we were going to use that funding to put an Alfred State College campus in the City of Hornell. We still would like to do that, but will not be doing it with the URI.

D. Steuben County Industrial Development Agency

1 **Activity Update** – Mr. Johnson stated we have made a partnership with the Hornell Industrial Development Agency and we will continue to look at how we can work together.

a. *CFA Applications* - Mr. Johnson stated the CFA applications are underway and we are working on six separate applications. He commented having JC Smith on board has really helped the Hammondsport Sewer Project move along.

b. *Upstate Niagara* - Mr. Johnson stated he recently met with Senator Schumer and the Upstate Niagara leadership team. Senator Schumer is thrilled with what we have. This is the first contract of their brand new Upstate Farms cheese. This is the first cheese to come out of the Campbell plant and it will be going to the Los Angeles School District. They currently employ 196 employees.

c. *Corning Hilton Gardens* - Mr. Johnson stated the Corning Hilton Gardens hotel project is still open. We had hoped to be ready to open this week, but we have pushed back that date slightly. They need to finish a little work and the target date for opening is the end of July. The City of Corning did a phenomenal job of making sure the parking lot and roadway was done. They have to have their certificate of occupancy for five days before Hilton will come out and do the inspection.

d. *Phillips* - Mr. Johnson stated they continue to have weekly calls from Europe. The real estate agent, Cushman-Wakefield has reduced the price to \$2 million.

e. *Wayland Industrial Park* - Mr. Johnson stated he had a meeting with Senator O'Mara about a hemp prospect in Wayland. He stated overall leads are down in the State. We are getting leads from Alstom and related suppliers, but no leads from Empire State Development.

f. *Hospital Site in Corning* – Mr. Johnson stated the property will be turned over to Reidman Development Corporation by mid-August. The first phase will be residential property which is expected to be leased by spring of next year.

g. *Hammondsport Sewer Project* – Mr. Hanna asked is there a timeline for the sewer project? Mr. Johnson replied they want to be under construction next year. This is not a big project, but it is tied to the Curtis School Project. Over the next 18 months, we should see a lot of activity on both projects.

h. *Northside Blodgett* – Mr. Tranter commented Arbor is selling the property to a well-known developer who was going to construct single-family housing, however, there were concerns about the taxes, so now they will be constructing condos. The property taxes in Corning for a \$250,000 home are \$12,000. If we do condos, then you get a 40 percent reduction in cost and that puts the taxes in the \$7,000 - \$8,000 range. Mr. Johnson commented we are not able to do a PILOT on a single-family development.

i. *Wind Projects* - Mr. Johnson informed the committee that the Federal wind to energy credit expires in 2022. We have been working very closely with three separate wind companies and if all three projects happen, that equates to \$1 billion. All three are in the Article X process. The Baron Wind and Eight Point projects could both begin construction next year. The Canisteo project would probably be the year after.

j. *Golden Age Cheese* – Mr. Potter asked have there been any developments with the expansion to Woodhull Cheese? Mr. Johnson replied we received their new proposal last week. They are looking to expand their current location. With their current proposal, they would like to start demo on a building near their current location in September/October and start construction in April of next year. Before they can do that, they will need to work on some sewer issues with the Town.

MOTION: TO ADJOURN MADE BY MR. HANNA. SECONDED BY MR. NICHOLS. ALL BEING IN FAVOR. MOTION CARRIES 5-0.

Respectfully Submitted by

Amanda L. Chapman
Deputy Clerk
Steuben County Legislature

****NEXT MEETING SCHEDULED FOR**
Wednesday, August 1, 2018
Legislative Committee Room
9:00 a.m.**

**Please send agenda items to the Clerk of the Legislature's Office
NO LATER THAN NOON
Wednesday, July 25, 2018.**