

ECONOMIC DEVELOPMENT/PLANNING/PUBLICITY COMMITTEE

Tuesday, January 16, 2024 - 10:00 AM

Ike Tyler, Chairperson
Clayton Barber, Vice-Chairperson

Supervisor Tyler called this Economic Development/Planning/Publicity Meeting to order at 10:00 am with the following Supervisors in attendance: Clayton Barber, Matt Brassard, Chris Clark, Robin DeLoria, Derek Doty, Shaun Gilliland, Charlie Harrington, Ken Hughes, Jim Monty, Cathleen Reusser, Favor Smith, Matthew Stanley, Ike Tyler, Joe Pete Wilson, Davina Winemiller, Margaret Wood and Mark Wright. Steve McNally was absent.

Department Heads present: Anna Reynolds and Jim Dougan.

Deputies present: Dina Garvey

News Media: Alania Penny

Also Present: Jody Olcott - IDA, Laurie Davis - Cornell Cooperative Extension, Mary Jane Lawrence and Michelle Clement - ROOST, Megan Murphy and Caitlyn Wargo - Adirondack Roots. Nicole Justice-Green - Essex County Land Bank and Aurora McCaffrey, Essex County Historian, had been previously excused.

TYLER: Good morning, everybody, Economic Development, we will start with Carol.

The next item on the agenda was the Industrial Development Committee with Jody Olcott reporting as follows:

OLCOTT: We submitted our monthly report, unless you have questions, I'm good.

TYLER: Any questions? I don't see any madam, have a good day.

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

REYNOLDS: Good morning, everyone. Today I have four referrals. The first is for the Town of Minerva. It is for a use variance to covert a single family home with a garage into a car repair shop

in the garage. The road is County Route 24, which is Irishtown Road. My recommendation was for the landowner to contact DPW in case of the change of the driveway from residential to commercial use, if that's approved, just in case there's an increase of traffic and things like that. So, that's my comment.

TYLER: Do we have a resolution? Mr. Hughes and Mr. Doty.

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

The following motion was made by Supervisor Hughes.

Whereas, the Essex County Planning board has considered the following GML 239 referrals at its regular meeting on January 16, 2024;

REFERRAL
Town of Minerva - County Rte. 24, 21 Irishtown Rd.

PROPOSED ACTION
Use Variance - conversion of existing garage from residential to commercial usage

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

Be It Adopted by the Essex County Planning Board recommendations the landowner contact Essex County Department of Public Works to ensure a permit is undertaken due to the residential versus commercial usage, 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: Any discussion? All in favor? Opposed?

REYNOLDS: The next is the Town of Newcomb, the Planning Board and Code Enforcement Office submitted an updated site plan review to incorporate the campsite relocations, parking lot design and porches and deck to be added to the restaurant and lodge. There's no impact to the County and property and therefore a letter of no impact may be issued.

TYLER: Ms. Winemiller, and Mr. Harrington.

**ACTION OF THE ESSEX COUNTY PLANNING BOARD
ON REFERRALS RECEIVED FROM THE TOWN OF NEWCOMB**

The following motion was made by Supervisor Winemiller.

Whereas, the Essex County Planning board has considered the following GML 239 referrals at its regular meeting on January 16, 2024;

REFERRAL

PROPOSED ACTION

Town of Newcomb - 5410 State Rte. 28N

**updated site plan review -
additions, updated parking lot
design, cabins & tent platforms**

And 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: Any more discussion? All in favor? Opposed?

REYNOLDS: The Town of Ticonderoga, a special use permit is requested from the EP Land Services for the construction of a multi-unit housing complex, located behind the Walmart. I think many folks have learned about the 60-unit development proposed by Reagan, so it's pretty exciting for the Town of Ticonderoga. The contractors are all working on the appropriate documentation. They've got APA and SHPO and their proper documentation submitted as they work toward the final design. Traffic studies with the DOT have also been completed. Right now there's no impact to Essex County, it's off State Route 74, so a no comment letter maybe issued.

TYLER: Ms. Winemiller and second by Mr. Harrington.

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

The following motion was made by Supervisor Winemiller.

Whereas, the Essex County Planning board has considered the following GML 239 referrals at its regular meeting on January 16, 2024;

REFERRAL
Town of Ticonderoga - State Rte. 74, ID150.2-26.120

PROPOSED ACTION
**special use permit, construction of
60-unit housing complex**

And 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 Harrington and passed on a vote of 9 in favor, and none opposed.

TYLER: Any more discussion? All in favor? Opposed? Carried

REYNOLDS: And the Town of North Elba, the Village of Lake Placid are updating their land use

code to incorporate cannabis dispensaries and use zones. There's no impact to County property and therefore a letter of no impact may be issued.

TYLER: Mr. Doty, seconded by Mr. Barber

**ACTION OF THE ESSEX COUNTY PLANNING BOARD
ON REFERRALS RECEIVED FROM THE
TOWN OF NORTH ELBA/VILLAGE OF LAKE PLACID**

The following motion was made by Supervisor Doty.

Whereas, the Essex County Planning board has considered the following GML 239 referrals at its regular meeting on January 16, 2024;

<u>REFERRAL</u>	<u>PROPOSED ACTION</u>
Town of North Elba/Village of Lake Placid	update to land use code to incorporate cannabis dispensaries and use zones

And 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 Barber and passed on a vote of 9 in favor, and none opposed.

TYLER: Any questions or concerns? All in favor? Opposed?

REYNOLDS: That's all I have today.

MASCARENAS: Anna, could you quickly explain for new board members, the 239M process?

REYNOLDS: Yes, I'm sorry.

HUGHES: Maybe for current Board Members, too (laughter).

REYNOLDS: So, if you have a local land use law or zoning, it's a state requirement, actually, that you refer special use permits, use area variances and site plan review to the County if it's within 500 feet of a state or county road or property. So, if your planning board receives an application, if it's 500 feet of state and county, any road or property, it has to come before this Board for approval.

MASCARENAS: Right, so what you see, the letter of no comment that just got issued on all these projects, that's where it ends. The Economic Development Committee acts on behalf of the County as the Planning Board, you'll never see a resolution at Full Board in regards to this, because it wouldn't meet the timeframe of the response time that we have to respond to these as they come in during the month. So, that's what you see. So, if you have anything that comes across your desk, many towns are very good about it, where it's within 500 feet of the county property. Typically, we deal in roads, a lot of times you'll see that these end up in getting a highway

permit, because they could impact our roads, etc. Make sure they get to Anna, so that she can get you the proper documentation that you're in compliance.

HUGHES: Just a quick question, is it physically located within 500 feet or does it have to be visible?

REYNOLDS: Physical

HUGHES: Even if it's not visible?

REYNOLDS: Correct

MASCARENAS: Yeah, many times planning documents, they're subject to 239M, but until the physical plan is implemented, it doesn't have an impact on us. So, it's 6 one, 1/2 dozen the other. If you see those, get your referrals to Anna.

REYNOLDS: Yeah and it's not like a County requirement. It's a state requirement to have the proper process on the towns we have. So, if you don't go through these channels, it could come back on the town, eventually. You missed a step, and you could be held accountable for that. So, if you don't know, just submit it, that's always the rule of thumb, like if you're not really sure if it qualifies or not to come to us, just send it anyway.

TYLER: Good questions, Mr. Hughes.

HUGHES: Thank you.

TYLER: Any other questions? Thank you, Anna, have a fun day.

MASCARENAS: Thanks Anna.

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

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

DAVIS: Good morning, you have our report and I just wanted to mention a couple of highlights. In our Ag program section, I just wanted to note that we're officially launching our new offering of a one on one marketing support for all our Adirondack Harvest members and Farmer Market Managers and this is through a grant that we just received. So, we can do three hours of free consulting with these market managers or Adirondack Harvest members, it's completely free to them. I did give you a handout on a ski ride program that we have coming up for 4H kids. If you

know of a kid that's not a 4H kid and wants to participate in this, it's absolutely fine. they just need to call the office and we'll get them registered. But, this has been a really popular offering that we've had during the winters. We have a staff member who's really into this and the kids have a lot of fun.

I did want to note, too, that we have our babysitting course coming up in February. This is also very popular. We do this in collaboration with Clinton County Cornell Cooperative Extension and that is open to all youth. You do not have to be registered with 4H.

And finally, I just wanted to note that some of you have probably seen that we are looking for a new youth and family senior team leader for our office. The position actually closed on Sunday, but I just heard has been extended for one more week, so we would love to have some more applicants for that. We actually, it looks very promising. We do have four very good applicants for that positions. I am really optimistic about it, but it will be open for another week. If you know of anyone. You have to have a master's degree and that's the catch on it, but otherwise we would love to have those applications. So, any questions?

WINEMILLER: Since the skiing is open to kids who are not in 4H...

DAVIS: They just have to get registered. So, the babysitting they don't have to register for 4H, we'll just do the training, but in order to participate in this, we need to get them as fully registered 4H members, which you call the office and we fill out the paperwork to do that. So, it shouldn't something that restricts any youth from enrolling.

WINEMILLER: Okay, do you have another flyer that maybe explains that. I'm fear is if I put this out on ours, we don't have 4H in our area, so we might have kids that want to go.

DAVIS: Gotcha, there's a registration on the bottom, which I think if they go to that link it will explain it, but you're right, it doesn't fully get that.

WINEMILLER: It looks limited, that's all.

DAVIS: Right, right, because it is easier to just get the 4H kids in there, but 4H enrollment is always open, year around to anyone. So, I can actually, I'll have the person who's sort of running 4H, now, maybe she can just forward that registration information to each of your emails so you just have it.

HUGHES: Good morning, you and Elizabeth and your team continue to do a great job, so kudos and success to 2024. My question is related to, obviously you're always recruiting kids, you're trying to recruit kids into your programs, what does 4H or Cornell look like in schools when it comes to trying to recruit kids, because that's where kids are, they're in schools. Is it just in guidance counseling offices, is it in other certain subject areas or levels?

DAVIS: Good question, I know that we've had, we are actually present in several schools for after school programming. So, we do try to reach out to the guidance office to all of the schools. I know that and offer to either start a 4H club there or just offer programming. We've also had sort of "get

to know us” times when schools are, you know, back to schools nights were the schools are introducing the programs. We’ve been there, but we’re hoping, what we’re really hoping is this new person that we will be hiring, hopefully very soon, in the next few weeks will be well skilled in communication, because we feel like we haven’t gotten the word out well enough and we want to reach far and wide to let people know what 4H is, where the kids can find it, because you know, we’ve heard from people in towns that say, well, there’s no 4H in our town. Well, there could be, but they don’t know how and we haven’t communicated that. So, that’s a huge goal for us this year and it’s not just, we would love to have kids showing animals at the fair, but it’s not just that. So, it’s STEAM, it’s all sorts of different things that we can offer and it’s been a big communication problem, but we are, it’s our top goal for the new person. So, we want to get more into schools, let the kids know, I think we actually sent stuff, it might have been to Boquet Valley Central School, we have flyers go home with all the kids, at one point. But, who knows where the flyers end up before they go home. Continue to reach out, but great question and something that we’re committed to work on this year.

HUGHES: Great, good luck.

MONTY: I believe, Laurie, you guys did a program at our summer youth, last summer. You guys went in and put on a thing and that was very well received by both staff and the kids.

DAVIS: Yeah, our staff have a ton of fun, especially with the summer program and we’ve taken the kids to the farmers markets, we’ve done programming right on site, so that’s another big component to keeping the 4H going all summer.

MONTY: Thank you

DAVIS: Thanks for noticing.

REUSSER: Do you work with the Social Center here in Elizabethtown or another youth groups in the County?

DAVIS: We have not, our 4H Educator, I don’t think has reached out there, but we do have a new part-time 4H person, who just asked me on Friday, she said, what if I went down to the Social Center in Etown and tried to do a program down there? I said, absolutely, here’s the contact information. So, great question, hopefully, soon.

REUSSER: Very good

TYLER: Anything else? Thank you, Laurie.

DAVIS: Alright, thank you.

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

LAWRENCE: Good morning, happy winter. So, happy to see some snow, can't even tell you. So, I am just going to give you a couple of updates on the eclipse and some of our regional promotions. Michelle is going to queue up our end of the year video and then she's just going to talk a little bit about that and this video is short and then we'll move on.

So, just a couple of things, as many of you know, we've been doing what we call the ROOST Roadshow for the Eclipse. We've done 10 public meetings, and of course the goal is to communicate with all of the towns within our area of responsibility on designated viewing areas and the goal is to have people go where we want them to go and not where we don't want them to go and once we have these designated viewing areas, there's opportunity to build out with bathrooms, porta-potties, garbage removal and then talking to the businesses about, one; if you're traditionally open, think about if your restaurant, reducing your menu items and thinking about more of less and of course, if you're not open, consider being open, because we know that there will be an influx of people in a non-traditional time of the year, which is April. So, we have more meetings coming up. We have Wilmington. North Elba, Essex, Etown, Ticonderoga, St. Armand and we'll also have Emergency Services meeting and then we're going to go from there, so you know what the next steps are. But, we are building out our Eclipse 2024 website. It will have all the designated areas for the traveler to know where to go and of course lodging and any events that are going to be taking place within those towns and communities, we're promoting that, as well. we're asking any private businesses that are having events to consider staggering to help with the influx and out-flux of traffic. We're also promoting the longer stay. So, right now we're seeing an overnight stay is Sunday-Monday, we're reaching out to lodging properties to include Tuesday, maybe stay Tuesday and get something to keep people from all leaving at the same time, because, historically we know that's been a problem for other regions that have had the eclipse. We have the glasses, we actually have 20,000 of them and we have posters that we have distributed and again, we do have towns that are like stop promoting. We are not promoting, we're definitely not promoting. We're trying to manage the situation. So, we're not out there saying, come on everybody, come to the Adirondacks in April. We're just saying, if you're coming, this is where you should go. That's the update on the eclipse.

And then I'm just touch on a couple of regional promotions that we're working on. We're currently at the American Bus Association in Nashville promoting the region. The goal is to get bus tours to come in at different parts of the State, travel around Essex County and stay here for overnight stay and we're collaborating with Ticonderoga and also the Wild Center, as well as some lodging properties. So, we went last year and found it very successful, so we're back again this year. We're going to the New York City Travel and Adventure Show, that's also a market where there's a lot of people. We get a tremendous amount of interest in the Adirondacks and we get a lot of leads from that.

Last but not least, we are just finishing up that Adirondack Travel Map and that is a road map that we will, again, be distributing around the region.

We are also collaborating with the Adirondack Mountain Club, a press release for the eclipse and

again, that's leave no trace, not to be in the backcountry, where to go during the eclipse. Any questions on that? What will we talk about when there's not an eclipse? Something else, right? We said that after the World University Games, and here we are.

Okay, Michelle's going to take over and welcome to the new supervisors, it's nice to meet everybody and we'll be reaching out individually to introduce ourselves. That was supposed to be in the beginning, sorry.

CLEMENT: Thank you very much, MJ and so today I am here and I want to talk to you a little bit about the end of the year report. This is a really fun project that we work on as an entire team, that throughout the year we keep a working document that on day to day we're working through our, what we call our normal program of work, our marketing, our social media, our website updates, our content updates, there's a lot of work that happens on a day to day basis, but along with that there's a lot of really fun projects that were working on, whether it's a new map or a new guide for a community, something really cool, like welcoming travel writers to the region and getting some really high accolades with national publication, there's a lot of different projects that do throughout the year.

In 2023, we talk about the eclipse a lot now, but this time last year we were talking about the eclipse and gearing up to launch a website and a brand, so that we were in a good position rolling into it in 2024.

So, throughout the year there's those types of projects that we work on and we create every year and we consider our end of the year report, which is a printed document, that we will be bringing to the Board, very shortly, it's at the printer as we speak and we'll be rolling it out this week, along with that comes a video, which is going to be rolled out, via email or social media later this week. We wanted to give you a sneak preview of what that looks like. So, I'll play it and talk a little bit more. (VIDEO PLAYED)

Thank you and that's just a high level overview, it was really hard to for the team to come together and kind of pick and choose. We realized that even 3 minutes is a little bit long to be able to summarize a year, we wanted to keep it where it's still digestible, we're not watching a ½ hour TV program, so we had to pick and choose some of the different projects that are highlighted in the video and again this is just to kind of tease and highlight that longer format, print report which goes through some of the different members, of our accomplishments in more detail and the timeline of how the year planned out.

TYLER: Any questions? Thank you

CLEMENT: Thank you

MASCARENAS: Your video was really good.

CLEMENT: Thank you very much.

The next item was the Essex County Land Bank with Nicole Justice-Green absent.

TYLER: Land bank, Nicole's not here.

MASCARENAS: You got something, Jim?

TYLER: I'm sorry, Jim for the land bank.

MONTY: Yeah, Nicole's away and Covid's running rampant in the Pride Office, so that's why there's no one here from Pride. The report is in the packet and the Land Bank Board has a request of the Board of Supervisors. I'm not on this committee, so, I'm hoping someone on the committee could offer a resolution appointing Stephanie DeZalia to the Land Bank Board of Directors.

TYLER: Mr. Doty, Ms. Winemiller.

RESOLUTION APPOINTING STEPHANIE DEZALIA TO THE ESSEX COUNTY LAND BANK BOARD OF DIRECTORS.

Doty, Winemiller

TYLER: Any questions?

HUGHES: Quick question about the numbers of people on that Board? What is it now?

MONTY: We had one leave, so we have a vacancy. I think it's 7.

HUGHES: Okay, thank you. I knew that was a thing we had to pay attention to.

MONTY: Yup, yup. Thank you also on the on...

TYLER: Hold on, all in favor? Opposed?

MONTY: On the 24th of this month, Shaun has asked me to attend a conference in Albany that is being put on by the Office of Attorney General an enterprise of community partners pertaining to a lot of the funding that's being directed to affordable housing in the State. So, I'll be heading down on the 24th. If anybody has any questions that they would like me to bring up to this panel, by all means, please do. It looks like there's going to be land banks, as well as economic development directors and attendants there, so I would take any and all questions to move on when I get down there.

HUGHES: Who is it you're speaking to?

MONTY: It is the Office of the Attorney General and enterprise community partners.

HUGHES: Okay

TYLER: Is that it, Jim?

MONTY: That's it, what I will do is, I'll send you a list of the topics, I'll send that to everybody that we'll be discussing, it's a full day conference.

TYLER: Thank you, sir.

MONTY: Thank you

The next item was Adirondack Roots with Megan Murphy reporting as follows:

MURPHY: Good morning everybody, happy 2024. You have my report and I wanted to know if anyone had any questions. So, I think that that's it. I'm not going to add anything. I will let everybody go and I thought the video was fantastic.

TYLER: Are there any questions? Thank you, Megan.
Anything else to come before the committee? We are adjourned.

AS THERE WAS NO FURTHER BUSINESS TO COME BEFORE THIS ECONOMIC DEVELOPMENT/PLANNING/PUBLICITY COMMITTEE, IT WAS ADJOURNED AT 10:30 AM.

Respectfully submitted,

Dina Garvey, Deputy
Clerk of the Board