

AGRICULTURE, PLANNING, TOURISM & COMMUNITY DEVELOPMENT
COMMITTEE MEETING MINUTES – AUGUST 29, 2018

AGRICULTURE, PLANNING, TOURISM & COMMUNITY DEVELOPMENT COMMITTEE MEMBERS

PRESENT: Skellie, Fedler, Shay, Hicks, Moore

AGRICULTURE, PLANNING, TOURISM & COMMUNITY DEVELOPMENT COMMITTEE MEMBERS

ABSENT: Campbell, Rozell

SUPERVISORS: Henke, Ferguson, Shaw, Middleton, O'Brien, Clary

Debra Prehoda, Clerk of the Board

Roger Wickes, County Attorney

Al Nolette, County Treasurer

Chris DeBolt, County Administrator

Laura Oswald, Economic Development Director

Public

AGENDA AS PRESENTED IN COMMITTEE NOTICE:

- 1) Call to Order
- 2) Accept Minutes – July 24, 2018
- 3) Agriculture
- 4) Planning
- 5) Tourism
- 6) Economic Development
- 7) Other Business
- 8) Adjournment

Chairman Skellie called the meeting to order at 10:42 A.M.

A motion to accept the minutes of the July 24, 2018 was moved by Mr. Fedler, seconded by Mr. Moore and adopted.

Laura Oswald, Economic Development Director addressed the following items:

PLANNING:

- Washington County Housing Transitions Action Plan – Third public meeting scheduled for Tuesday September 18th at the Kingsbury Volunteer Hose Company from 7PM to 8:30PM.
- Consolidated Funding Applications (CFA) – Between \$5M and \$6M requested in CFA funding. Two are County projects: shared assessor services project \$590,000 and Market NY Tourism request \$80,000; the County has a \$25,000 match allocating \$10,000 of 2019 tourism budget, \$15,000 Occupancy Tax and \$2,500 Lake George Chamber of Commerce.

TOURISM:

- Lakes to Locks is currently funded through Planning's Boards and Councils budget line and for the 2019 budget will be moved under Tourism so it is partially reimbursable under I Love NY.
- Marketing:
 - Mannix has written sixteen (16 articles) about two a month and they have been read 21,000 times.
 - Started managing Facebook posts in July and the followers are growing at a rate of 7% a week. Also tracking where the followers are coming from and generally seem to be from Queensbury to Albany.
- I Love NY – Washington County participates in the Capital Region welcome center and will have products at the Exit 18 North Country center. Places doing business and having products must be set up in I Love NY to connect with that market. Currently only Hubbard Hall is registered. Ms. Oswald is trying to find a way to get the I Love NY website populated with any relevant tourism businesses and plans to work with Black Dog Marketing. If the businesses are not on there it limits their exposure.

Mannix Marketing will hold a seminar the first week in October at Forged Restaurant for training on social media posting; posting a marketing message.

TRAILS:

- Slate Valley Rail Trail – An application from the Town of Granville is into the State to work on a portion of the Slate Valley Rail Trail.
- Contract for Lake Champlain Trail – After many months, have come to an agreement on what is going to be allowed in that contract and expecting that contract to come to the Chairman for signature. Starting to work on the RFP.
- Ad hoc Trails Committee Report – Dave Perkins submitted the attached report.

Chris DeBolt, County Administrator, addressed the following items:

PLANNING:

- LCLGRP – The State has a budget account for regional planning boards and the Lake Champlain Lake George Regional Planning Board budget allocation will move from the Planning budget to a specific budget line in the 2019 budget.
- Affordable Housing Study Grant – The grant has been accepted and the RFP awarded but a budget amendment has not been done. A motion to amend budget to recognize Affordable Housing grant revenue and expenses and forward to the Finance Committee for consideration was moved by Mr. Hicks, seconded by Mrs. Fedler and adopted.

OTHER BUSINESS:

Spectrum – Mr. O'Brien stated Spectrum is around the area installing cable. If towns are interested in the build out in their area to contact Kevin Eagan but the list cannot be released to anyone else.

Lakes to Locks – Janet Kennedy addressed the committee requesting a 2019 budget appropriation of \$5,000 and presented and explained the attached handout detailing their request. They would like to create on road bike loops in relation to the Champlain Canal for Saratoga and Washington Counties. Asking for a \$1,500 increase to cover the match. The direction to Ms. Oswald was to budget \$5,000 for Lakes to Locks in 2019 budget.

Website – The Economic Development Director stated many municipalities websites are linked to the old tourism website and that information should be updated to the current Washington County Tourism website.

Soil & Water - Corrina Aldrich, Executive Director, Soil & Water, updated the committee on their current activities:

- Closed out 4.5 grants and paid debt to the State.
- Currently have four rounds of grants with the State to help farmers with environmental practices.
- Round 24 grants just submitted.
- Champlain Watershed Improvement Coalition – Funding is still available to do rain barrels for public buildings.

- Intern in the agency until October 1st. She has been doing culvert assessments. Her salary is reimbursed almost 90%. Workshop scheduled with Agricultural Stewardship for landowners that have ponds.

The meeting adjourned at 11:24 A.M.

Debra Prehoda, Clerk
Washington County Board of Supervisors



WASHINGTON COUNTY FY2019 BUDGET REQUEST

Lakes to Locks Passage, Inc. would like to request \$5,000 funding in the FY19 budget to continue our partnership that has provided Washington County's community leaders visioning for economic revitalization, unique heritage tourism experiences for promotion, and development of infrastructure for quality of life improvements. Below is a partial list of specific services Lakes to Locks Passage can provide to Washington County, NY in the upcoming year:



- Extensive staff support for the Historic Hudson Hoosic Rivers Partnership.
- Establish Gateway Visitor Centers in Schuylerville and in Whitehall that promote communities and activities in Washington County.
- On-going support for the Champlain Canalway Trail Working Group and bike/ped trail planning and technical assistance.
- Promotion of Washington County travel experiences, co-branded with National Geographic, on numerous online and broadcast venues.
- Build brand distinctiveness of the Champlain Canal by celebrating the 200th anniversary of its unique heritage and cultural assets.
- Workshops to sustain and connect museums, non-profit organizations and communities through technical assistance, trainings and grant writing.

In the spring of 2018 Lakes to Locks Passage sponsored a series of meetings and workshops for Champlain Canal community members. Through these sessions we discovered compelling stories and heritage, as well as unique museum and art collections that illustrate how the Champlain Canal allowed people to travel great distances, spread ideas, and spur the growth of communities. This is all largely unknown to the general public. Today, many boaters consider the Champlain Canal the most scenic and interesting landscape of the entire NYS Canal system, but it lacks brand distinctiveness from the Erie Canal. It is now time to change that by telling the story of the canal that connects the Hudson River at Waterford to the southern end of Lake Champlain at Whitehall. We have two CFA grant applications to benefit Washington County:

NYSCA Arts and Cultural Impact Programming: \$49,500. *The match has been secured through Lakes to Locks.*

Canal Corp: \$150,000. *The match is secured through Lakes to Locks*

In 2019 we want to secure funding to develop bike loops from the Champlain Canal through Washington County, linking to the Empire State Trail. These routes will be modeled after the work we did with Lake Champlain Bikeways.

APTCD Committee
Ad Hoc Trails Committee Report
August 29th, 2018

The Ad Hoc Trails Committee met on Wednesday, August 15th.

Several items were covered as a representative or Supervisor gave an update on progress of either the CCT or the SVRT in their town.

Items of note for the CCT include:

- Progress with private landowners in Whitehall to get the proposed trail from the old Rt 4 turnaround up to Ryder Rd.
- A meeting is being arranged with the campground owners to get the CCT off the southern part of Clay Hill Rd.
- The Kingsbury Town Board approved a resolution giving Canal Corp management of Rabideau Lane. Construction on the bridges and tunnel should begin late this year or next.
- The Town of Fort Edward has approved a resolution for signage.

For the SVRT:

- Town of Salem is meeting with Chazen Companies to talk about Segment 1 of the feasibility study.
- Town of Granville: A CFA grant application has been submitted for design and construction of a 2.5 mile section of the trail to Raceville. Announcement of a possible award occurs in December. It was noted that once the SVRT reaches Raceville, there can be serious study for a proposed route to connect the SVRT and the CCT.

Real Property and Planning continue to work on a Points of Interest database for the County.

A draft of sample pages for a revised CCT Action Plan will be distributed via email to committee members.

The next meeting of the Ad Hoc Trails Committee will be on November 14th at 11:00 AM.