

STEBEN COUNTY AGRICULTURE, INDUSTRY & PLANNING COMMITTEE

Wednesday, September 5, 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
Eric Rose Langdon Holmes Amy Dlugos
Pat Donnelly Tammy Hurd-Harvey

LEGISLATORS: Carol A. Ferratella Kelly H. Fitzpatrick Hilda T. Lando
Steven P. Maio Frederick G. Potter Scott J. Van Etten

OTHERS: Kevin Costello, President, Steuben County Conference & Visitors' Bureau
Cindy Kimble, President, Finger Lakes Tourism Alliance
Larkin Podsiedlik, Executive Director, Cornell Cooperative Extension
Jeff Parker, District Manager, Steuben County Soil & Water Conservation District
Mark Morris, President-Elect, Keuka Lake Association
James Post, *The Leader*

I. CALL TO ORDER

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

II. APPROVAL OF MINUTES

MOTION: APPROVING THE MINUTES OF THE AUGUST 1, 2018, MEETING MADE BY MR. HANNA. SECONDED BY MR. RYAN. ALL BEING IN FAVOR. MOTION CARRIES 5-0.

III. PRESENTATIONS

A. Keuka Lake Association

1. **Keuka Lake Stream Sampling Program** – Mr. Hanna introduced Mark Morris, President-Elect of the Keuka Lake Association, who is here today to talk about the Stream Sampling Program. Mr. Morris stated as you are aware, Keuka and Seneca Lakes are working on the 9-Element Plan and you supported a \$5,000 match for that. The first element is to identify the pollutants going into the lake. We have started a program to manage key streams around the lake. The Keuka Lake Association has started the program and we are looking for funding, at least for the first year. He stated that he took this proposal to Yates County and they agreed to fund half of the cost. The total cost is \$5,200 to perform testing during the summer and during rain events. Yates made their funding contingent upon funding from Steuben County. Mr. Morris asked the County to consider paying \$2,600 which would be half of the testing costs. He commented that half of the testing is occurring in Steuben County.

Mr. Malter asked how did you pay to start the program? Mr. Morris explained this is a huge issue for us. We started the program and Yates has jumped in and said they would support half the cost.

Ms. Lattimer commented we need to consider the property values around the lake. Mr. Morris stated all nine of the Finger Lakes had HABs. Two of the lakes that were considered the cleanest; Keuka and Skaneateles, are now

experiencing the algae. Mr. Hanna asked were the beaches in Penn Yan shut down because of the algae? Mr. Morris replied yes and they did not reopen. The north and east ends of long lakes tend to collect the algae due to the prevailing winds.

Mr. Reed asked when does the year start and end for this program? Mr. Morris replied we started testing in July and that will go through October of 2018. We will plan to do this again in 2019.

Mr. Malter asked are we supporting any other lakes with cleanup? Mr. Wheeler replied not in funding like this. With the algae blooms and other issues, our health department has been involved. Mr. Nichols asked didn't we have a machine at one time that came in and cut weeds? Mr. Wheeler replied yes. Mr. Parker stated Soil & Water funds have helped to pay for clean up at Loon Lake and Smith Pond.

Mr. Morris explained there was a previous watershed management plan that was put together in 1996. In order to get funding from the EPA (Environmental Protection Agency), we have to have this 9-Element Plan.

Mr. Nichols commented in addition to checking water quality due to road runoff and agriculture, we also need to look at the cottages and sewer lines as people now live on the lake year-round. Mr. Hanna stated Keuka Lake has been working on the septic systems. Mr. Morris stated we have KWIC (Keuka Watershed Cooperative) which monitors sewer and septic systems on the lake.

Ms. Fitzpatrick asked is there a website where we can get more information? Mr. Morris replied the DEC is the lead agency on the 9-Element Plan and they have extensive information on their website. The EPA also has a lot of information on best management practices.

Mr. Wheeler stated with regard to funding, the allocation you made toward the 9-Element plan authorized us to take it out of the Economic Development Fund. There are two options; you can budget the amount for 2019 or you can make an allocation from the Economic Development Fund.

Mr. Malter asked once the sampling is done, how will you correct the problem? Mr. Morris replied once the sampling process is done, then we will have to go through the other 8 element process. The entire 9-Element Plan will take three years to do. There is \$350,000 available for the State and they put together the plan and then we have to ask for more money from the DEC or EPA in order to correct any problems. We are still waiting for our CFA application to be approved so we can put together then 9-Element Plan.

Mr. Malter commented that he is willing to fund the sampling program this year, but he would not want to put it into the budget for next year.

MOTION: AUTHORIZING THE COUNTY MANAGER TO ALLOCATE \$2,600 FROM THE ECONOMIC DEVELOPMENT FUND TO THE KEUKA LAKE ASSOCIATION FOR THE 2018 STREAM SAMPLING PROGRAM MADE BY MR. MALTER. SECONDED BY MR. HANNA. ALL BEING IN FAVOR. MOTION CARRIES 5-0. Resolution Required.

B. Soil & Water Conservation District

1. **Streambank Stabilization Program – Request for Additional Funding** – Mr. Parker stated that on an annual basis the County has appropriated \$75,000 for the Streambank Stabilization Program. This is a cost-sharing program that we do with municipalities and homeowners. Most of our projects involve the placement of rip-rap to save properties from going into the streams. This year we have had three storm events. We have already spent the \$75,000 this year as we had a lot of emergency work, and there are still a lot of projects to be done. He has estimated that there is still about \$124,000 of work to be done. He requested an additional \$75,000 to work on these projects.

Mr. Wheeler commented that he has talked about this with Chairman Hauryski and Ms. Lattimer. There has only been one other request like this in the past ten years. You do have money in the Contingent Fund to cover this.

Ms. Lattimer asked with the additional \$75,000, would you be able to get through all the projects? Mr. Parker replied he just does not know. We will just start going through the list and see what we can get done. Mr. Ryan asked if this is in the budget for next year, why not just increase that? Mr. Parker replied generally the \$75,000 fits our normal needs. Mr. Malter asked so this additional funding is for 2018? Mr. Wheeler replied yes.

MOTION: AUTHORIZING A TRANSFER OF \$75,000 FROM THE CONTINGENT FUND TO THE 2018 SOIL & WATER CONSERVATION DISTRICT'S STREAMBANK STABILIZATION PROGRAM MADE BY MR. HANNA. SECONDED BY MR. RYAN. ALL BEING IN FAVOR. MOTION CARRIES 5-0. Resolution Required.

IV. DEPARTMENTAL REQUESTS

A. Planning

1. **Establishing Energy Benchmarking Requirements for Certain Steuben County Buildings –**

Mrs. Dlugos stated the Clean Energy Communities Program is making funding available regionally. We are trying to qualify for \$150,000 in unmatched funds. They provide a checklist and if you do four things from that list before other counties do, then you qualify. We can look back to 2014 at energy efficient projects which include the LED lighting for the parking lot and the benchmarking of the County Office Building. We will be required to look at our energy usage, compare buildings and find ways to save energy. If we are approved for this funding, the Clean Energy Communities Program will give us 50 hours of technical service along with a software program that we would be able to use.

Mr. Wheeler commented we do some of this already, but this makes us eligible for funding to do more of those types of projects.

MOTION: ESTABLISHING ENERGY BENCHMARKING REQUIREMENTS FOR CERTAIN STEUBEN COUNTY OFFICE BUILDINGS MADE BY MR. RYAN. SECONDED BY MR. HANNA. ALL BEING IN FAVOR. MOTION CARRIES 5-0. Resolution Required.

B. Weights & Measures

1. **Inter-Municipal Agreement with Wyoming County –** Mr. Holmes informed the committee that the Wyoming County Director of Weights & Measures is having surgery and will be out six to eight weeks. They contacted us to see if we could perform the duties while he is off. He stated we are better staffed than most Weights & Measures Offices in the State and this is something that we are currently doing in Livingston County.

Mr. Wheeler commented we are talking about charging mileage. This would be an Inter-Municipal Agreement. Ms. Lattimer asked how much time will this take? Mr. Holmes replied we would send a truck once or twice a week to cover the basics.

MOTION: AUTHORIZING THE DIRECTOR OF WEIGHTS & MEASURES TO ENTER INTO AN INTER-MUNICIPAL AGREEMENT WITH WYOMING COUNTY TO COVER BASIC WEIGHTS & MEASURES OPERATIONS FOR UP TO EIGHT WEEKS MADE BY MR. MALTER. SECONDED BY MR. HANNA. ALL BEING IN FAVOR. MOTION CARRIES 5-0.

V. OUTSIDE AGENCIES

A. Soil & Water Conservation District

1. **2019 Budget Presentation –** Mr. Parker presented his 2019 budget for consideration. The total county appropriation, including \$75,000 for the District Streambank Program, is \$236,676.00 which represents a \$3,000 increase over last year. He commented his overall budget has increased \$80,000. Mr. Van Etten asked what drives the increase of 10 percent in your budget? Mr. Parker replied the purchase of vehicles, insurance, health insurance, etc.

B. Finger Lakes Tourism Alliance

1. **2019 Budget Presentation** – Ms. Kimble presented her 2019 budget for consideration. She stated that the request remains the same at \$18,500. She stated they have a new booking widget which is Book a Room Now. As of August 31, 2018, there were 1,322 referrals to just Steuben County accommodation properties from potential visits. Of the total referrals it can be estimated that 85 room nights have been booked in Steuben County just from this channel of marketing, which results in an estimated \$41,541 in visitor spending.

Ms. Kimble stated for 2019 they will be undertaking a major research project as they will be updating the Randall Travel Research report. The results of this study will be used to chart our strategic course for 2020 – 2022. We are continuing work on the Historic Designation and now we have both a Senate bill number and a House bill number. The next step is this will go to the executive committee and we have received indication that we have everything needed to be considered a national heritage designation. This will put us on the national stage and will really help move us forward as a region.

Ms. Kimble announced next year the Finger Lakes Tourism Alliance will be celebrating 100 years. She included a “Save the Date” for an event to be held on Saturday, May 4, 2019 from 5pm – 9pm at the Geneva Ramada Lakefront.

Mr. Van Etten asked how many staff do you have? Ms. Kimble replied there are five full-time staff and seven part-time staff at the information centers. Mr. Van Etten asked will you be transitioning away from printed copies of travel guides to digital? Ms. Kimble replied when we had cut back on the printed production there were still requests. However, paper is not our only way to deliver information. We have a fully responsive website that was launched last year. The information centers across the State have moved to paperless, but people still want a map or a piece of paper.

C. Steuben County Conference & Visitors’ Bureau

1. **2019 Budget Presentation** – Mr. Costello presented his 2019 budget for consideration. He reviewed their 2018 activities. Next week, September 10th – 14th, they will be hosting TBEX. Mr. Costello stated they will be conducting a visitor profile study to better target visitors to the area. Looking ahead to the future, they expect there will be increased exposure from hosting TBEX with more requests from bloggers to visit. We anticipate an increase in room tax revenue as a result of the contract with AirBnB. He stated they will continue to focus on Steuben County first and will be pushing traffic to the new websites and microsites to tell the story and inspire visitation. We will focus marketing on expanding shoulder seasons and increasing off-season visitation. We will also focus on increasing visitor spending on attractions, wineries, shopping and dining. We will be looking at implementation of our strategic plan of action along with researching visitor profiles to allow us to better target visitors. Mr. Costello stated they will continue to create new tourism products which will include the water trail, FLXpo and Finger Lakes Trail Days and Finger Lakes Farm Country Agritourism Trail.

Mr. Costello stated he is requesting \$745,000 from Steuben County. This represents a \$30,000 increase which is the estimated new room tax revenue from AirBnB. These funds will be used to hire a firm to conduct Visitor Profile Research for Steuben County. He also would like to ask for consideration to come back during the fiscal year for possible match funding in the amount of \$50,000 from the reserve account for an ARC grant for water trail development.

Mr. Van Etten asked for an explanation of the line item for Market NY Grant FLT Days; there was \$45,000 budgeted in 2018 but not in 2019. Mr. Costello explained last year we applied to Market NY to get funding for the start-up of Finger Lakes Trail Days, but that has been moved to 2019. We applied to the same grant but we don’t get the funds until you spend the funds, so he will put that into the 2020 budget. We will not spend more than what we get in total sales and sponsorships.

VI. OTHER BUSINESS

A. *Ceremony – New Office Building Opening* – Mr. Wheeler stated the building is scheduled for completion by the end of October, and we are technically ahead of schedule. The contractors have done a fantastic job, but they are

also finishing up a variety of school projects. We still need to get the certificate of occupancy. The worst case scenario is the end of September for the opening.

Ms. Lattimer asked the committee for their thoughts and ideas on a ceremony. Do we want to have something similar to the Hall of Fame recognition which was a light reception? Mr. Nichols stated his thought would be to have it after the Legislative Meeting. Ms. Lattimer stated she thought having it after work on a worknight.

Mr. Wheeler stated we can give it some thought. Something low-key if the public would like tours. Mr. Van Etten stated he is fine with something low-key.

B. *Cornell Cooperative Extension 100th Anniversary* – Mrs. Lando reminded everyone that the 100th Anniversary celebration of Cornell Cooperative Extension will be held on Friday, September 14, 2018. She stated they are still looking for silent auction items.

MOTION: TO ADJOURN REGULAR SESSION AND RECONVENE IN EXECUTIVE SESSION PURSUANT TO PUBLIC OFFICERS' LAW, ARTICLE 7§ 105.1.H. THE PROPOSED ACQUISITION, SALE OR LEASE OF REAL PROPERTY OR THE PROPOSED ACQUISITION OF SECURITIES, OR SALE OR EXCHANGE OF SECURITIES HELD BY SUCH PUBLIC BODY, BUT ONLY WHEN PUBLICITY WOULD SUBSTANTIALLY AFFECT THE VALUE THEREOF MADE BY MR. NICHOLS. SECONDED BY MR. RYAN. ALL BEING IN FAVOR. MOTION CARRIES 5-0.

MOTION: TO ADJOURN EXECUTIVE SESSION AND RECONVENE IN REGULAR SESSION MADE BY MR. MALTER. SECONDED BY MR. NICHOLS. ALL BEING IN FAVOR. MOTION CARRIES 5-0.

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

Respectfully Submitted by

Amanda L. Chapman
Deputy Clerk
Steuben County Legislature

****NEXT MEETING SCHEDULED FOR**
Wednesday, October 3, 2018
Legislative Committee Room
9:30 a.m.**

**Please send agenda items to the Clerk of the Legislature's Office
NO LATER THAN NOON
Wednesday, September 26, 2018.**