

AGRICULTURE, PLANNING, TOURISM & COMMUNITY DEVELOPMENT
COMMITTEE MEETING MINUTES OCTOBER 20, 2010

AG, PLANNING, TOURISM & COMMUNITY DEVELOPMENT COMMITTEE MEMBERS

PRESENT: Campbell, Brown, Lindsay, Idleman, Haff, Gordon

AG, PLANNING, TOURISM & COMMUNITY DEVELOPMENT COMMITTEE MEMBERS

ABSENT: Tatko

SUPERVISORS: Rymph, LaPointe

Debra Prehoda, Clerk of the Board

Brian Gilchrist, Executive Director Cooperative
Ext.

Christine Hoffer, Tourism Director

Tori Riley, LDC/Planning

Bob Jeffords, Wash. Co. Tourism

AGENDA AS PRESENTED IN COMMITTEE NOTICE:

- 1) Call to Order
- 2) Approval of Minutes – September 22, 2010
- 3) Department Reports/Requests:
 - A. Agriculture
 - a. PDR Update
 - B. Community Development & Planning
 - a. County Planning Board Update
 - b. Miscellaneous
 - C. Tourism
 - a. 2011 I Love NY Program Updates
 - b. Upcoming Events
 - c. Lakes to Locks Meeting Update
 - d. Budget Update
- 4) Other Business
- 5) Adjournment

Chairman Campbell called the meeting to order at 1:00 P.M.

A motion to approve the minutes of the September 22, 2010 meeting was moved by Mr. Haff, seconded by Mr. Lindsay and adopted.

Chairman Campbell announced that he has invited NYS Ag & Markets Commissioner Hooker to attend next month's committee meeting.

DEPARTMENT REPORTS/REQUESTS:

TOURISM – Christine Hoffer, Tourism Director, addressed the following items, handouts attached:

- I Love NY Matching Funds – Christine advised the committee that I Love New York monies are available in 2011. The application must be submitted by October 29th. She is requesting approval to submit the application and apply for the maximum, 5% of \$3.8M. She anticipates Washington County receiving ±\$40,000. Christine or someone also needs to be designated TPA, Tourism Promotion Agent. She does not recommend spending this money until the funds have been received. A motion to designate Christine Hoffer, as Tourism Promotion Agent, for the I Love NY funds was moved by Mr. Gordon, seconded by Mr. Brown and adopted.
- 2011 Budget – The attached handout includes budget information, the budget as presented in September and a proposal with \$20k cut. Christine stated the intent of the occupancy tax was not to off set the program but to compliment the tourism program. The budget includes \$8,500 revenue from the occupancy Tax and to be more realistic the

budget could reflect a more realistic figure of occupancy taxes collected, \$18,500. Bob Jeffords, Washington County Tourism, stated he feels with this new tourism program that there have been good opportunities for businesses to advertise. The northern areas, Whitehall and Granville, are not pleased because they do not have as many Chambers of Commerce and the businesses are not completing the survey. He mentioned one area that needs improvement is short notice on advertising deadlines. She is still trying to come up with a good way to get information, email contacts, for businesses in the County.

- Upcoming Events:
 - October 21, ARCC Business to Business Show, Queensbury Hotel 3pm – 7pm
 - November 13 – 14 Pride of NY Harvest Festival Empire State Plaza, Supporting Made in Washington County.
- Lakes to Locks:
 - Heritage Centers – Lakes to Locks is working on establishing Heritage Visitor Centers. They also have monies for signage to these Heritage Centers and training the Ambassadors to man the Heritage Centers.
 - Geotourism – “Lakes to Locks is working with the National Geographic Society to create a Lakes to Locks Passage geotourism interactive web site.” Tourism will be able to link to this site
 - Brochure Rack Card distributed, on file.

Tourism Advisory Council – Mr. Haff followed up on last month’s discussion regarding use of the glass display case located in front of the County Clerk’s Office. He stated that Dona Crandall, County Clerk, advised him that this is not her display case. Mr. Haff stated LDC and Tourism should work out an arrangement to share the use of this display case. He also asked for permission to speak with Harrison Steves, Superintendent of Buildings & Grounds, about moving the cork board behind the display case to a new location and put up something to allow posters to be displayed. A motion to allow Mr. Haff to address these issues with Harrison Steves, Superintendent of Buildings and Grounds, was moved by Mr. Haff, seconded by Mr. Brown and adopted.

Mr. Brown stated he has heard of discussion on sending Tourism down to LDC and also the possibility of eliminating tourism entirely. Christine stated tourism is hard to measure. We are building Washington County as a destination, branding it. An entity should be created, with people in the occupancy business involved, for oversight of the occupancy tax funds if tourism is eliminated. Chairman Campbell thanked Christine Hoffer for the job she has done with tourism. She stated tourism is revenue for the County both with occupancy tax and sales tax. A motion that we do everything possible to keep tourism was moved by Mr. Gordon, seconded by Mr. Haff and adopted.

AGRICULTURE – Renee Bouplon, ASA, addressed the committee:

- Ag Stewardship – PDR Update: Renee Bouplon updated the committee on the state farmland protection program. The fund is down to a little over \$5M. They have had a lot of meetings with the Governor, state legislators and agency directors. It is unlikely any projects will close this year. The Clark family farm is the one project ready and waiting for closure. They are waiting now until the new administration takes over. They are going to push for all projects to be paid by 2012. Mr. Brown asked how the state could renege on a contract. She believes some farmers are looking into that. ASA recently held a very successful fundraiser, Landscape Show, selling about \$60,000 in works of art of which

50% of the proceeds go ASA.

COMMUNITY DEVELOPMENT & PLANNING- Tori Riley, addressed the following items:

- County Planning Board Update, handout attached – One project, Clute Enterprises, was sent back to the Village of Hudson Falls, which was deemed incomplete and the Fort Ann Champlain Stone project was approved. They met with Tom Jarrett and Roger Wickes, County Attorney, regarding a procedural manual, handout on file.
- Three RFP's for the Planning Services \$20,000 – Chazen - Chazen's was the most detailed RFP submitted and they did not request a retainer. They will not spend more than \$5,000 a quarter with them and they will only bill us actual time. This will enable her to provide next year a detailed accounting of how much time was spent with the consultant and the junior planner, statistics to determine how the County wants to proceed.
- EIP Grant – Saint-Goban, Granville, was a recipient, of an EIP Grant, an environmental conscience business and expanding. One of two to be awarded in the State. They plan to invest \$1M over the next year in their operations. She will provide information on the award ceremony.
- Adirondack Glens Falls Transportation Council meeting – Make the Connection, federal monies, up to \$200,000 annual program with an 80/20 match available for bike/pedestrian infrastructure expansion and information will be coming from Aaron Frankenfeld and she will forward to all Supervisors.
- Annual Event at the B&B on the Green – a meet and greet event.
- John Aspland's new business venture (plastic to cruel oil) – Tori has been looking for a location and one has been identified near his property in Fort Edward.

OTHER BUSINESS:

Brian Gilchrist, Executive Director of Cornell Cooperative Extension, addressed the following items with the committee:

- Ag Districts – Brian Campbell updated the committee on the ag districts. He has met with Real Property to look at removing parcels from the districts. The Ag & Farmland Protection Board will then need to meet and approve these districts.
- Flying Pig Farm Camp in Shushan – brings chefs and writers up to farm to see how the food is produced. He makes them aware that agriculture needs the support of downstate legislators.
- 2011 Budget - He encouraged anyone with questions about his budget to give him a call. He does not know how he can provide ag services in Washington County if we do not have a regional program especially with budget cuts. All their benefits are paid by New York State and they have not had salary increases in two-years and they do not receive longevity increments. Mr. LaPointe, Chairman of the Human Services Committee, will arrange a meeting between Tammy DeLorme, Commissioner of DSS, Mike Gray, Youth Services Director and Brian Gilchrist, Director Cooperative Extension to discuss working together on programs. Mr. Brown asked if Brian had any suggestions for reducing the budget other than his department. Mr. Gilchrist's stated he would have asked departments to come in with like a 15% decrease and recommendations departments look at being a little more creative with their budgets.

The meeting adjourned at 3:00 P.M.

2011 I Love NY

The Division of Tourism received \$4M to support statewide tourism marketing. This represents more than a 50% cut from the 2009-10 budget. Further, \$3.8M was appropriated for the Matching Funds grant program. The I Love NY application is due October 29.

In 2010 Washington County was awarded and estimated \$54,7447 which was then cancelled in March. In order to process the application the county MUST decide what they are willing to match in order to apply, additionally the county must designate a TPA.

Upcoming Events

- ❖ October 21, ARCC Business to Business Show Queensbury Hotel 3p-7p
- ❖ November 13-14 Pride of NY Harvest Festival Empire State Plaza
 1. Supporting Made in WA CO

Lakes to Locks

Heritage Centers

L2L will be establishing Heritage Visitors Centers in the waypoint communities with Ambassadors. These centers will be where visitors can come to receive information about the community they are in as well as surrounding communities. The communities and location they are seeking to establish Heritage Visitors Centers are:

- ❖ Fort Ann – Library
 - This is committed and will be the first Heritage Center
- ❖ Whitehall – TBD
- ❖ Granville – State Valley Museum
- ❖ Salem – Historic Salem Courthouse
- ❖ Cambridge – Passenger Depot
- ❖ Greenwich – TBD
- ❖ Fort Edward – Rogers Island Visitors Center

L2L has a grant to create and facilitate all of the training. Additionally, L2L will have signage produced directing to the centers. The signs will be located in the towns of Putnam, two, Dresden, one, and Fort Ann, two, the locations are intended to capture the traveler entering into the Locks region. Another grant has been submitted to receive additional signage, interpretative exhibits, digital messages (video) and factoids.

They have a grant to support "Ambassador Training". Ambassadors are volunteers from all sectors of tourism. Training about the community and its environs – resources and people. The hope is to expand this into roving ambassadors – a personal planner that is an expert in the destination.

Geotourism

L2L is working with the National Geographic Society to create a Lakes to Locks Passage Geotourism interactive web site. National Geographic defines geotourism as "Tourism that sustains or enhances the geographical character of a place-environment, culture, aesthetics, heritage and the well being of its residents." This is a page on the National Geographic website dedicated to Lakes to Locks and its Wayside communities – all of WA CO called out by town and village.

Budget Review

Please see spreadsheets and review document.

**Washington County Tourism
2011 Budget – Proposed October 4, 2010**

Mission

To develop and implement programs to promote Washington County to tourists and visitors, thereby increasing visits to the County.

Overview

The Tourism budget is broken into two segments Tourism and Miner Sales. Miner Sales are matching funds collected by the County to match those allocated to promote the county. The match is in most cases a 50/50 match.

Tourism

Monies appropriated to promote Washington County tourism efforts. Within this appropriation there are sub categories:

A6411.4170T	Tourism – Seminars & Programs – Tourism	\$2,500
A6411.4170BL	Tourism – Seminars & Programs – Buy Local	\$2,500
A6411.4170O	Tourism – Seminars & Programs – Occupancy	\$2,500
A6411.4085O	Tourism – Dues – Occupancy	\$1,000

These line items are intended to track spending specific to tradeshow, seminars, programs & events.

Equal to \$8,500

The additional subcategories are:

A6411.4020	Postage	\$500
A6411.4068	Contracted Services	\$30,000

These line items are postage and Tourism Administrators salary.

Equal to \$30,500

A6411.4220T	Tourism-Advertising – Tourism*	\$4,730
A6411.4220BL	Tourism-Advertising – Buy Local	\$20,000
A6411.4220O	Tourism-Advertising – Occupancy	\$5,000
A6411.4290	Publicity-Contractual-Expenses	\$10,000
A6411.4440	Contractual-Misc	\$2,500

Equal to \$42,230

These line items are intended to track spending specific to all advertising print, radio, tv, distribution, web maintenance, updates...etc

Net Cost to County Total = \$81,230

*\$4,730 is allocated from the expected occupancy tax collection

Miner Sales – Generated Revenue

Matching funds generated by Washington County businesses that choose to partner with the County on efforts to promote. This line item is broken down into three sub categories.

A2655.07BL	Miner Sales – Buy Local	\$20,000
A2655.07T	Miner Sales – Tourism*	\$8,500
A2655.07O	Miner Sales – Occupancy	\$5,000

NOT LISTED ON A6411 account number \$8,500 in occupancy tax collection listed under A1113

These line items are the matching funds generated by WA CO businesses, programs and events that choose to participate in programs offered by WA CO.

Equal to \$25,000

* a 4% fee collected by lodging establishments with 4 rooms or more = \$8,500

Other items on the worksheet 2009

A6411.422003 Contractual WASH CO Marketing
\$9,121.85 – New Website created by Ave 3

A6411.422004 Contractual I Love NY 2009

\$15,686.03- allocation for WA CO portion for I Love NY mandatory match to receive funds from EDC.

* This is not appearing in the 2011 budget and should – EDC will reinstitute the I Love NY Grant

2011 Tourism Budget
As presented September

	Publicity Contractual				
A6411.4					
A6411-4020	\$500.00	\$500.00	Postage		
A6411-4068	\$30,000.00	\$30,000.00	TA Salary		
A6411-40850	\$1,000.00	\$1,000.00	Dues		TPA Membership
A6411-4170BL	\$2,500.00	\$2,500.00	Bl.		Seminars
A6411-41700	\$2,500.00	\$2,500.00	Occupancy		Seminars
A6411-4170T	\$2,500.00	\$2,500.00	Tourism		Seminars
	\$0.00				
	\$0.00				
	\$39,000.00	\$39,000.00			
A6411-4220	Total	County Contribution	Matching Funds		
Buy Local	\$40,000.00	\$20,000.00	\$20,000.00		
Occupancy	\$10,000.00	\$5,000.00	\$5,000.00		
Tourism	\$13,230.00	\$13,230.00	\$0.00		
Contractual	\$10,000.00	\$10,000.00	\$0.00		
Misc	\$2,500.00	\$2,500.00	\$0.00		
	\$114,730.00	\$50,730.00	\$25,000.00		\$114,730.00
Occupancy Tax		-\$8,500.00			
Net Cost to County		\$81,230.00			

2011 Tourism Budget
Proposal \$20k cut

	Publicity Contractual								
A6411-4									
A6411-4020	\$500.00	\$500.00	Postage						
A6411-4068	\$30,000.00	\$30,000.00	TA Salary						
A6411-40850	\$1,000.00	\$1,000.00	Dues	TPA Membership					
A6411-4170BL	\$1,000.00	\$1,000.00	BL	Seminars				Reduce overall spending in programming by \$1,500	
A6411-4170O	\$1,000.00	\$1,000.00	Occupancy	Seminars				Reduce overall spending in programming by \$1,500	
A6411-4170T	\$1,000.00	\$1,000.00	Tourism	Seminars				Reduce overall spending in programming by \$1,500	
	\$0.00	\$0.00							
	\$0.00	\$0.00							
	\$34,500.00	\$34,500.00							
A6411-4220	Total	County Contribution	Matching Funds						
Buy Local	\$40,000.00	\$20,000.00	\$20,000.00		Continue to offer a 50/50 matching funds program				
Occupancy	\$5,000.00	\$0.00	\$5,000.00		no additional funds to occupancy				
Tourism	\$10,230.00	\$10,230.00	\$0.00		County supported programs that require no match				
Contractual	\$5,000.00	\$2,500.00	\$2,500.00		Reduce contractual expenses by 50% - website maintenance, writers, other				
Misc	\$2,500.00	\$2,500.00	\$0.00		purchase of undesignated items to promote - trade show booth, pictures, newsletters, etc				
	\$97,230.00	\$35,230.00	\$27,500.00						
Occupancy Tax			\$8,500.00						
Net Cost to County		\$61,230.00							

Washington County Planning Board Meeting

Tuesday, October 12, 2010 – 7:00 p.m.

Referring Body: Village of Hudson Falls

Applicant: Clute Enterprises

The referral for review was a 'Site Plan Approval' for a senior citizen apartment complex in the Village of Hudson Falls. This site plan was 'Disapproved with Comments' as the plan was lacking pertinent information. The Board commented that the following items were to be submitted with the referral: a stormwater management plan, a detailed lighting plan, an aerial and detail of the surrounding area, a detail and description of each phase, and a detail of the scale on-site. The Planning Board also suggested that the applicant further consider the accessibility of the site in respect to the building layout and parking as well as the amount of parking, as they had concerns with these areas of the plan.

Referring Body: Town of Fort Ann

Applicant: Champlain Stone, LTD.

The referral for review was a quarry expansion project in the Town of Fort Ann. The Board discussed their concerns with the noise carried from blasting and 'Approved with Conditions' the plan so long that the blasting meets the criteria of the permit issuing body and that a copy of the permit is sent to the Board.

The Board also acknowledged that it would benefit Washington County, as well as the individual Towns and Villages to have their Planning Board's contact the applicants to have representation at the Washington County Planning Board meetings.

Prepared by: Washington County LDC