

County of Jefferson
Office of the County Administrator



Historic Courthouse
195 Arsenal Street, 2nd Floor
Watertown, NY 13601-2567
Phone: (315) 785-3075 Fax: (315) 785-5070

April 12, 2013

TO: Members of Planning and Development Committee
FROM: Robert F. Hagemann, County Administrator RFH
SUBJECT: Planning and Development Committee Agenda

Please let this correspondence serve as notification that the Planning and Development Committee will meet on *Tuesday, April 16, 2013, at 6:45 p.m.* in the Board of Legislators' Chambers.

Following is the agenda for the meeting:

Resolutions:

1. Authorizing Appointments and Re-Appointments to the Jefferson-Lewis Workforce Investment Board
2. Authorizing an Agreement with the Thousand Islands Regional Tourism Development Corporation for the Provision of Public Benefits Services for Promotion and Publicity and Amending the 2013 County Budget in Relation Thereto
3. Supporting Amendments to the New York State General Municipal Law to Permit IDA's to Provide Technical and Financial Assistance for Agricultural Projects
4. Appointing Member to the Regional Fish and Wildlife Management Board

If any Committee Member has inquiries regarding agenda items, or would like to add an item(s) please do not hesitate to contact me.

RFH:tlr

cc: Airport Code Enforcement
Employment and Training Planning

JEFFERSON COUNTY BOARD OF LEGISLATORS

Resolution No. _____

Authorizing Appointments and Re-Appointments to the
Jefferson-Lewis Workforce Investment Board

By Legislator: _____

Whereas, The Workforce Investment Act of 1998, Public Law 105-200, requires that there be established a local Workforce Investment Board (WIB) to oversee local job training services and activities, and

Whereas, Chapter 2, Section 117(a)(b) of the Workforce Investment Act authorizes the establishment, membership, and composition of the local Workforce Investment Board, and

Whereas, Chapter 2, Section 117(c) of the Workforce Investment Act authorizes the appointment and certification for local Workforce Investment Board membership, and

Whereas, Article V of the Workforce Investment Board By-Laws indicate the procedures for membership on the Board, and

Whereas, The Counties of Jefferson and Lewis seek to appoint individuals to the local Workforce Investment Board who have interest and experience in the delivery of local workforce development services, and

Now, Therefore Be It Resolved, That the Board of Legislators hereby authorizes the Chairman of the Board to appoint the following individuals to serve as members of the Jefferson-Lewis Workforce Investment Board for the terms indicated.

Tracey Yarina, Plant Controller at Fibermark, to fill a business sector position on the Board, replacing Jim Hummer, said term to commence May 7, 2013 and expire June 30, 2015.

Matt Cooper, Principal at Bernier Carr & Associates, to fill a business sector position on the Board, replacing John Tabolt, said term to commence May 7, 2013 and expire June 30, 2014.

Re-appointment of the following individuals to three year terms, said terms to commence July 1, 2013 and expire June 30, 2016:

Jack Boak	Jefferson-Lewis BOCES
Cliff Donaldson	New York State Department of Labor
Rich McNulty	Kinney Drugs
Lynn Murray	Murcrest Farms
Jill Pippin	Jefferson Community College
Audrey Sargent	Hi-Lite Markings, Inc.
Joseph Todora	Lewis County General Hospital

Seconded by Legislator: _____

Jefferson-Lewis
Workforce Investment
Board
Investing In Our Future . . . Our Workforce

1000 Coffeen Street
Watertown, New York 13601

Phone: (315) 782-9252
Fax: (315) 782-2073

April 10, 2013

TO: Torri Richmire
FROM: Cheryl Mayforth
RE: WIB appointments

Below are re-appointments and replacements for the Jefferson-Lewis Workforce Investment Board.

Tracey Yarina from Fibermark to replace and serve out the term of Jim Hummer of Fibermark who has resigned his position at Fibermark. Term to expire 6/30/15.

Tracey Yarina, is a life-long resident of Lewis County. She graduated from SUNY Institute of Technology with a bachelor degree in accounting. Her work history consists of working at Pajco Products, Lyons Falls Pulp & Paper and returned to Fibermark (formerly Pajco) as Plant Controller.

Matt Cooper of Bernier Carr & Associates to replace and serve out the term of John Tabolt of Interface Solutions who has resigned and left the company. Term to expire 6/30/14.

Matt Cooper is currently a principal at Bernier Carr & Associates. He is a resident of Copenhagen in Lewis County. He was the 1993 Valedictorian of Copenhagen Central School and a 1997 graduate of Clarkson University with a Bachelors of Science degree in Civil Engineering ranked as a Presidential Scholar. He is currently serving on the Community Plan Steering Committee for the Village of Copenhagen, National Multiple Sclerosis Society Fundraising Walk and a NYS certified Hunter Education Instructor.

Both candidates meet the criteria of The Workforce Investment Act of 1998 Sec. 117 (b) (2) (a) (i) as business representatives.

Reappointments:

Jack Boak, District Superintendent, BOCES, new term to expire on 6/30/16.

Cliff Donaldson, Commissioner's Representative to the North Country, new term to expire 6/30/16.

Rich McNulty, Vice President of Human Resources, Kinney Drugs, new term to expire 6/30/16.

Lynn Murray, Owner of Murcrest Farms, new term to expire 6/30/16.

Jill Pippin, Dean of Continuing Education, Jefferson Community College, new term to expire 6/30/16.

Audrey Sargent, VP Human Resources & Safety, Hi-Lite Markings, Inc., new term to expire 6/30/16.

Joseph Todora, Nursing Home Administrator, Lewis County General Hospital, new term to expire 6/30/16.

Respectfully submitted,
Cheryl Mayforth
Executive Director
Jefferson-Lewis Workforce Investment Board

JEFFERSON COUNTY BOARD OF LEGISLATORS
Resolution No. _____

Authorizing an Agreement with the Thousand Islands Regional Tourism
Development Corporation for the Provision of Public Benefits Services for
Promotion and Publicity and Amending the 2013 County Budget in Relation Thereto

By Legislator: _____

Resolved, That, pursuant to Sections 224 and 225 of County Law, the County shall enter into a contract with Thousand Islands Regional Tourism Development Corporation under the following terms and conditions:

1. In addition to those services provided to the County pursuant to Resolution 15 of 2013, the Corporation shall provide the County with the following special services in 2013 in accordance with a proposal provided by it dated April 4, 2013:
 - A. It will promote the Jefferson County Wine Trail at a cost of \$25,000;
 - B. It will obtain high definition video and photography of County tourism highlights at a cost of \$25,000;
 - C. It will provide additional promotion of County fishing resources at a cost of \$40,000 leveraging an additional \$60,000 in State funds;
 - D. It will promote County historic sites at a cost of \$10,000, leveraging an additional \$100,000 in State funds; and
 - E. It will facilitate marketing outreach to business and leisure air travelers in Eastern Ontario and the border region to broaden the awareness and utilization of the Watertown International Airport at a cost of \$50,000.
2. The amount to be paid from County funds shall not exceed One Hundred Fifty Thousand Dollars (\$150,000) for the term of this agreement.
3. Payment shall be made by the County Treasurer in the sum of \$150,000 on or about July 1, 2013, said payment contingent upon receipt of a Memorandum of Receipt duly executed by the principal officer and disbursing officer of the Corporation in which they, on behalf of the Corporation, agree to comply with the terms of this resolution.
4. The term of this Agreement shall be from May 1, 2013 through December 31, 2013.
5. Within thirty (30) days of the termination of this Agreement, the Corporation shall provide and render to the County a verified account of the disbursements of such organization with verified or certified vouchers therefor attached. The County Auditor, in her sole discretion, may request such verified accounting be rendered to the County each quarter during the term of this Agreement.
6. The Corporation shall refund to the County at the termination of this Agreement, any

monies paid by the County remaining unobligated.

- 7. On or before the 1st day of January 2014, and at any other time as the Board of Legislators may request, the Directors of the Corporation shall report in writing to this body a detailed statement of work and transactions for the preceding year, and for any other period which this body may request, in such form as it may direct.
- 8. Such other terms and conditions as the parties may agree to in writing, and be it further

Resolved, That upon execution of the Memorandum of Receipt, as specified in the statutes, this Resolution, the Memorandum of Receipt and such other addenda as may be agreed to by the parties, shall comprise the contract between the County and the Corporation, and be it further

Resolved, That the 2013 County Budget is hereby amended as follows:

Increase:

(Expenditure)		
50-9023.6410-4654	TI Council	\$150,000
(Revenue)		
50-9023-999.91113	Tax on Room Occupancy	\$150,000

Seconded by Legislator: _____

State of New York)
) ss.:
 County of Jefferson)

I, the undersigned, Clerk of the Board of Legislators of the County of Jefferson, New York, do hereby certify that I have compared the foregoing copy of Resolution No. _____ of the Board of Legislators of said County of Jefferson with the original thereof on file in my office and duly adopted by said Board at a meeting of said Board on the _____ day of _____, 20____ and that the same is a true and correct copy of such Resolution and the whole thereof.

In testimony whereof, I have hereunto set my hand and affixed the seal of said County this _____ day of _____, 20____.

Clerk of the Board of Legislators

Robert Hagemann

From: Gary DeYoung [gary@visit1000islands.com]
Sent: Thursday, April 04, 2013 3:54 PM
To: Robert Hagemann
Subject: Before I forget . . .

Attachments: Gary DeYoung.vcf

HD Aerial Stock Footage (\$25,000)

The goal of this project is to capture a significant amount of high definition video footage of attractions and scenic areas in 1000 Islands Region, including the Lake Ontario Shore, St. Lawrence and inland areas.

The Council will participate with other partners in New York and Ontario with the goal of engaging a specialized helicopter and videography crew to produce this national broadcast quality footage. In total, three days of shooting will carry a price tag in the \$75,000 range, with \$25,000 coming from the special allocation.

For the Council, the result will be hours of "b-roll" or footage that can be edited into many productions. The Council will use it in its TV ads, as well as in various on-line videos. It will also provide it to media working on stories about the region. Further, it will be made available to non-tourism organizations wishing to make promotional videos that include aerial footage. With the transition to HD over the past few years, older video footage of the area is out-of-date for current production standards.

Fishing Promotion (\$40,000)

The Council was awarded a \$60,000 grant by Empire State Development against at \$100,000 project to create and promote a series of short (3-5 minute) videos about fishing in the North Country, along with other internet "content" about fishing (photos, stories). The goal is to create 20 shorts covering topics such as "Charter Fishing from Henderson Harbor"; "Chasing Trophy Muskies on the St. Lawrence"; or "Discover the Indian River Lakes."

Once produced, the videos would be posted to a YouTube channel and other websites and heavily promoted through online fishing websites and search engines. Roughly half the \$100,000 is slated for production of videos and related materials, with the other half to be investing in advertising the videos online. The County's assistance will assure the Council meets the matching goal.

Path through History (\$10,000)

A statewide program to promote New York history to tourists is being developed under the title "Path through History." The North Country Region will receive a \$100,000 grant to implement various related projects such as photos shoots of historic sites, media familiarization tours, region-wide brochures, etc. As part of the process, the State has expressed the hope that these funds will be leveraged with local monies. The \$10,000 proposed for this purpose will allow the Council to underwrite projects that promote Jefferson County historic sites and events.

Wine Trail Fall Promotion (\$25,000)

With the recent growth of agri-tourism in general and the Wine Trail specifically, an opportunity exists to feature the County's wineries (and other harvest season attractions) at the core of a fall season marketing effort. The goal is to extend the tourism season and boost sales for many hospitality businesses by advertising the County as a wine and agricultural tourism destination focusing on September and October.

Watertown Airport Marketing Notes: Ideas and Costs for 2013 Projects

The following is an outline of suggested Watertown Airport marketing investments. The suggestions are made with a few assumptions:

- Prime target is Eastern Ontario
- Target market includes both business and leisure air travelers
- Goal is to maintain a campaign over at least six months (as opposed to a short burst of more intense activity)
- Goal is to build long-term awareness of ART as an alternative airport choice that is included in travelers' search of trip-planning options
- Total available budget for 2013 is \$50,000

With these goals in mind, the options do not include TV or commercial radio, which would function better for a short-term campaign. While these purchases target Eastern Ontario, many also build awareness in Northern New York.

Below is a summary of estimated cost ranges. Each project has also been given a priority rank indicating a judgment on the priority of that particular option.

	Cost Range		Priority Rank
	Basic	Better	
Signs			
I-81 Billboard	\$ 8,050	\$ 8,050	1
1000 Islands Mall	\$ 800	\$ 800	2
Online			
Landing site	\$ 300	\$ 500	1
Keyword Ads	\$ 6,000	\$ 8,400	1
Other online	\$ 5,000	\$ 10,000	2
Print			
Consumer	\$ 8,000	\$ 10,000	3
Business	\$ 8,000	\$ 10,000	2
Radio			
Public Radio	\$ 2,500	\$ 3,500	3
Marketing materials			
Display equipment	\$ 500	\$ 750	2
Brochures & promotions	\$ 750	\$ 2,000	3
	\$ 39,900	\$ 54,000	

JEFFERSON COUNTY BOARD OF LEGISLATORS
Resolution No. _____

Supporting Amendments to the New York State General Municipal Law to
Permit IDA's to Provide Technical and Financial Assistance for Agricultural Projects

By Legislator: _____

Whereas, Current State law does not authorize local Industrial Development Agencies to provide technical and financial assistance to agricultural businesses which directly grow and or harvest agricultural products, and

Whereas, The State Senate recently passed Senate bill S00497, which was co-sponsored by Senator Patty Ritchie, to amend General Municipal Law to permit such assistance, and

Whereas, Identical State Assembly bill A05501 has been introduced in the Assembly, and

Whereas, Jefferson County supports the passage of this bill in the Assembly to allow agriculture to benefit from the same assistance now provided by IDA's to other commercial and industrial ventures statewide, and

Whereas, Said assistance is very important to Jefferson County in particular, as agriculture is a major economic force here, and

Whereas, Said amendments would simply recognize that agricultural projects are as important as other economic development projects within the State and County.

Now, Therefore, Be It Resolved, That Jefferson County supports the passage of A05501 in the Assembly and its subsequent signing into law by the Governor, and be it further

Resolved, That copies of this resolution be provided to the County's elected State representatives.

Seconded by Legislator: _____

State of New York)
) ss.:
County of Jefferson)

I, the undersigned, Clerk of the Board of Legislators of the County of Jefferson, New York, do hereby certify that I have compared the foregoing copy of Resolution No. _____ of the Board of Legislators of said County of Jefferson with the original thereof on file in my office and duly adopted by said Board at a meeting of said Board on the _____ day of _____, 20____ and that the same is a true and correct copy of such Resolution and the whole thereof.

In testimony whereof, I have hereunto set my hand and affixed the seal of said County this _____ day of _____, 20____.

Clerk of the Board of Legislators

JEFFERSON COUNTY BOARD OF LEGISLATORS
Resolution No. _____

Appointing Member to the Regional Fish and Wildlife Management Board

By Legislator: _____

Pursuant to Section 11-0501 of the Environmental Conservation Law, this Board hereby approves the following appointment by the Chairman of the Board of Legislators to the Regional Fish and Wildlife Management Board:

<u>Name</u>	<u>Term to Expire</u>
Linda Sicley, Landowner Representative	12/31/14

Seconded by Legislator: _____

State of New York)
)
County of Jefferson)

I, the undersigned, Clerk of the Board of Legislators of the County of Jefferson, New York, do hereby certify that I have compared the foregoing copy of Resolution No. _____ of the Board of Legislators of said County of Jefferson with the original thereof on file in my office and duly adopted by said Board at a meeting of said Board on the _____ day of _____, 20____ and that the same is a true and correct copy of such Resolution and the whole thereof.

In testimony whereof, I have hereunto set my hand and affixed the seal of said County this _____ day of _____, 20 ____.

Clerk of the Board of Legislators
