

ECONOMIC DEVELOPMENT AND PLANNING COMMITTEE

MINUTES

June 24, 2008

2:00 p.m.

Conf. Rm. E, 4th Floor, Legislative Office Building, Oswego, NY

1. Roll Call: The meeting was called to order at 2:03 p.m.

PRESENT: Legs. Shawn Doyle, Chairman, Morris Sorbello, V. Chair., Jack Beckwith, Arthur Gearsbeck, Louella LeClair, Douglas Malone, and Kimberly Seager

GUESTS: John DeHollander, Paul Forestiere, Chris Gosek

STAFF: Fred Maxon, Phil Church, Dave Turner, Deb Wise

Approval of Minutes – May 27, 2008

Chairman Doyle asked for a motion to accept the minutes of May 27, 2008.

Motion by Leg. LeClair second by Leg. Seager. All were in favor of accepting the meeting minutes. Motion carried.

2. Resolutions

a. Local Waterfront Revitalization

Dave Turner stated that in 2000 the report was prepared as a cooperative effort between the Town of Greece, Sandy Creek, Sodus Point, City of Oswego, Monroe County, Oswego County and Wayne County. Funded by the New York State Department of State, Division of Coastal Resources, this laid out the management plan for dredging the recreational harbors across the lake. It was a good plan but there was never any funding source identified to actually implement the dredging of the recreational harbors. In Oswego County that would be specifically the Sandy Pond area and those areas of the Oswego Harbor outside of the federal shipping channel. There have been some minor revisions to the plan in 2003, now there have been some changes along the lake front and possibly some opportunities where funding might open up. The Counties and the Town of Greece want to try and get some funding to update this plan for the dredging, so if the other funding stream opens up, we will be prepared to have a competitive application. This resolution is acknowledging the partnership in support of Orleans County in the application process as lead applicant to get funding to update the Lake Ontario Regional Dredging Plan. Mr. Turner stated that half will come from the State half will come from all the parties involved. Our County contribution will be in-kind through staff time or LiDAR products. Motion by Leg. Seager second by Leg. LeClair to accept this resolution in support of Orleans County as lead applicant in the request for Title 11 funding of a Regional Harbor Dredging Plan. All in favor of supporting this effort. Motion carried.

b. Public Transportation Plan

Dave Turner stated that this is a resolution to adopt the Oswego County Coordinated Transportation Plan. The plan was accepted by the NYS Department of Transportation in September 2007 and in April 2008, the Transportation Liaison, Donna Scanlon, was appointed for coordination through the local level. Mr. Turner stated that it is a requirement through the Federal Transportation statutes for the county to adopt the transportation plan. Motion by Leg. Beckwith second by Leg. Sorbello in support of this resolution to adopt the Oswego County Coordinated Transportation Plan. All were in favor. Motion carried.

3. Updates

a. Marketing to Canadian Visitors

Dave Turner stated that this is a report of marketing efforts, we partnered with New York State and the 1,000 Island region. This has always been taken for granted but now, the counties that actually border with Canada, have stepped up our marketing with Canada. Mr. Turner stated this year for the first time New York State launched a major initiative and we went to the trade show in Toronto. This was New York's first time to really try and get into the Canadian market we partnered with them in that. Kelly Jordal from our office went, there is a picture of her in this report. Mr. Turner stated we wanted to bring this to your attention. These are customers that we thought we could count on, just because they are our neighbors, but now in concert with New York State, we are going right to them and giving them reason to come here at the tourism level. Leg. Gearsbeck asked how do we advertise in Canada? Mr. Turner stated that some of the travel journals that we participate in or fishing publications are already in those markets. Mr. Turner stated that we specifically focused on tour groups, and the guides who do the planning in the tour groups. Working with New York State this will be a major campaign working through newspapers and other travel sections in regular publications that we will be partnering with them, this was a launch of that effort. Chairman Doyle stated that we have Canadians that come to the speedway. Is there some sort of advertising that they use? Mr. Turner stated that they have a fan base and don't need to reach out to them, they follow the racing around. Leg. LeClair asked if there was brochures or something on Oswego County at the track? Mr. Turner stated that most partners we have one form or another of marketing pieces available at their facility. Leg. LeClair stated that maybe there were some little specials directed toward the Canadians? Chairman Doyle stated that TAC may know of this. Chairman Doyle stated that Jellystone Campgrounds gets a lot of Canadians staying at their campgrounds.

Mr. Turner stated that each month we will have a featured partner on our website, this will appear on a new page of the website. We will feature packages, we will have a hidden logo or icon, hidden somewhere and this is to enter the contest, then there will be a prize at the end. Leg. Sorbello asked who works the tours when they come in? Mr. Turner stated that Kelly does the tours, assisted by Mary Ellen Barbeau.

Mr. Turner stated to Chairman Doyle that he had one more topic, which wasn't on the agenda that he wanted to inform the committee about. The three different blogs on the website, they are able to track where people are from that are looking at the website. Mr. Turner stated that these are different ways of communicating and it appears to be very successful so far.

4. Cornell Cooperative Extension Report

Chairman Doyle stated in the future he would like to have this information included to go out in the packet. Leg. LeClair asked how the Lake Neahtawanta Reclamation Committee is going? Paul Forestiere stated that they recently had a meeting in Fulton, the Mayor of Fulton and the Reclamation Committee may not be in agreement. Mr. Forestiere stated that the Mayor has a pointed direction. Mr. Forestiere stated that the funding runs out on December 31st or until the money runs out. The EPA did send someone out and they saw what has been done.

Dave Turner asked if he could add something not specific to the Lake Neahtawanta but Paul mentioned about bringing people together, I wanted to bring to your attention and compliment Paul for his efforts the last couple of weeks. Earlier this year I had mentioned that we have the Agricultural Protection Plan that was done in 1998, that this probably needs to be updated, this remains true. Mr. Turner also stated that

farmers have approached us about losing their properties to development pressures. Sometimes those are perceived and sometimes they are real, the fact is that we don't have a program or a plan in place in Oswego County to help these farmers. Mr. Turner stated this has been talked about, John DeHollander has been to workshops, Paul has been to seminars and we've had staff going to farmland meetings. Until recently there wasn't a coordinated effort to move forward and really do something to propose to the Legislature, and the farming community a program that is workable and fundable. Mr. Turner stated that this needed to be brought forward and to thank Paul for his efforts, because last week was the first time that we had gotten together with everyone involved. Mr. Turner stated that as this moves forward it will be this committee that those issues will be brought through. If we were to apply for grant funds typically monies available to preserve farmland are only available to a municipal applicant and in this case probably the County would be the applicant. Mr. Turner stated if we were to put together one, probably not this year, but next year, we would be coming to this committee with an application that has been prescreened which would be competitive and eligible, but the County would be the applicant. We don't think that this would cost the county any money we would be the pass through like for snowmobile and transportation funding. Mr. Turner stated that this is moving forward due to the fact that Paul Forestiere has gotten everyone to the table. Leg. Brown stated that there maybe a local match or not. To award points there would have to be valuable land in the county, landowners own choice, muck land isn't going to be developed. This is in the state budget, it is a program that is there. The county needs a plan and some of the towns should have plans. Chairman Doyle asked can we get started for next year? Leg. Brown stated that we need money in our budget for this and to educate the public, there should be money in the Planning budget and for Cooperative Extension to educate. Leg. Sorbello asked what do we need the money for? Leg. Brown stated that we need money for grant writing and printing. Leg. Sorbello asked how much money are we talking about? Mr. Turner stated that we don't know yet how much money. He also stated that we need a matrix together, there has been one meeting about this so far. Mr. Forestiere stated that the next meeting is set for July 24th, we should have a complete matrix as to what is needed to move forward. Meeting is short term, we don't have a lot of time. We need to move this forward as soon as we can. Leg. Brown stated that there is a meeting tomorrow in Cortland regarding this region. Mr. Forestiere stated that we have the agricultural person to ask questions of at the state level, and we can get information by mail. Chairman Doyle stated that we can have this as an agenda item at the July 29th meeting of this committee. Leg. Seager stated that maybe we can have someone from another county that already has a plan in place, come and talk with us, and see what they have done. Mr. Turner stated that there are counties that are in the process, ahead of us, but not years of experience. There was more discussion.

Chairman Doyle asked if there were any other questions for Paul regarding the Cooperative Extension Report. Chairman Doyle asked for a motion to accept the report. Motion by Leg. Sorbello second by Leg. Seager to accept the report from Cooperative Extension. All in favor.

5. Soil and Water Conservation District Report

Chairman Doyle asked John DeHollander to give an overview of his report. John DeHollander stated that he'd try to be brief, however in the last few months they have been extremely busy. Mr. DeHollander stated that the weed harvester has been in for some major repairs, it is to be delivered back to us very soon. The plan is to harvest similar areas as last year, the stretch from Ox Creek northward to the Oswego River to the Battle Island area, working with the Granby Clear Water Association. Chemical treatment areas have been expanded, these treatments are performed by a certified chemical applicator. Mr. DeHollander stated that there have been some dredging issues, this is multiple communities concerns. We have applied for a grant through the Department of State which has recently been approved by New

York State. This grant will allow the effort to be put into place the stepping stones necessary for natural resource management along the southern shore of Lake Ontario. Mr. DeHollander stated that this will be on the Department of State's website this is a multi year approach. The next report item Agricultural Assistance we are working on watershed issues with the lakes in the County. Mr. DeHollander stated that our federal partner USDA Natural Resources Conservation Service will be investing this year on county farmland as a component to the Farm Bill programs. We are also, working with muck farmers, NYS DOT and Assemblyman Barclay for a resolution to address a drainage issue as part of a highway reconstruction job. Mr. DeHollander stated as addressed earlier, the farmland protection efforts being developed to better guide the concerns protecting the agricultural lands in the County. The forester has been very busy, things are starting to slow down a little there. Mr. DeHollander stated that the 6th annual Oswego County Progressive Agriculture Safety Day was held on June 4, 2008, this was another successful event, this is a collective effort by many organizations and volunteers. Chairman Doyle asked for a motion to accept the Soil and Water Conservation District Report. Motion by Leg. Beckwith second by Leg. LeClair to accept this report. All were in favor.

Phil Church stated that his counterpart from Orleans County sent him an email, stating what great people we do have in our County.

Chairman Doyle stated that the August meeting will be in Pulaski, at Schoeller Paper Co.

Leg. Brown stated that on July 17th there will be a bus tour of farms in the county for Legislators. The tour will start at Behling's orchards and will end at Marshall Brown's farm (GMBee). Ted Jerrett will be sending out emails about this.

6. Adjournment

Chairman Doyle asked for a motion to adjourn at 2:56 p.m.

Motion by Leg. Seager second by Leg. Gearsbeck to adjourn the meeting. All were in favor.