

ECONOMIC DEVELOPMENT/PLANNING/PUBLICITY COMMITTEE

Monday, May 14, 2018 - 10:30 PM

Noel Merrihew, Chairperson
Roby Politi, Vice-Chairperson

Chairman Merrihew called this Economic Development/Planning/Publicity Meeting to order at 10:48 am with the following Supervisors in attendance: Robin DeLoria, Archie Depo, Shaun Gilliland, Joseph Giordano, Charles Harrington, Ronald Jackson, Steve McNally, Michael Marnell, Noel Merrihew, James Monty, Jerry Morrow, Ronald Moore, Roby Politi, Randy Preston, Michael Tyler, Joe Pete Wilson, and Tom Scozzafava. Dean Montroy had been previously excused.

Department Heads present: Daniel Palmer and Anna Reynolds had been previously excused. Dan Manning was absent.

Also present: Dina Garvey, Jim Dougan, Jody Olcott, Jansen Lawrence and Patty Bashaw. Rick LeVitre, Aurora McCaffery and Jim McKenna had been previously excused.

News Media present: Keith Lobdell - Sun News

MERRIHEW: Good morning everyone, we will call this Economic Development Committee to order. First on the agenda, the IDA.

OLCOTT: I have nothing to add unless you have questions.

MERRIHEW: No report from the IDA, are there any questions for Jodi while she's available? Going once, going twice, thank you very much.

The next item on the agenda was the Community Resources Department with Anna Reynolds having been previously excused.

MERRIHEW: Community Resources, Anna Reynolds is not here this morning, but we do have a referral from Planning for the Town of Westport, Special Condition Permit. Do I have an individual who would care to move that for consideration? Moved by Mr. Tyler, seconded by Mr. Politi.

**ACTION OF THE ESSEX COUNTY PLANNING BOARD
ON A REFERRAL RECEIVED FROM THE TOWN OF WESTPORT**

The following motion was made by Supervisor Tyler.

Whereas, the Essex County Planning Board has considered the following GML 239 referral at its regular meeting on May 14, 2018.

REFERRAL

PROPOSED ACTION

Town of Westport - Robert Fullington/Kim Richardson

Special Condition Permit

Whereas, the above referred, proposed action does not directly impact a county road or county property.

Be it adopted by the Essex County Planning Board that a letter of no impact is recommended.

This motion was seconded by Supervisor Politi and passed on a vote of 8 in favor, 1 absent, and none opposed.

MERRIHEW: Questions or comments on the referral? Being none, all those in favor? Opposed? That carries.

The next item on the agenda was the Essex County Historian with Aurora McCaffery having been previously excused.

MERRIHEW: Our historian, Aurora McCaffery has been excused this morning, so we will have Cooperative Extension.

The next item on the agenda was the Cooperative Extension with Rick Levitre reporting as follows:

LEVITRE: You have my report, I want to elaborate on a couple of things. One is a USDA Farmer's Market Promotion Program Grant that was just submitted and I realize, submit is just the first step, but if we are successful with that, it's about a \$250,000.00 grant program over three years and the importance of this is to try to get the public more knowledgeable about local produce, the cost of it, the nutritional value, the difference from local versus across the country and this is also bringing, not only Cooperative Extension together, but it's bringing private entities, such as Hub on the Hill, it's also bringing the farmer's markets, made up of our local farmers and it's bringing the farm to school program together and I think these are important pieces and another reason why Cooperative Extension is kind of that glue sometimes to pull some of these local food programs together.

Also the Adirondack Harvest; which was started here some years ago and is growing and actually at its next steps, but worked with ROOST, who'll be up after I am, down in Albany for Adirondack Day on April 16th where local foods were presented to Assembly and Senators.

Many of the things here are along the same lines as I talked about, the importance of research and education to our farmers, to our youth and the programs that are established now. I understand over the years that I've been involved with this, sometimes the questions come out as far dollars spent on education, after-school programs, 4-H youth programs, I think I mentioned one time that it costs us \$300,000.00 to incarcerate a youth, a few dollars spent on education to get them into some of these other activities is well worth it and we have data to support many of these things.

So, you have my report, the activities that are going on right now and I'm happy to answer any questions that you may have.

MERRIHEW: Thank you very much. Are there any questions for Rick, while he's here?

MONTY: Rick, is that money that you're getting for the farmer's markets, would they be available to help communities to establish farmer's markets within their local community, their local towns?

LEVITRE: That part I can't answer for sure. I know that they'll be going to existing farmer's markets to work in actually bringing tours of individuals to the farmer's markets that have never been. I mean that's one of the issues we have. I think right here in the courthouse there was an effort to bring local foods in through community support agriculture and not a lot of people signed up and some of those that did said that cost too much and the farmers could point out what the cost was.

Now, to your point of bringing out farmer's markets, I've had this in communities for years, can we have a farmer's market? The one thing that always has to be considered is where are the farmers going that day, are they somewhere else, does it fit into the scheme, the distance between them? So, I don't know if this has anything directed to that or not.

MONTY: So, if someone was interested maybe could they contact you and your people to see what they could do to establish a farmer's market?

LEVITRE: Most definitely.

MONTY: Because, I've got a couple of people that would like to possibly try to do something in Lewis with some of our local farmers and things and they were asking me and I told them to contact Cooperative Extension.

LEVITRE: Exactly, Carlie Summers would be the first point, she would touch base with the Association of Farmer's Markets, Adirondack Harvest and others and work on that.

MONTY: Good, thank you

MERRIHEW: Any further questions from the floor for Rick? When will you hear on that grant?

LEVITRE: This is a federal grant.

MERRIHEW: Oh okay

LEVITRE: The bureaucracy is, I believe that it's in the summer time that we'll hear about it. It really won't go into effect, obviously, until next year, but it's a big one and to be honest it's Carly's first big federal grant and that's a big deal.

MERRIHEW: Sure it is, congratulations. I commend you for chasing the money.

The next item on the agenda was Regional Office of Sustainable Tourism (ROOST) with Jim McKenna absent and Jasen Lawrence reporting as follows:

LAWRENCE: Jim did not get a lot younger all of a sudden. I'm Jasen Lawrence, I'm the Director of Visual Strategy for ROOST for those of you that don't recall. I'll be pretty quick, just a couple of updates, some of the things going on.

We've had some great meetings with some folks from the 5 Towns Initiative, for those of you aren't familiar, that's Minerva, Newcomb, North Hudson, Long Lake and Indian Lake getting together to kind of help establish a marketing region, around the trails and the hubs. The next meeting will be hosted by Supervisor DeLoria in Newcomb and that will be happening in June.

In terms of the World University Games, we've been getting a lot of questions about that and where the status of that is. We've been working really closely with FUSU and the State to finalize that agreement and more specifically that Global Sports Committee has been doing that, ROOST, of course is just a part of that and we do expect to have that agreement in late June, so we're looking like we're on track to do that.

The annual Leisure Travel and Conversion Study should be published next week. The numbers look really positive. If you haven't seen the occupancy numbers and other growth, things look really good year to date, so it's looking positive.

We're also continuing this summer to work closely with Ticonderoga Area Chamber of Commerce and of course the others involved with all the fishing tournaments. If you recall in 2016 we had a study that showed about \$1.4 million in direct spend, you know it's about \$54,000.00 or so in sales tax of the County, so continue to help with those.

And of course we help with a lot of those events, you know the Uphill Bike Race and Two Fly in Wilmington for instance and you know Adirondack Harvest Festival in Westport and all those sorts of the things going on throughout the County.

And lastly, you've probably, hopefully have seen, there's a few Living Here/Working Here videos done for a couple of communities, Westport, Lake Placid and Wilmington. Those are done with us in conjunction with the Northern Adirondack Board of Realtors, Our Neighbor. There's been a lot of feedback from some of the other communities, like hey, why didn't we get a video? Those are actually funded by Neighbor, so we've been working with them in trying to get some other funding sources to help get some of those other videos done for some other communities, so hopefully we'll be able to get those done, shoot those this summer and then maybe out in the fall. So, you'll

probably hear some more about that in the future.
That's it, doesn't anybody have any questions?

MERRIHEW: Thank you very much, Jasen. Are there any questions or comments for Jasen while he is with us? I guess not.

LAWRENCE: Nice and easy.

MERRIHEW: Thank you very much for coming down Jasen, we appreciate it.
Is there any further business to come before the Committee? If not we stand adjourned. Thank you very much.

AS THERE WAS NO FURTHER BUSINESS TO COME BEFORE THIS ECONOMIC DEVELOPMENT/PLANNING/PUBLICITY COMMITTEE IT WAS ADJOURNED AT 11:24 AM.

Respectfully submitted,

Dina Garvey, Deputy
Clerk of the Board