

**ECONOMIC DEVELOPMENT/PLANNING/PUBLICITY COMMITTEE**

Monday, April 11, 2022 - 10:00 AM

Ike Tyler, Chairperson  
Roy Holzer, Vice-Chairperson

Chairman Tyler called this Economic Development/Planning/Publicity Meeting to order at 10:00 am with the following Supervisors in attendance: Clayton Barber, Stephanie DeZalia, Derek Doty, Shaun Gilliland, Charlie Harrington, Roy Holzer, Ken Hughes, Steve McNally, Noel Merrihew, Jim Monty, Tom Scozzafava, Matthew Stanley, Ike Tyler, Joe Pete Wilson, Davina Winemiller Margaret Wood and Mark Wright. Robin DeLoria had been previously excused.

Department Heads present: Dan Palmer, Anna Reynolds and Mike Mascarenas (11:07). Dan Manning was absent.

Deputies present: Dina Garvey

Also present: Jody Olcott - IDA, Jim McKenna and Mary Jane Lawrence - ROOST, and Laurie Davis - Cornell Cooperative Extension, and Bruce Misarski - HAPEC. Aurora McCaffery, Essex County Historian was absent.

TYLER: Economic Development Committee, Jody.

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The first item on the agenda was Industrial Development was Jody Olcott reporting as follows:

OLCOTT: Alright, so the project on the table today, is this Peaks at Lake Placid Project; which is considered a ED project, economic development, as well as housing. I've been working on this with Supervisor Doty since he got into office in January, he's been working on it really, since last fall. Obviously, it is the reuse of the Cell Science Center, which has sat vacant for about 15 years now. The Town has really been instrumental in negotiating what they want in terms of low income housing there. Kind of broke it out to you on my project sheet, it's 265 apartments, a majority of those apartments are going to be 2-bedroom, 40 of which will be offered to low to moderate income residents and then a majority of those will be offered at most, 150% of area median income. So, area median income, which I'm learning, I'm not in the housing trade like Bruce is, but what is \$72,400.00 is the average median income here in Essex County. So, 150% of that is like \$108,000.00 or something like that. So, that's in terms of where we are with the apartments. There's 90 condos in this project and I kind of gave you a summary of timing, obviously, you're probably familiar with Joe Burrell, he's the Whiteface Lodge, he's done the Out Post where Price Chopper is in Lake Placid, some really great projects for them, 14 jobs, I know I'm going fast, but

I kind of sent you a summary, just so you could have an opportunity to look at it. They are asking for sales and use tax exemption. So, the total project, if you encompassed the apartments and the condos, is \$77 million. They're asking for about \$2.8 million in sales tax exemption. It's hard to calculate, you know, the ancillary economic benefits of a project like this. I mean, obviously, it's going to be a big boom to Lake Placid, they're going to have housing available and people coming and going. One thing that I absolutely could calculate out was, if the condos sell at the projected \$67 million, obviously and we just use a rough number \$40 million in mortgages, that obviously would be revenue to the County in terms of mortgage recording tax and that's, it's hard, you know what I mean, when you try and give you good numbers like calculations and stuff like that, I think that's a fair number that you could potentially get in the next couple of years, in terms of mortgages filed. I know Derek's been up to the project a few times, recently as last week and met with Joe. I think it's a good project. We supported it at the IDA. I think the town has worked closer with them, in terms of what they specifically want, so I don't know if you want to talk about that?

DOTY: The only thing that I think I'd like the Full Board to know, is that it's the first time I ever known of our Town Board putting in the application for a higher density for that property with the Adirondack Park Agency and it was a direct move to not only support a huge housing project that is deed restrictive, no short-term rentals will be allowed on that property, density was increased, workforce housing was adhered to. Joe has actually given us more than the original document, instead of 37 units, we've bumped it up to 40. We've met, briefly, in a move that Joe anticipates, subdividing the property into like 5 different lots, so that banking and financing is more possible. It's such a huge project that I even question the \$77 million, because with building materials now, up anywhere from 30% to 40%, I know that project will be in excess of \$100 million. The tax benefit to the Town will equate to, probably minimally, \$800,000.00 a year, once it's built. I think our worry on the Town level is that we don't want this project to stretch out into 10 years or something like that. So, as we move forward, we will work together with Joe, so that the phases that could be built first, to give him equity, might make sense and I guess what I am going with that, he's kind of bound now to build workforce housing first and in the scheme of attracting financing, that probably doesn't make sense. Let's let him build some units where he can resell, build and get some equity, so a few more banks may consider coming on or private investors or whatever. Meantime, not to make light of workforce housing, but we have 60 units going on, right now, at McKenzie Overlook with Reagan Development, that will be online this coming fall. That's huge for our area, right behind it is Homestead Development with Fawn Valley, that will be the first project in the State that basically brings about 26 units, I think it is, that will be for sale and people will have to qualify like this same project, AMI qualified and they will have the benefit of buying those units at cost. There will be some deed restrictions, but it's exciting, really for the whole State to see how this project goes and is a success. Anyway, Jody and the office have been unbelievable to work with.

OLCOTT: And Supervisor Doty is correct. There, obviously it's a phased project, he has not secured \$77 million. He has secured the financing for the first phase of the project. So, what we anticipate, which will be probably a lot of paper trail, is he will build the first 101 apartments and then start, obviously getting those leased out and bank financing for the other phases comes as tenants are secured and stuff like that and the same thing with the condo sales. As they do

resales, it opens up the availability for more financing and that's how we will work through the steps of it. So, the first \$19 million for the first 101, Supervisor Doty is right, I did talk to Joe this morning and supply issues are obviously a problem, so we just talked in terms. I know piping for the infrastructure was ordered last September, it was delivered this weekend. Anderson Windows are 52 weeks out and I said, roundabout, can you give me an increase of construction pricing? And he said, they're saying 22%. So, this \$77 million, could be obviously off by the time it's finished.

DOTY: Jody, one last question, are you confident with the 265 as a final number? Because there was discussion on one major building being eliminated, 55 units?

OLCOTT: From my understanding and the latest I have, we're confident in that number.

DOTY: Okay

OLCOTT: I think there was some questions on square footage per unit and I think that's been corrected.

DOTY: Okay

OLCOTT: But, I mean things change and it could change.

DOTY: Right, thank you for everything.

OLCOTT: Yeah, I mean the Town has really taken the lead on this in terms of what they want.

HUGHES: Hi Jody, good morning.

OLCOTT: Good morning.

HUGHES: I'm trying to keep it, so I apologize if I ask a redundant question. At the beginning of your presentation you spoke about low and moderate income housing, is that guaranteed in perpetuity? So, that those houses, that housing will always be for low and moderate?

OLCOTT: Yes, that is the town's approval through the town's zoning/planning.

HUGHES: Okay, great.

OLCOTT: So, 265 units, 40 are set aside for 120% area median income and the remaining is 150%. So, I gave you a range of 120% means an annual family income of \$86,000.00 and worst, at 150% is a \$108,000.00.

HUGHES: Quick question, who sets those guidelines? Who vets it and who executes it?

OLCOTT: That is HUD sets those numbers and the Town actually, Emily, who is completely on top of making sure that they are income qualified for the 40 units and the remaining units.

MCNALLY: Will those 40 units be included in the Phase One build?

OLCOTT: Of the 101 units that are coming in Phase One, 15 of those units. So, then the remaining balance of the 164 units, the 25 comes out of there.

MCNALLY: What happens if we never get Phase Two, Three and Phase Four?

TYLER: Never happens.

MCNALLY: Never happens?

DOTY: That's true

OLCOTT: Yes

MCNALLY: It seems like Phase One is 101 apartments and then we have Phase One condos, we're going to make our money back on our condos at 76, why isn't Phase Two, the 164 apartments and 14 condos going? I would feel better if those 40 low income came in at that first phase.

DOTY: You might feel better to know that if everything isn't met, the Town has an option with the agreement, to take everything back.

MCNALLY: On all four phases?

DOTY: Yes

OLCOTT: Now, just keep in mind, when we give incentives, like we call these local incentives, whether it's sales tax exception, mortgage recording or pilot, at the end of each year we do an audit of the project to determine if they've met their conditions and we have a claw back provision where we can take back the incentives granted. So, if they received sales tax exemption on the first phase and we weren't happy with it, then we have the ability to claw that back.

MONTY: I understand DOT had requested a change to the intersection on Route 86 and I think it's Barn Road, is that part of the first phase of this plan?

DOTY: I would suspect that is only between the developer and DOT. That's not written in our agreements.

OLCOTT: I haven't seen anything, that's new to me. I will say this project has probably been 3-4 years in the making and I think it's changed a lot. At first it was swaying towards University Games,

now with the realization that obviously they're not going to make that.

DOTY: Unfortunately, that was the first phase that the development was supposed to satisfy and that was to use whatever housing was built for the athletes and then convert, none of us saw a pandemic coming. As unfortunate it is, we need to work together to make sure this thing finishes.

TYLER: So, we need a resolution?

WINEMILLER: I have a question.

TYLER: Oh, we have another question, Ms. Winemiller, I'm sorry.

WINEMILLER: That's okay. Can you tell me what the rent would be?

OLCOTT: Yes, so, I'm learning about, like I said, I'm not in the housing industry, so I learning about what is applicable. So, a 2-bedroom, the rent limit would be \$834.00, a 3-bedroom would be and I got these numbers at Housing or maybe from Emily, up at the Town, somebody in the housing market, not me. So, apparently it's set, it's set based on the income, so it's a certain percentage of your income each month.

WINEMILLER: And does this include the, does it include anything?

OLCOTT: I don't think it includes utilities.

WINEMILLER: Okay, so on top of these amounts the renters have to pay; heat, lights, water, sewer?

OLCOTT: I'm pretty sure, I'm not 100% positive, I don't have the answer to that.

WINEMILLER: Because, that's really a lot of money.

OLCOTT: A lot, yeah.

WINEMILLER: So, is it really low income housing if that's the case?

DOTY: Everything is based on accepted AMI rates that are put forth by HUD. That's the basis for how we start a project like this.

OLCOTT: I can ask, I can go back and ask Bruce or Emily in the Town, if the utilities and all the other overhead expenses are included in that number. Just looking at a 2-bedroom at \$830.00, I can't imagine that it is. I mean how could you even build it and get your money back?

PALMER: Right

WINEMILLER: No, I understand, it's unfortunate.

MONTY: I kind of think, Davina that a lot of depends on location, cost of living in Lake Placid is sustainably higher than the cost of living in North Hudson or Lewis.

WINEMILLER: Absolutely

MONTY: Or even St. Armand.

WINEMILLER: But, it sounds to me, if it's based on, like what did you say, about \$80,000.00?

OLCOTT: Yeah, I mean 120% of our area median income is \$86,000.00.

WINEMILLER: So, those people would not qualify, Mike, right, for any HUD or HEAP or anything like that? At \$86,000.00?

MASCARENAS: It would depend on how many lives in the household, but likely not.

WINEMILLER: Likely not.

OLCOTT: Mike, do you know about these housing numbers?

MASCARENAS: I just walked in.

OLCOTT: Somebody answer, not me.

MASCARENAS: I would have to look at them, I don't know.

OLCOTT: I don't know, I wish Bruce or somebody was here. Oh, he is, I couldn't see you, Scozzy was in the way. Do you know the answer to these questions?

WINEMILLER: Bring Bruce up here.

PALMER: Come on up, Bruce.

TYLER: Bruce, you've got to come up.

OLCOTT: Bail me out here.

MISARSKI: So, sure at 120% AMI, certainly, what did you say \$840.00?

OLCOTT: I was saying 120% would be \$86,000.00 and that's 150% is at \$108,000.00.

MISARSKI: Well, certainly a 2-bedroom at the rate you quoted is very affordable.

OLCOTT: Well, this is what I'm using, I'm using these numbers. Is that what I'm supposed to be using?

MISARSKI: Well, I thought the question was, what are they getting for these rents?

WINEMILLER: Right, what's the rent?

MISARSKI: That would be a question to the developer. I have no idea.

OLCOTT: But, if it has to adhere to, isn't that what this is, the fair market rents?

MISARSKI: So, affordability is 30% of your monthly income. So, we would take that \$86,000.00 figure out what that 30% of the monthly is. Yes, utilities are usually included of what we consider affordable, affordability of really at 30% of whatever the person's level in income is.

WINEMILLER: Okay

MISARSKI: So, we all have, we all should have a housing budget that's within 30% of what our incomes are.

OLCOTT: Okay, so we're getting there, so \$86,000.00 on the low end, that would be \$26,000.00 is your annual housing budget. So, if you divided that by 12, are you sure?

MISARSKI: They could be getting over \$2,000.00 a month for rent.

OLCOTT: That's exactly what it is, it's \$2,100.00.

WINEMILLER: Okay, so that would include utilities?

MISARSKI: We don't know what they're asking, what their rent level is.

OLCOTT: Yeah, I didn't get into the specifics, because the Town has Emily up there.

WINEMILLER: So, the Town has an agreement with them at these rates, and whatever they turn out to be for that?

DOTY: You bet.

WINEMILLER: Okay

MISARSKI: So, it would be affordable for people up to 120%, so that is the limit and obviously, all of those people that qualify are going to be less than limit, you know still \$2,000.00 a month is a lot for an apartment, for anybody.

WINEMILLER: Right, it is, for anybody. But, if that includes the utilities, that makes more sense.

MISARSKI: And fortunately Lake Placid utilities are not a big issue, the electric rates, you'd be shocked, us National Grid payers would be shocked to see what Lake Placid people pay.

TYLER: Alright, moving on now, we've got to move on.  
Alright, we're looking for a mover? You've got a question, Mr. Scozzafava?

SCOZZAFAVA: So, we're talking just the sales tax exemption? They haven't asked for a property tax exemption?

DOTY: No, at one point we discussed mortgage tax exemption, but the history in North Elba is to leave that totally alone, unless it becomes an issue further down the road, I prefer to leave it just as sales tax exemption.

OLCOTT: We've done similar on any of the hotel projects in Lake Placid.

TYLER: Mr. Merrihew moves, second? Ms. Wood.

**RESOLUTION APPROVING THE FINANCIAL ASSISTANCE IN THE FORM OF SALES TAX AND MORTGAGE TAX ABATEMENT AUTHORIZED BY THE ESSEX COUNTY INDUSTRIAL DEVELOPMENT AGENCY IN CONNECTION WITH A PROJECT FOR THE PEAKS AT LAKE PLACID PROJECT IN THE TOWN OF NORTH ELBA**  
Merrihew, Wood

TYLER: All in favor, aye? Opposed?

OLCOTT: Thank you

TYLER: Thank you, anything else? Thank you

OLCOTT: Yup

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The next item on the agenda was Community Resources with Anna Reynolds reporting as follows:

REYNOLDS: Good morning, the first thing today is a resolution, we did an RFP about 2 months ago, now, reviewing the responders, we would like to authorize the Purchasing Agent to award the RFP for \$44,708.00 to a company called GhB Geospacial, for the digitizing of the boundaries from the local zoning, town overlays and this will help to set up the system for the water and sewer district boundaries. So, we're going to get as far as we can with the RFP dollar figure of \$44,000.00, as far as we can for all the towns and this will be covered under the Local Government

Efficiency Grant, which will expire next May. So, we want to get as much as we can into the grant over the next course of the year.

TYLER: Questions? Mover? Mr. Holzer, second? Ms. DeZalia

**RESOLUTION AUTHORIZING THE PURCHASING AGENT TO AWARD A RFP IN THE AMOUNT \$44,708.00 TO GHB GEOSPACIAL FOR DIGITIZING THE BOUNDARIES FROM LOCAL ZONING, TOWN OVERLAYS AND SET UP A SYSTEM FOR DIGITIZING SEWER AND WATER DISTRICT BOUNDARIES, WITH FUNDS TO COME FROM THE LOCAL GOVERNMENT EFFICIENCY GRANT**

Holzer, DeZalia

TYLER: All in favor? Opposed?

REYNOLDS: There are 3 referrals, the first the Town of Ticonderoga, a special use permit and site plan review on County Route 48, a solar project, Pivot Solar. They will have to obtain a right-of-way permit for Essex County and once the permit is executed, there will no impact to Essex County property, therefore, I recommend a letter of no impact, based upon the permit executed.

TYLER: Mr. Merrihew, second? Mr. Hughes.

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

**The following motion was made by Supervisor Merrihew.**

**Where, the Essex County Planning Board has considered the following GML 239 referrals at its regular meeting on April 11, 2022.**

**REFERRAL**  
Town of Ticonderoga - Pivot Solar

**PROPOSED ACTION**  
special use permit & site plan review

**Whereas, none of the referred, proposed actions directly impacts a county road or county property.**

**Be It adopted by the Essex County Planning Board that no recommendation or comment on the said referral shall be or hereby is made, after a right-of-way permit is obtained from Essex County and the respective referring bodies may take such final action as they deem appropriate.**

**This motion was seconded by Supervisor Hughes and passed on a vote of 9 in favor, and none opposed.**

TYLER: All in favor? Opposed?

REYNOLDS: In the Town of Minerva there's an area variance for a single family home located on Minerva Lake Road. The variances do not impact Essex County, therefore a letter of no impact

may be submitted.

TYLER: Mover? Ms. Wood. Second? Ms. DeZalia

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

The following motion was made by Supervisor Wood.

Where, the Essex County Planning Board has considered the following GML 239 referrals at its regular meeting on April 11, 2022.

**REFERRAL**  
Town of Minerva - John Hausman

**PROPOSED ACTION**  
Area Variance

Whereas, none of the referred, proposed actions directly impacts a county road or county property.

Be It adopted by the Essex County Planning Board that no recommendation or comment on the said referrals shall be or hereby is made, and the respective referring bodies may take such final action as they deem appropriate.

This motion was seconded by Supervisor DeZalia and passed on a vote of 9 in favor, and none opposed.

TYLER: All in favor? Opposed?

REYNOLDS: The Town of North Elba and the Village of Lake Placid have a joint land use code, each municipality submitted a referral. So, the first, the Town of North Elba, I reviewed the materials and I recommend a letter of no impact to the Town of North Elba.

TYLER: Mr. Holzer, Mr. Doty

**ACTION OF THE ESSEX COUNTY PLANNING BOARD  
ON REFERRAL RECEIVED FROM THE TOWN NORTH ELBA**

The following motion was made by Supervisor Holzer.

Where, the Essex County Planning Board has considered the following GML 239 referrals at its regular meeting on April 11, 2022.

**REFERRAL**  
Town of North Elba

**PROPOSED ACTION**  
Zoning / Planning law amendments

Whereas, none of the referred, proposed actions directly impacts a county road or county property.

Be It adopted by the Essex County Planning Board that no recommendation or comment

on the said referrals shall be or hereby is made, and the respective referring bodies may take such final action as they deem appropriate.

This motion was seconded by Supervisor Doty and passed on a vote of 9 in favor, and none opposed.

TYLER: All in favor? Opposed?

REYNOLDS: And the Village of Lake Placid, again, the joint land use code. I received the referral and reviewed the materials and a letter of no impact it warranted.

TYLER: Mr. Winemiller. Second? Mr. Doty.

**ACTION OF THE ESSEX COUNTY PLANNING BOARD  
ON REFERRAL RECEIVED FROM THE VILLAGE OF LAKE PLACID**

The following motion was made by Supervisor Winemiller.

Where, the Essex County Planning Board has considered the following GML 239 referrals at its regular meeting on April 11, 2022.

<u>REFERRAL</u>	<u>PROPOSED ACTION</u>
Village of Lake Placid	Zoning / Planning law amendments

Whereas, none of the referred, proposed actions directly impacts a county road or county property.

Be It adopted by the Essex County Planning Board that no recommendation or comment on the said referrals shall be or hereby is made, and the respective referring bodies may take such final action as they deem appropriate.

This motion was seconded by Supervisor Doty and passed on a vote of 9 in favor, and none opposed.

TYLER: All in favor? Opposed?

REYNOLDS: That's all I have today, unless someone has some questions?

TYLER: Anybody have any questions? I don't see any, madam.

REYNOLDS: Okay

TYLER: Have a fun day.

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The next item on the agenda was the Essex County Historian, Aurora McCaffrey absent

and no report was given.

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The next item on the agenda was Cornell Cooperative Extension, with Laurie Davis reporting as follows:

DAVIS: Good morning, we did submit a report, so you have that. I want to just add something to it, that mark your calendars, we set September 24<sup>th</sup> as the date for the Adirondack Harvest Festival, finally back in person, using the full fairgrounds and we're already gathering the music, food, brew tent, a huge farmer's market, if you remember, displays, talks, demos and then there's a horse group doing barrel racing on the horse grounds. So, the entire fairgrounds should be used in that day and we're moving ahead with plans on that, so I wanted to make sure you had it on your calendars and I hope you can all attend.

The only other thing that I wanted to talk about today, is that, if you haven't heard already, after 14 years with Essex County CCE, our Quality of Life Issue Leader, Linda Gilliland has accepted a position of Executive Director with Cornell Cooperative Extension in Clinton County and she's going to be starting there on April 26<sup>th</sup>. Her last day with us will be April 25<sup>th</sup>. We're really proud of her for this accomplishment. It's a great chance for her to spread her wings and be challenged in other, in a whole new area. I think, she'll be great at it and we're going to miss her expertise, depth of knowledge on almost any topic that would come through and wildly entertaining stories of experiences living, seemingly all over the planet. Her current position as Issue Leader, the shoes are going to be difficult to fill. I wanted to, you know, have you all rest assured that we are preparing to step up and fill those various positions, we'll try and figure that out very soon. We're hopefully on the verge of hiring a new Executive Director, hoping we have an announcement by the end of April, mid-May, should be coming up. So, the CCE staff would like to express their congratulations and appreciation to Linda and we request that the Essex County Board of Supervisors pass a resolution recognizing her many varied and Extension contributions to the constituents of Essex County and CCE.

TYLER: Moved by Ms. DeZalia, unanimous second, thank you.

**RESOLUTION OF CONGRATULATIONS AND APPRECIATION TO LINDA GILLILLAND ON HER MANY YEARS OF SERVICE TO CORNELL COOPERATIVE EXTENSION.**

DeZalia, unanimous

DAVIS: Thank you very much, any questions?

TYLER: Any questions? I don't see any, thank you.

DAVIS: Thank you

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The next item was the Regional Office of Sustainable Tourism (ROOST), with Jim McKenna and Mary Jane Lawrence reporting as follows:

LAWRENCE: Good morning, so I have just a couple of updates. First and foremost, thank you to the Supervisors that met with Jim and I on Friday, as we mentioned before and our commitment in 2022 and moving forward is to meet with our representatives in each of our 18 towns, multiple times a year to better understand the needs.

We're planning Adirondack Day, again, in the Legislative Building in Albany. That's where we highlight all the Adirondack Region to the elected officials and their staff. That will be May 9<sup>th</sup>.

All of you that live in the Lake Champlain Region, hopefully, have seen the new guide that came out. Speaking of the Lake Champlain Region, we do have a new position at ROOST that's starting at the end of the month, it's the Southern Essex County Regional Marketing Manager, her name is Isabelle Bureau. She'll be representing the Adirondack Hub. The four towns in the Hub, as well as the 9 towns along the Lake Champlain Region. She's from Newcomb and we're very excited to have her on board.

We met with the State Police, New York State Police, Thursday, in Albany, Jim, myself and a representative of Ironman to resolve the, how the State Police will be compensated for working Ironman, so that has been resolved and the State Police and Ironman are both satisfied that State Police will be compensated for their hours that they put forth during that race.

I think that's it, that's all I have on my list. The Lake Champlain website will launch in June and we're going to be starting the Whiteface Region in the fall.

TYLER: Any questions?

LAWRENCE: One other thing, Jim, you have to tell them about what's happening to you.

MCKENNA: What? Thank you Mary Jane. I think what MJ was referring to, is I am not going to be here next monthly, likely, because I'm having a knee replacement. Is that what you're talking about?

LAWRENCE: That is what I was talking about.

MCKENNA: Alright, thank you.

LAWRENCE: Just so not everybody was wondering what happened to you.

MCKENNA: So, I am going to talk about a couple of things, quick, we just completed something we're going to use, we think, more around the County. This was done specifically for North Elba/Lake Placid and it's called a Designation Management Plan and what that's about is, you know, travel is increasing, natives are restless, meaning how much is too much? What do you have to do to maintain, you know, the economy? Certainly, tourism is going to be, always a part of our economy, because of our outdoor atmosphere and attractions, but as the population grows and travel grows, a lot of our small towns, there's a movement beginning, not only here in the

Adirondacks, but globally, about tourism and how do you manage it to the benefit of the residents. So, we know we're the first ones in New York State that's taken this on, at least, western mountain resorts have done it, Europe has done it, but we work specifically with the Town and the Village. We brought in some people to help us put together what's called the Designation Management Plan and that's about making sure we sustain our economy the way it is, but not alienating our locals and to have a good community, to have a good tourist economy or any economy, you must have a good community and I know you were talking about housing. One of the big things that's been identified in here is that you need diversity in housing, meaning different income levels have to be sought, you have to have different income levels in your communities to be big communities. Derek, you were talking about some of those big projects, there's 3 projects, I don't know if you mentioned all. There is the low income project, through HCR, that you're familiar, Bruce and then there's the one Fawn Ridge that's sort of and actually, the Peaks are in that area that there's opportunities for people, not only low income, but you have to service all income levels. And I think that's an example of all of our towns, because you know, we see our schools consolidating, we see school population dropping, we have to build our population base and that's why organizations like ROOST, around the County now are focusing more than on just tourism marketing and that's what this Destination Management Plan's all about. It's also talking about diversifying the economic thing, it's not all about tourism. What else can we bring in? Good example is certainly we know, it was JP Morgan that just announced they're going to allow people to work from their home forever, now. All of sudden that puts our region in a different area for economic growth. We can, soliciting remote workers, you don't have to provide factories, you don't have to provide, you have to provide housing, housing's number one, but that money comes into the economy just like a new business comes into the economy. So, we're looking at that in this plan. Also, the event management has certainly been an issue, a lot of the, the four towns that are engaged in Ironman, you know that's a challenge and we took a lot of time, this year, working on that, but what we plan to do is put a council together for events to really look at that long term. Another area is to align investments in the travel industry to benefit all residents in your community. So, what we're doing, the whole purpose here is to really put together the necessary ingredients to make sure that our economies continue to grow and survive and provide the local taxes, but not alienate our population, but make our populations, the big benefit is really for the residents. You do tourism like any other economy, you do it for the residents first and then for everything else. So, that's the attitude and approach that we're taking now and we think it's progressive in the East of the United States, they've been doing it out West for a little while, but we think it's going to be the example that over the next few years, we're going to be sharing with more of our towns in Essex County to get in front of it, not be reactive after the fact. Anything else?

LAWRENCE: No, that was good.

DOTY: Just quickly, because you were in Albany and I don't mean to be by stepping Ashley, the World University Games, but with relation to the New York State Police, can you respond, I've heard that up to 500 State Police are expected to be here for the World University Games, for at least that 12-day period and maybe longer, each side and knowing that Ironman is helping with the cost of the New York State Police, do you know anything about the cost for the World

University Games?

MCKENNA: No, that's a budget item and that was identified in Executive Order 185, by the Governor that that is part of hosting the event.

DOTY: Okay, I think that's very important.

MCKENNA: It is, it is.

And the only other thing that I'm supposed to talk about, I am going to be a Keynote Speaker of what's called the NYSTIA; New York State Travel Industry Association, but really talking about what we've just been talking about, is how organizations like ROOST, they have to change and if they don't change and get in front of it they're going to be irrelevant. So, we have to do it in a way that it's community driven, region driven and it's really more about, as we've said, it's about taking the lead in areas that effect the travel industry, because you need a good community first, whether it's housing, whether it's education, whether it's childcare, whether it's, whatever it is, to make a community, we have to engage, so that's what we're doing.

LAWRENCE: Do you want to touch on the World University Games, here, kind of out of time, but quickly?

MCKENNA: The next larger event with the University Games, just had the World Speed Skating University Championships, looks like volleyball is in August, I know that's a hot spot for some people, Derek, but that's happening in August and then, you know, the big thing coming this September, is what's called Head of Delegation Meeting. So, all 50, there's over 50 nations that have, at this point, indicated they're coming to the games next year. There's Head of Delegation, so we'll have, really, an international audience will be here in September, or members, three or four people from each country that's participating, sends a preliminary delegation in to check things out, so that's going to be a pretty big event.

HARRINGTON: I am assuming Russia will not be a part of this.

MCKENNA: Russia, at this point, is not part of the World University Games. Well, the World University Games, it's a Federation called FISU, which stands for Federation of International University Sport, they're based in Switzerland. They've banned all Russian athletes and all Russian events, this year and they evaluate it again, come the fall, I think it is. That's how most of the sports organizations have been doing it.

LAWRENCE: But, right now, they're out.

MCKENNA: Right now they're out.

TYLER: Any other questions?

HARRINGTON: Yes, I'm anticipating that the War Cannon Distillery is nearing their grand opening

and I'm wondering how much you are involved with that?

MCKENNA: We've talked about, we definitely wanted to get involved with, we talked about it the other day when we were down along Lake Champlain and guess, it's the first time I heard that it's not only going to be in Crown Point, but there's going to be another location, too, in the County for either, maybe I'm getting it wrong, tasting or something.

LAWRENCE: And also, just so you know, Matt Cortwright from the Chamber connected us with the owner, so we're supposed to meet with the owner the next time he's in town to get a better understanding of timeline and all the details, but we will definitely be promoting that, for sure and not only on our website and other platforms, but trying to get some 3<sup>rd</sup> party here, you know, some traveler writers, to go visit that region and really help that new business, which is very exciting.

HARRINGTON: I understand that the second location is at the former slaughterhouse in Ticonderoga.

MCKENNA: Is that where it is?

HARRINGTON: Yes, that's where the product will be produced.

MCKENNA: That will be pretty cool.  
Also, the Middlebury Women won the National Ice Hockey Championships; right?

HARRINGTON: I was there.

TYLER: Thank you, any other questions? Don't see any, thanks guys.

MCKENNA: Thank you.

LAWRENCE: Thank you

TYLER: Have a safe trip.

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The next item was the Housing Assistance Program with Bruce Misarski reporting as follows:

MISARSKI: Well, good morning, it's good to be with everybody and be here. Well, first up from the Housing Assistance Program, I have a great pleasure to introduce our newest employee, who was sitting with me on the first row there, it's Megan Murphy. She's been hired as our Associate Director, so this is a new position at HAPEC and she'll be working closely with me to help advance the affordable housing needs of our low and moderate income across the County. So, just want to introduce her and thank her for joining the team.

So, just have a couple of things in housing that are happening, currently. We just recently had to go through a procurement process for our Section 8 Program and this is the first time ever that New York State has gone through a procurement for the administration of these programs and as you all know, we've been running that program since 1978 within the County, so we had a lot of good experience with it and this fall we had to submit a proposal which was reviewed by the State and so, April 1<sup>st</sup> we got a new contract for 5 years administration of the Section 8 Program, which currently is helping about 445 families, very low income families with their rent and that's all, every town in the County has some residents that are receiving rental assistance and often with the, the great thing about Section 8 is the subsidy is provided from HUD straight to the landlord, so often people get rent subsidies and no one really in the County knows who they are, they're just regular citizens that get help with their rent and it really stabilizes families, their budgets and stabilizes communities and provides millions of dollars in subsidy across the County. So, it's an economic driver and supports the rental housing, the units that we have in the County and maintains them as available rentals. So, it's a really important program.

Other things that we've got going on; we just recently got awarded an Access to Home Program, which assists folks, up to 80% of the area median income with accessibility modifications to their homes and that could also be for rental families that need modifications and normally what those include are handicapped accessibility ramps, bathroom modifications for handicapped accessibility and those are the most prevalent repairs that we do with that funding. So, we just are getting that started, but we have a lengthy list already, so if you do have any folks that you know need that type of assistance, get in touch with us.

We are also, our Homeless Housing Program is still going on. We have money that's supposed to last through September of this year and hopefully the State will be coming up with new funds through the ESG Program for that, but we've been active using those funds in Jay with a couple people that were effected from the recent flood there and other folks around the County, but those funds are quickly running out, too. So, hopefully we'll have more funding for homeless assistance in the near future.

Also, running our Landlord Ambassador Program, is in full operation. That money, also will be allocated fairly quickly to help landlords get their units back in shape, so they can be re-rented after the pandemic. So, most of that money will be allocated and spent out over the next month or so.

Other than that, we do expect Community Development Block Grant funding to come up this summer, again, as an annual application round. So, if anyone is considering any housing rehab applications or other affordable housing projects that maybe CDBG eligible, you can talk to us and we can work with you to submit an application.

Are there any other questions?

MONTY: Hello, Bruce, I'm glad to see you back upright and back with us.

MISARSKI: Thank you.

MONTY: Question, I do know with confidentiality, we can't know the names, but getting back to the Section 8, you said there's 400 and some, would we be able to get a report, as to how many are in each community, because that may go a long way with us looking at our low to moderate

income housing.

MISARSKI: That's a good idea. Yup, I'll do a breakdown. Should I do it individually and then put it to your mailboxes or something?

MONTY: Sure, that would be great. Thank you.

GILLILLAND: Yeah, Bruce, I think also, expanding on what Mr. Monty there said, you know, if you could submit a written report, basically one page, either a chart or a summary of all the programs and where they are in the County, monthly, because, you know to increase the transparency between HAPEC and the Supervisors and what's going on in their communities, I would really appreciate it.

MISARSKI: Yup, well do.

STANLEY: Bruce, I would really like to thank you and your staff for everything you guys have done for us and our residents after the flooding, especially a big shot-out to Angel Marvin, I know she's not here.

MISARKSKI: Thank you

TYLER: Anybody else? Thank you Bruce.  
Anything else to come before this Committee?

MONTY: I just had a couple of things, briefly, on the part of the broadband and the housing. I had a conversation with Shaun and with Anna, we would like to submit a letter of interest pertaining to Senate Stefanik, Gillibrand and Schumer, requesting \$900,000.00 for broadband in Essex County. So, I'm not on the Committee, I can't offer the resolution, but I'm hoping somebody would.

TYLER: Mr. Hughes. Second? Mr. Harrington

**RESOLUTION AUTHORIZING THE SUBMISSION OF A LETTER TO SENATORS STEFANIK, GILLIBRAND AND SCHUMER REQUESTING \$900,000.00 FOR BROADBAND IN ESSEX COUNTY.**

Hughes, Harrington

TYLER: All in favor? Opposed?

MONTY: And the second thing is, we've been meeting, as you know on a regular basis, Low and Moderate Income Housing and we're looking for a resolution from the Board for us to begin the application to file a sole land bank for Essex County. I think we've listened to enough podcasts and zoom meetings that we are, we think, going the single land bank and not doing a multi county land bank is the way. At our last meeting on Wednesday or Thursday of last week, without officially saying so, the underlying message was Clinton County's going out on their own. So, they're ready

to submit, so I think it's time for us to begin that application process. I know we've sent out all the information on how, what we need to do to get started. Ken and I have been working on that, along with Mike and several others. So, I am looking for a resolution for us to begin that process.

TYLER: Mr. Hughes. Second? Mr. Merrihew

**RESOLUTION AUTHORIZING THE ESSEX COUNTY TO BEGIN THE APPLICATION PROCESS TO FORM A SOLE LAND BANK FOR ESSEX COUNTY**

Hughes, Merrihew

TYLER: All in favor? Opposed?

MONTY: Our plan is to bring the package to you in June with a presentation on what we see as our land bank for Essex County.

Lastly, I sent out an email, here, 10 days ago, requesting each one of us to come up with a picture of the housing use for your community. I really need that moving forward. I've had a few responses, but in order for me to know what's going on in Schroon Lake or in Wilmington, in Minerva, I need your input so that we can compile that all and bring it forward, thank you.

GILLILLAND: Jim, thank you very much. I just, very quickly, I know we're running late. The, after going through the last 2 years of the pandemic and several natural disasters, the Halloween storm, two floods in AuSable area and things like that, one thing that has become apparent to me and discussed it with Dan Palmer and others, in Essex County, whenever we have an event of one nature or the other, we have not, we've done a pretty good, I guess, ad havoc job of handling our public information strategy when we go out and I think we need to move on from ad havoc to a formalize. We also have, I mean we have some departments that basically have, you know, release their own public information and press releases. You know and a lot of times trying to get coordinated between the leadership of the County or other effected departments or the towns, with the towns, as you know, has been, as I said, is normally an ad havoc process. In addition, almost every department of Essex County runs its own Facebook page. We have our own, as well as, webpages, we have our own County webpage. We have a lot of outlets and public information that are going out there, that I'm afraid that we run the risk of not having coordinating messaging going out and coordinated with the towns and so like with the flood or the damage or something somewhere, you know it's critical to all levels of government, insuring that the messaging is going out is consistent, you know and accurate. So, my thought process is and this is just food for thought for the Board, is and probably, I am thinking in our next budget development, that we ought to go with a full time, public information officer that would be responsible for coordinating during events, etc., but also, you know to make sure that we take a look at our information outlets, our Facebook pages, our Twitter accounts, our webpages and things like that. You know, if all the public information requirements that the State and Federal Government are going to require or that various governmental organizations in the past have gotten in trouble in the courts for, that actually does scare me and you know then questions come up, hey, do I have to, can I block these people on my town website and things? You know, these are the kinds of questions that come out and we need some expertise on. Our current Public

Information Officer is Dan Manning and I'm not denigrating his performance on this. Actually, he's very good, we also need, you know constantly need legal counsel advice on that, but I think this is something that's developing more and more. We're a more connected world now, particularly post-pandemic and we need to make sure that we do it right. So, I put that out there for your consideration, because I think we should peruse that.

WILSON: Thanks Shaun, I think that we do need coordinated, managed communication. I would definitely support that. One question, in our Recruitment and Retention Committee, we're talking about a marketing strategy, how we communicate to the outside world, you know, Essex County and beyond that we're a good place to live and work, would there be room for that, at all? Something like that?

GILLILLAND: Yeah, I am sure, anything that has to do with our outreach to the public. Whether it be within the County or whether it be, you know throughout the State, our public image would be the responsibility of that particular person and we would work with organizations, you know, ROOST, Cornell Cooperative Extension, Soil and Water, etc., to make sure that, one, we're putting out good messages, correctly and also coordinated messaging and it's particularly essential if we have a disaster and we have injuries, loss of life, loss of property.

HUGHES: I sent an email over the weekend to Mr. Palmer, Mr. Gilliland about the concerns I have about the presence of our website, I know we talked about that at Recruitment and Retention, there's still some information on there that references our previous President. So, there are sections of it that are out of date and that's a direct reflection, unfortunately, to the outside world, the kind of organization we are and we're better than that. With respect to this Public Information Officer conversation; which I think plays into the website and social media and the electronic and digital media, I would be more than happy to take on that responsibility of doing some research, if anybody wanted to join me in that conversation to find out what we have, that the responsibilities are to the likes of a public information officer and make a presentation to the Board in the future, I would do that.

TYLER: Thank you Mr. Hughes.

HUGHES: Anybody want to join me?

MONTY: I can barely turn my computer on.

HUGHES: If you are interested, let me know, send me an email. I've got some ideas already cooking and I would be happy to share those with anybody that wants to be part of that.

SCOZZAFAVA: Yeah, I'll wait for your report, but I can tell you, no offense intended, Mr. Chairman, I don't support this. I mean, to me it reminds me of the days in Albany where Cuomo put a muzzle on any department head, every agency down there, you don't speak to the press until you go through me, first. You call DEC, you call Department of Health and you could not get a reply from anyone on anything and it's still that way in Albany and I don't what to see Essex

County become an Albany.

GILLILLAND: That's not what we're looking for here, in any way, shape or form, Tom.

SCOZZAFAVA: Are you going to edit every department?

GILLILLAND: It's not editing, you know, when you want to get the message out or when you want to, if you have a lot of reporters or something are coming for questions and stuff, you want to avoid rumors, you want facts; right? That's what I was thinking. I mean I was a NATO Public Affairs Officer and, you know, there was nothing that, information was not restricted, information was not censored, it was just to make sure you have correct information and then, also, you're not censored, but sensitive or personal information doesn't get out that shouldn't be put out. I mean we were dealing constantly with this HIPPA issue during the whole pandemic and Public Health did a tremendous job with that, but I just think that in this day and age of FOIL and everything else that goes on, if at some point that one of our Facebook pages or departmental things gets information on it, gets out there, that nobody knows about, nobody checked on in coordinated fashion, you know we're looking for trouble. This is not an issue of censorship or of control, I mean.

SCOZZAFAVA: I understand where you're coming from, I understand the world that we live in, but I don't believe it warrants a full-time, you know, Public Information Officer. I don't buy it, I mean, listen, I've dealt with the press plenty of times.

GILLILLAND: So, have I.

SCOZZAFAVA: You have also and you know, I think every one of our departments, when I go on Facebook, I see the webpage, they do an excellent job and you know, if I have a call from a reporter from the press in regards to a public health issue, social services issue, so on, emergency, I refer them to that department head or I refer them to you. So, I mean, I'm willing to listen, but I, at this point, you know I don't think I would support it, in fact, I know I wouldn't support it, today. If this came up, today, I would not support it.

GILLILLAND: That's why I'm putting it out there for considering in the budgeting process, right now, I think, I mean I was contacted by several companies in my own town, you know, who are making money off of towns and municipalities concerning their Facebook pages and the lawsuits, and rights to public information. These Facebook and Twitters accounts and stuff, those are permanent records and most people are delete, delete, delete and you know that's the kind of the thing that I think we need to know the facts and tie it in with, to the IT Department, who is maintaining the County websites.

HUGHES: I see this process as akin to what took place when we had a change of leadership in Emergency Services, where Supervisor Wilson, myself and Mr. Giordano, we went and interviewed people to get a sense of what was working and what's not working to get a better idea of how things can be improved. I see this as an opportunity to just kind of review an area, we're

an organization that has a lot of public interface and how can we communicate in an incredible way, across many different departments. Is there an opportunity to do that? Maybe not, but this is an opportunity to discover that when it has, maybe not been done in quite some time.

TYLER: Yeah, I think one of the issue that Tom's getting out is who decides what is the correct information and what isn't and if one or two persons that are deciding that, when where are ya? I don't know.

GILLILLAND: During the AuSable issue that came down and I was called and Linda Beers was like I have a Public Affairs, Public Information person and you know, no information is going out from Emergency Services, what was going out at the time. So, that particular conversation heaved me, for us, for the County, who do people reach out to for information? Who does the press reach out to for information? Who does the press coordinate with? Like any governmental public affairs office, or something, or public information office, they call in and they will refer them to the right, you know, individual or department. So, if you have DPW and Emergency Services and Public Health all involved in a situation somewhere, some sort of disaster, you know and the press wants to know what's going on, do you want those various departments to go, you got to see this person, you got to see this person, you got to see this person, coordinated flow of information is, correct information is a difficult job in a situation like that. I guess my thought process is and I guess I'm little taken aback by the idea of censorship, I am looking at increased transparency and assurance that, if you have a major disaster and one department says, we're going to do this, another department says to do that and then they can be at odds, when they're really not. So, that's my thought.

SCOZZAFAVA: I'm not saying censorship, Shaun, okay? I'm just saying I don't like the idea of, say there's a county issue going on and one of us is called, so I've got to call this individual and say, hey, listen I've got the press calling me?

GILLILLAND: When you do, you've got the press calling you and an elected official wants to make sure they get the right story, what's going on and things, who do I call, where do I get it?

SCOZZAFAVA: If it's a County issue, I tell them to call you or Dan, you know.

GILLILLAND: I understand it. I understand it, but we also call DPW, we also call the various departments and things like that or we have no idea what's going on.

SCOZZAFAVA: Is there something that spearheaded this, recently? I mean I'm just trying to...

GILLILLAND: I took my personal, I took it from the lessons learned from the last 24 months of how we can do things better. We didn't fall on our face, in any shape or manner. I just think that there is a way to streamline the processes, that's my thought. Now, whether we have a full-time, I think when you're talking about all your social media and all your media outlets and stuff and somebody overseeing all that, it is, that's going to be probably the majority of the person's job, but also developing a good relationship with the press. You know, we've had several, we often

have press events, Public Health, we've had them in the last 24 months and stuff, you know if we want to reach out and get the press than we have somebody there that has a good relationship with the press.

WILSON: So, I think we can't even communicate enough. That's a lesson I learn every week, we can never communicate enough, but to address some of the issues that you're talking about, I think having a communications policy makes sense, too. So, if we adopt a policy that protects the sharing of information, it helps every department head make decisions, you know I am sure that Mr. Manning would say, it's good to have a policy around, especially when we have to deal with sensitive medical information or you know, crisis unfolding, you know having a person to do the communication, but then having a policy that spells out what's, you know, how that's conducted. I think that's good for the County operation in general and it protects what you're talking about.

TYLER: Thank you, anything else?

PALMER: Government has changed the way we communicate and unfortunately that communication has become faster than what we can keep up with. We have Facebook pages. I am the administrator of every Facebook page. Nobody gets a Facebook page unless it gets administration through me. I can't tell you what's on them, because I don't have enough time and if I, you know, I think part of the process of communicating is making sure you're set organizationally to be able to find the information that you need. If stuff starts appearing on these Facebook pages and I've got to call 25 department heads to find out what exactly they're talking about, before the press calls me or after the press calls me, whichever the case maybe. It would be much simpler, if I just picked up the phone and said to the Information Officer, okay, why is this on? Or what is this about? Or what's the story behind this? Because, it is moving so fast that you just simply can't, no one person can keep up with this and I think that's part of the concept here, is you have an individual who's responsible for managing how we portray our information, how we put our information out there and I think in the long run it will make us more efficient. I don't think this is about trying to hide anything from anybody. I'm not trying to confuse anybody, but I think it needs to be to that point where you can track down who it is that's responsible for the information that goes out.

SCOZZAFAVA: Wouldn't the department head be responsible?

PALMER: No, it's not, really, because ultimately every department head reports to me. If they put out information that I don't know about, then I've got to hunt it down; right? I mean there's no other way to do it, I've got to find out.

SCOZZAFAVA: I mean I don't have a problem with a point person, shouldn't they clear it with you before they put it out?

PALMER: Well, that's the problem, I mean there's not enough time in the day for me to take phone calls from 25 department heads as they do this. I think if they had 1 information officer, that they knew, okay, if I want to put something on Facebook, I got to run it by the information officer and

then if it ends up out there, all I got to do is call the Information Officer and say, okay, something's on DPW's site, something's on Public Health's site what is it about? Again, it's just about, I think more than anything else, communicating more efficiently with the public and our world has changed. There is nothing the same about the way we do it. I mean, you know, Dan Manning really ended up as the Information Officer, when in fact his real title started out as the FOIL Officer and we needed an information officer, because lots of times when the government asks you, who's your information officer, we just kind of tagged Dan with that title. Everything that's related to FOIL still's going to have to go through the County Attorney, it's got to be reviewed before it goes out, but he's also kind of taken on that role and 10 years ago, when we needed to get some information out, we sat down and wrote a press release that went out; right? We were in control of it and it went out, we didn't have 25 Facebook pages out there, nobody was communicating that way, they are now and it's harder to keep track of. That's the reality of where we are. I think you need to see what we propose and take a real look at it.

TYLER: I think there should be an ongoing conversation with that, especially around budget time when we'll be addressing that again. We could talk about this for a while.  
Anything else to come before this Committee? I don't see anything. Have a good day, thank you.

**AS THERE WAS NO FURTHER BUSINESS TO COME BEFORE THIS ECONOMIC DEVELOPMENT/PLANNING/PUBLICITY COMMITTEE IT WAS ADJOURNED AT 11:20 AM.**

Respectfully submitted,

Dina Garvey, Deputy  
Clerk of the Board