ECONOMIC DEVELOPMENT/PLANNING/PUBLICITY COMMITTEE

Monday, August 10, 2026 - 10:00 AM

Matthew Stanley, Chairperson
Kenneth Hughes, Vice-Chairperson

Chairman Stanley called this Economic Development/Planning/Publicity Committee to order at 10:00 am with the following Supervisors in attendance: Clayton Barber, Chris Clark, Timothy Follos, Kenneth Hughes, Mary Lamphear, Tracie McGill, Steve McNally, Clayton Menser, James O'Bryan, Timothy Pierce, Richard Preston, Cathleen Reusser, Matthew Stanley, Davina Thurston and Michael Tyler. Matthew Brassard was absent. Joe Pete Wilson and Meg Wood were excused.

Department heads: James Dougan, Judith Garrison, Michael Mascarenas and Anna Reynolds.

Also present: Elizabeth Lee - Cornell Cooperative Extension, Jody Olcott - IDA, Dan Kelleher - ROOST, and Nicole Justice-Green - Essex County Land Bank. Caitlyn Wargo - Adirondack Roots, Aurora McCaffrey - Essex County Historian and Dina Garvey were excused.

STANLEY: Good morning everybody it is 10 o'clock. We will get the Economic Development committee started and we'll start with the Essex County IDA and Ms. Olcott.

OLCOTT: I have nothing to add unless questions. I just want you to know I saw all the emails flying at the end of last week about a reminder for you guys for anybody whose involved with CHPE invoicing so I will put that on my calendar. You guys mailed out the thing so I don't know. It will be on my IDA calendar to remind you.

STANLEY: Any questions for Jody?

MCGILL: Jody, any update on the Town of Willsboro project?

OLCOTT: No. You saw the email that we got the extension until December 31st she's talking about the Town of Willsboro received a $1.2 million dollar grant to move Adirondack Hardware from their current facility over to the IGA building, demolish IDA and construct a new facility and we, the business has just been having difficulty securing the funding because with New York State it's – you know you're going to pay for it upfront and then hope they meet all the conditions and guidelines and an already owned business it's tough and they'll reimburse you. On August, next week is two years since you received the grant so we asked for an extension so and they gave us one well, they gave Willsboro one until the end of the year.

MCGILL: Clarification is with the Town of Willsboro or the business owners?

OLCOTT: No, it's the Town of Willsboro.

HUGHES: Just as a curious neighbor how often or how many more extensions could be received?

OLCOTT: This is the first one. We went back and forth with the state on trying to rework this restore program and there's a lot of different other economic development agencies that do kind of short term like BAN financing for stuff like this you know that's a big gamble the business takes out you know a loan for, with their included I think it's like $1.5 million dollars and then pray that the state reimburse you at the back end of it which is hard because and with the Restore program

the state doesn't audit you half way through you complete the whole project and then you ask for reimbursement so that's a big gamble for a small business like this so that's where we are having significant difficult.

HUGHES: I understand.

STANLEY: Any other questions? You are excused. Up next we have Community Resources and Ms. Reynolds.

REYNOLDS: Four referrals the first is the Town of Ticonderoga site plan review. A right of way has already been obtained on 8 Virgina Path which is adjacent to Alexandria Ave which is a county route. There are no intermunicipal or county wide impacts.

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

The following motion was made by Supervisor Reusser.

Whereas, the Essex County Planning Board has considered the following GML 239 referrals at its regular meeting on August 10, 2026.

REFERRAL	**PROPOSED ACTION**
Town of Ticonderoga - 463 Baldwin Rd	**Site Plan Review**
Town of Ticonderoga – 8 Virginia Path	**Site Plan Review**

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 said referral 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 Follos and passed on a vote of 7 in favor, and none opposed.

STANLEY: Any discussion? Being none, all those signify being saying aye? Anybody opposed? Motion carries.

REYNOLDS: Lake Placid and North Elba two site plan reviews, 217 Old Military Road and 154 Old Military Road both site plan review for single family homes. There are no intermunicipal or countywide impact however, 154 Military Road must receive a highway permit.

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

The following motion was made by Supervisor Preston.

Whereas, the Essex County Planning Board has considered the following GML 239 referrals at its regular meeting on August 10, 2026.

REFERRAL	PROPOSED ACTION
Town of Ticonderoga - 463 Baldwin Rd	**Site Plan Review**
Town of North Elba/Lake Placid – 154 Old Military Road	**Site Plan Review**
Town of North Elba/Lake Placid – 217 Old Military Road	**Site Plan Review**

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 said referral shall be or hereby is made, and the respective referring bodies may take such final action as they deem appropriate, however 154 Old Military Road must receive a highway permit.

This motion was seconded by Supervisor Follos and passed on a vote of 7 in favor, and none opposed.

STANLEY: Any discussion? Being none, all those signify being saying aye? Anybody opposed? Motion carries.

REYNOLDS: Town of Essex site plan review and special use permit on 468 Walker Road construction of a two-car garage with a workshop all located next to the lawn. There are no intermunicipal or county wide impacts.

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

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 August 10, 2026.

REFERRAL	PROPOSED ACTION
Town of Ticonderoga - 463 Baldwin Rd	**Site Plan Review**
Town of Essex – 468 Walker Road	**Site Plan Review and Special Use Permit**

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 said referral 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 Reusser and passed on a vote of 7 in favor, and none opposed.

STANLEY: Any discussion?

HUGHES: Quick question can you just please remind me and the committee do these come here because the project is potentially visible from a county right away?

REYNOLDS: The Walker Road is a county Route 55 and that's why it is within 500 feet of county property technically and because it's special use and site plan review that's what triggers this referral. I'm so glad we were able to execute the exclusions which is the historic district in your town so from here on out garages and sheds and decks and things like won't have to go to referral like they have in the past so that's going to be easier for the planning board to review those projects rather than having to wait for us to review those projects.

HUGHES: I only brought it up because this house is in the woods way back in so not visible from the road and so that's why I wasn't sure if it was the visibility mentioned to a county right away or if it was just because it was adjacent to a county right a way and that's what it is so it has nothing to do with viewing just the fact that it is adjacent to a county right away.

REYNOLDS: Correct.

STANLEY: Any other discussion? Being none all those in favor signify by saying aye, anybody opposed - motion carries.

REYNOLDS: There's one resolution today a resolution authorizing the purchasing agent to accept a bid for the electric vehicle supply equipment charging station and award the contract to Plugin Stations Online, LLC with a not to exceed of $59,373.00

RESOLUTION AUTHORIZING THE PURCHASING AGENT TO AWARD BID TO PLUGIN STATIONS ONLINE, LLC IN AN AMOUNT NOT TO EXCEED $59,373.00, FOR ELECTRIC VEHICLE SUPPLY EQUIPMENT CHARGING STATION AND FURTHER AUTHORIZING THE COUNTY CHAIRMAN OR COUNTY MANAGER TO EXECUTE SAID CONTRACT. Reusser, McGill

STANLEY: Discussion?

REUSSER: Location?

REYNOLDS: It is behind the Northern Forest Center lots on our right of way.

STANLEY: Any other discussion? Being none all those in favor signify by saying aye, anybody opposed? Motion carries.

REYNOLDS: That's all I had unless there are any questions?

STANLEY: Questions for Ms. Reynolds? You're excused. The County Historian is excused today so we'll move onto CCE and Ms. Lee.

LEE: Good morning everyone. I submitted a report. Does anyone have any questions?

STANLEY: Any questions?

LEE: If there aren't any questions I just will point out a couple of things. We had a great week at the fair and we are now shifting towards the Harvest Festival which is September 19 and looking forward to another great year, lots of vendors signed up, lots of music signed up, lots of food lined up and otherwise our summer programs for the 4H and for Senior Wellness are continuing and we'll go through starting again in the fall.

STANLEY: I would just like to make a comment with the Essex County Fair just getting over I'm really excited to see all the 4H stuff that was there during the fair this year. I got to participate in the 4H alumni cattle show so it's the first time a showed a cow in like 30 years which was awesome so I want to thank you guys for putting that together.

LEE: Thank you for coming. It really was a lot of fun and I know for any of you that are 4Hr's that you will come next year we are going to try and make it an annual event. It really was fun and we had a really good turnout. I think one of the things that was most fun at our end was there were boxes and boxes of pictures that were old pictures that had been in the old building and a 4H volunteer saw them whatever it was, eight years ago when CCE moved out of the old building and took them to her home and has kept them safe all this time and brought them in and started cataloging them and there are some fantastic pictures of all of you would recognize including Matt Stanley, his sister and family from I don't know what year but also from some of the old time farmers who we lost in the past year it meant a lot to me that my family Anson's milk for my whole childhood and Dwight Anson passed away this year and it was really beautiful to see a picture of him and his 4H club I don't know year but he was a teenager and it really was kind the hayday of 4H in Essex County and to see this really moving picture to me probably fifteen young men and Dwight was among them and I don't know who the Troop leader was but there were really great times for agriculture in Essex County and I'm really happy to say that we are part of that legacy and going forward.

STANLEY: Well thank you very much.

TYLER: Is it true that Mr. Stanley had a beard when he was twelve? *(laughter)*

LEE: I can confirm his family was photographed at the fair.

STANLEY: That picture was from when I was five.

LEE: And I will say as far as the fair goes we really had some great communication starting with the fair board and continuing and I really want to thank Martha Hayward who was the one that helped us put together that cow showmanship class and I think it not only brought a few more people to the fair that might not been planning on attending those events and also a lot of people who were there at the fair really, really, loved seeing that event so good feelings.

STANLEY: Any other questions? Alright, you're excused.

GARRISON: We have a resolution.

STANLEY: You have Cole's resolution?

LEE: Yes, I'm sorry. CCE is requesting a resolution approving seven applications and relevant paperwork from the 2026 open enrollment period for agricultural district inclusion. These were outlined in the letter of recommendation shared with the Board of Supervisors during the public hearing on July 13.

RESOLUTION APPROVING THE INCLUSION OF SEVEN (7) APPLICATIONS, FOURTEEN (14) PARCELS AND RELEVANT SEQRA PAPERWORK FROM THE 2026 OPEN ENROLLMENT PERIOD FOR THE ESSEX COUNTY AGRICULTURAL DISTRICT. Preston, Reusser

STANLEY: Discussion? Being none, all those in favor signify by saying aye, anybody opposed – motion carries.

LEE: Thank you.

STANLEY: Now you're excused. Up next, ROOST Mr. Kelleher

KELLEHER: Good morning everybody good to see you on another beautiful summer day. It's nice to have a couple of those in a row this year it's been a little more difficult in past years with that said overall we're having a busy summer. Our latest data comes from June and it shows that visitor spending across the county year to date is up roughly 6% so we know small businesses are feeling that as well as the county's coffers in terms of some sales tax increase.
Just a couple note on visitor spending data our data only catches overnight visitor spending and the state on an annual basis puts out total visitor spending data that typically comes out later in August so we will get that data to you for all of 2025 as soon as it comes in we are always excited about that data and the second thing I just want to highlight is about the way we calculate the data on visitor spending what we do is we look at the total number of people that come in which is good data that we had and we multiple that by last year's data on how much those visitors spent last year on a first person basis and what we're seeing is that that for 2026 is probably under accounting of what's going on. We just got the occupancy tax numbers for June, they were up nearly 25% over last year and what we knew when we saw the hotel is hotel room rates in June were very high

because of the Porsche Parade and so this is 13% changes on June 2025 in the report it's actually always significantly higher because of those Porsche Parade people were spending a lot of money at the hotels and the local economy while they are here so this data is likely a little low.
Speaking of visitor spending I talked a little bit about our Adirondack Market place where all of our visits go onto one online sales platform to be shipped out to our few hundred-thousand-person email data base and we have somewhere around 30 different businesses signed up and onboarded onto the system although we are always looking for more so if you have a business that you think would be a good fit please send them our way. One of the things I want to stress is they don't have to have a brick-and-mortar store. The other day I was talking to a woman she said, my husband is looking to retire and he's building a wood carving business to go to craft fairs and I said, well that's exactly who we are looking for this online platform because we can help him reach markets without having him build his own online store, he won't have to build his own brick and mortar store, he won't have to go the whole sales tax so for any of those people out there who have a side hustle and we talked about your person who has the lures this is an opportunity to get their side hustles in front a very large audience and hopefully scale that into businesses that can eventually employ people here in Essex County so please be sending all those people our way.
Finally, we are going to be sending out later this week an event planning calendar so that people can look at what's going on around the region that's coming up and plan their events around that. This summer we had 990 individual events in our calendars for just June, July and August so there are only 12 weekends in that period there's a lot of events going on different days and so we want to get this calendar out to you all and to your event planners so they can think about how they fit into that matrix and help to make sure their attendance is high and reduce some of that competition that is caused by so much going on but which is always exciting to have.
I said finally but this is actually finally, we are currently launching our new Adirondacks USA platform for leaf peeping season this is the period of year where people are most likely to travel between communities because they want to see the foliage on the mountains so this new Adirondacks USA platform gives us great way to build multi-region itineraries and really get the travel, they are traveling around the region and then we are also planning for winter already because people are already starting to book their trips so that's my report for this morning. I'm happy answer any questions you all may have.

STANLEY: Would you be able to get that Adirondack Market place info back out to the supervisors so we have it and be able to spread that word?

KELLEHER: Sure, yes.

STANLEY: Awesome. Any questions?

HUGHES: Good morning sir. I noted that your award for your highlighting the ADKData backend there's a joke there but I'm not going to make it but –

KELLEHER: I've never thought of that joke

HUGHES: I did want to say I do want to ask, is it your in-house people, in-house folks who are responsible for creating that data for backend or do you contract with a technology company for that work?

KELLEHER: Yeah we built that ourselves.

HUGHES: Okay, all in house?

KELLEHER: Yes and what's special about that is we have the five regional websites for Essex County which is the Lake Champlain region, Whiteface region, High Peak region, Saranac Lake region and Adirondack Hub region all five of those websites pull directly from that backend as well as some of them have partner sites like the Elizabethtown Social Center or the Schroon Lake Chamber they are also being fed by that backend and what we can do is say we want to update the trail information for Big Slide Mountain we just change it once in the backend and that goes out to all those sites and it's not just what the customer sees it's what the AI box is so the structural data feeding all those sites also changes so they are getting AI authorization from that.

HUGHES: Thank you and congratulations.

STANLEY: Any more PG questions?

O'BRYAN: Dan I noticed on here you attended Governor Hochul's roundtable discussion on moratoriums put in place for battery collection centers also for more importantly electricity costs for here in this part of the State. Can you comment on that?

KELLEHER: Yeah, sure so Governor in mid-July put out a moratorium on hyperscale data centers anything over I think it is a very large scale data center so the data center feeding the hospital isn't impacted by this and so was looking for a variety of business leaders and chamber executives come and talk about what the impacts could be of these hyperscale data centers on their communities and those were my comments exactly well, we're seeing very high electricity rates in our region, we're seeing our businesses operate on very thin margins because we are small and tourism based and the margins are thin and so I had an opportunity to talk to the Governor about how further increases in energy costs could unduly hurt our small businesses and our residents too who are working in these small businesses.

O'BRYAN: They will hurt our small businesses. Our small business last year in November we paid $600 which is our average every month for our power. It jumped to $1200 in December, it jumped to $1900 in January and just under $3000 for the month in February and we did nothing new. It's ludicrous. I called the service commission and you might as well talk to the wall. We can't go through that. We are going to lose a lot of small businesses. I appreciate you doing that.

KELLEHER: Agreed.

STANLEY: Any other comments?

TYLER: You have these comments with Hochul and her office I was thinking you are probably thinking there is two or three hours in your life you are never going to get back again.

STANLEY: Any other comments? You're excused. Up next we have Ms. Justice-Green with the Essex County Land Bank.

JUSTICE-GREEN: I do not have any jokes this morning, sorry.

HUGHES: We entertain ourselves.

STANLEY: You don't need to cover jokes for this group.

JUSTICE-GREEN: We had a really productive month of July. I spent a significant amount of time in the Northern part of the County. Clayton in Chesterfield is going to set up an office for me but we were successful in not only getting the Move in New York subdivision approved in Chesterfield but also the town is graciously partnering with us to extend their water lines for subdivision just like the Town of Newcomb so it's not as much exciting shovels in the ground but it's part of that really important pre-development process to make these projects shovel ready and responsible as well as communicating over communicating it sometimes this but also equally important the community about what these developments are, what they are not, how critical they are for downtown revitalization, affordable housing. We also gotten through a pretty vigorous environmental review on our property on Burt Lane in Jay given its proximity to flooding zones and so we are ready to final break ground and we are very, very close to getting our certificates of occupancy for our development in Willsboro for Veteran's housing a ribbon cutting invitation will be going out to the entire board so please keep your eyes open for that.
We've also been working diligently in Ticonderoga with Regan Development to get their project through the planning board process in coordination also with code enforcement so they can break ground in September which as been a pretty monumental task.
The Land Bank also received a Small Green Buildings Award which is an additional add-on for our projects and we are putting in mini splits and new electrification in our units which means it brings down our cost of construction so we are already required to do this so it just means more Land Bank funding is going to be stretched further in our civilization projects.
We continue to work in the Town of Wilmington to also advance their subdivision for Move-In New York and with Beardsley he's helping us with that process and above and beyond that we also launched and I wanted to thank the board and Judy and Mike and Anna's office for sharing the CDBG Well & Septic Program that we're working on with the county and we've gotten an enormous amount of pre applications and interest and so it takes – you're smiling back there, I'm so appreciative of you. It takes a team effort to get the word out and it's such a easy blessing to stamp one of these given how much our septic and wells and even laterals cost and a good example of that is we just did a pretty in-depth

home replacement in the Town of Moriah and I noticed that this resident was not on the water system yet, even though she had a waterline that ran right in front of her home she just didn't have the ability to hook into it this grant wasn't available at that time this project started about eighteen months ago and so there's still also a lot of people in your communities with the ability to hook into municipal water systems who just don't have the resources available to help them with that and so when we can do that that's going to lower the costs of just the upkeep of their home, their septic and their wells but in those instances in which they can't hook into and there isn't a municipal wastewater or sometimes water system available it's going to help them have more money to actually maintain their home and not worry about clean water and sanitation.

STANLEY: Any questions for Nicole?

PIERCE: I'm not on this committee but just for clarification on the Veterans housing in Willsboro is that designed for specific Veterans or specific homes in mind? Do they have to apply for it? Just some clarification on that.

JUSTICE-GREEN: It will open up for applications through the nonprofit which is actually led by our former Chairman Shaun Gillilland and the county board and Veterans will apply to the nonprofit and then they will be able to have that housing so we aren't responsible for that portion of the project we are just responsible for the rehabilitation as well as monitoring to ensure that it is going to Veterans and that they are also under a certain income limit there is still an income limit so that it is affordable housing.

PIERCE: Thank you.

STANLEY: Any other questions?

MENSER: How many Veterans will be able to be housed there?

JUSTICE-GREEN: There will be four units so four Veterans and potentially if they have partners and dependents with them depending on how large their families are potentially house more people but there will be four certificates of occupancy so at the very minimal there will need to be four Veterans in each unit.

STANLEY: Any other questions? Alright you're excused. Adirondack Roots is excused today so is there anything else?

TYLER: Yes I was kind of hoping somebody from Adirondack Roots would be here today. I'm not sure what direction Adirondack Roots is going but I'm not very happy with it. We've had communications with the new Director there or something?

STANLEY: Interim Director.

TYLER: We've had several communications in the Town of Westport that were very negative attitude from that person and I'm very – the way it was years ago they were

positive and friendly it just seems like the last half a year it has gone down hill greatly to do business with I just want to make a statement because if other people and towns deal with them I'm pretty sure you're going to have the same issues.

MASCARENAS: I'll pass on the concern. I know we have some board members here that sit on that committee and will share your concerns as well. We'll have conversations and see what's going on there.

TYLER: Thank you.

STANLEY: Anything else to come before this committee? Alright it is 10:30 we are adjourned.

As there was no further discussion to come before this Economic Development/ Planning/Publicity Committee it was adjourned at 10:30 a.m.

Respectfully submitted,

Judith Garrison, Clerk
Board of Supervisors