

Planning, Development, and Environmental Quality Committee

Regular Meeting Minutes

Wednesday, July 7, 2010 3:30 PM

Scott Heyman Conference Room

Approved 8-4-10

Present: P. Mackesey, Chair, C. Chock, W. Burbank, F. Proto, P. Pryor
Staff: J. Mareane, J. Kippola, County Administration; E. Marx, J. Jurkowich, J. LeCesse,
Planning Department; M. Armstrong, Tompkins County Area Development; J. Mattick,
Workforce Development
Guests: Stacey Shackford, Ithaca Journal; J. McPheeters, Chamber of Commerce; Fred Bonn,
Convention and Visitor's Bureau; Gary Ferguson, Vicki Taylor, Khadija Ahmed,
Downtown Ithaca Alliance; Andrew Zepp, Finger Lakes Land Trust

Call to Order

Chair Mackesey called the meeting to order at 3:31 p.m.

Changes to the Agenda

There were no changes to the agenda.

Approval of Minutes

It was MOVED by Mr. Proto, seconded by Mr. Burbank, and unanimously adopted by voice vote, to approve the minutes of May 5, 18, and June 2, 2010, as submitted. Ms. Chock complimented Ms. Fuller, noting the minutes showed a very good synopsis of concerns and outcomes of material.

Tompkins County Area Development

RESOLUTION (DOC ID: 2080): RESOLUTION APPROVING THE ISSUANCE BY THE TOMPKINS COUNTY DEVELOPMENT CORPORATION OF UP TO \$16,500,000 AGGREGATE PRINCIPAL AMOUNT TAX-EXEMPT REVENUE BONDS (CAYUGA MEDICAL CENTER AT ITHACA, INC. PROJECT), SERIES 2010

It was MOVED by Mr. Proto, seconded by Ms. Chock. In response to Ms. Chock's question, the Committee was informed that the public hearing took place on June 25th at the Ithaca Town Hall with no one present other than Cayuga Medical Center staff. Ms. Chock asked that in the future when there is to be a public hearing that Ms. Lynch, Public Information Officer, be notified and place an informational notice in the newspaper.

A voice vote on the resolution resulted as follows: Ayes – 5; Noes – 0. RESOLUTION ADOPTED.

**RESOLUTION OF THE TOMPKINS COUNTY
COUNTY LEGISLATURE**

RESOLUTION OF THE TOMPKINS COUNTY LEGISLATURE, AS THE ELECTED LEGISLATIVE BODY OF TOMPKINS COUNTY, NEW YORK, IN ACCORDANCE WITH SECTION 147(F) OF THE INTERNAL REVENUE CODE OF 1986, AS AMENDED (THE "CODE"), APPROVING THE ISSUANCE BY THE TOMPKINS COUNTY DEVELOPMENT CORPORATION OF UP TO \$16,500,000 AGGREGATE PRINCIPAL AMOUNT TAX-EXEMPT REVENUE BONDS (CAYUGA MEDICAL CENTER AT ITHACA, INC. PROJECT), SERIES 2010

WHEREAS, the Tompkins County Legislature (the "Legislature"), as the elected legislative body of Tompkins County, New York (the "County"), has been advised by the Tompkins County Development Corporation (the "Issuer") that, in order to assist in the financing of a certain Project (as defined below) for the benefit Cayuga Medical Center at Ithaca, Inc., a New York not-for-profit corporation (the "Company") and an organization described in Section 501(c)(3) of the Internal Revenue Code of 1986, as amended (the "Code"), the Issuer proposes to issue, contingent upon the adoption of this Resolution, its Tax-Exempt Revenue Bonds (Cayuga Medical Center at Ithaca, Inc. Project), Series 2010, in an aggregate principal amount not to exceed \$16,500,000 (the "Bonds"); and

WHEREAS, the project (the "Project") shall consist of the payment, reimbursement and/or financing of existing indebtedness incurred by the Company for the purpose of financing (A) the acquisition and installation of certain equipment including, but not limited to, percutaneous coronary intervention (PCI) equipment at the Company's approximately 2,100 square-foot PCI center and cardiology equipment and pharmacy equipment, all throughout the Company's existing approximately 37,000 aggregate square foot hospital facilities at 101 Dates Drive, 310 Taughannock Boulevard, and 10 Arrowwood Drive in Ithaca, New York, and at 1129 Commons Avenue, Cortland, New York (collectively, the "Imaging Equipment"); (B) the construction and equipping of an approximately 3,600 square-foot build-out of the third floor in the Company's existing Island Health Center located at 310 Taughannock Boulevard, Ithaca, New York, to accommodate the Company's Center for Healthy Living program (the "Island Health Center Improvements"); (C) the reconstruction, renovation and redesign of the approximately 275 square-foot reception area in the existing Ithaca Center for Pain Management and Sleep Disorders Clinic and the renovation of the approximately 3,800 square-foot cardiology unit located at 101 Dates Drive, Ithaca, New York (the "Dates Drive Improvements" and, together with the Island Health Center Improvements, the "Improvements"); (D) the acquisition and installation in and around the Improvements of certain items of equipment and other tangible personal property (the "Equipment", and collectively with the Imaging Equipment and the Improvements, hereinafter referred to as the "Facility"); and (E) paying certain costs and expenses incidental to the issuance of the Bonds (the costs associated with items (A) through (E) above being hereinafter collectively referred to as the "Project Costs"); and

WHEREAS, the Issuer proposes to assist in the financing of the Project by issuing the Bonds to (i) pay all or a substantial portion of the cost of financing the Project and (ii) pay reserves and costs incidental to the issuance of the Bonds; and

WHEREAS, pursuant to Section 147(f) of the Internal Revenue Code of 1986, as amended (the "Code"), interest on the Bonds will *not* be excluded from gross income for Federal income tax purposes *unless* the issuance of the Bonds is approved by the Legislature after a public hearing to consider both the issuance of the Bonds and the nature and location of the facilities financed therewith has been conducted following reasonable public notice; and

WHEREAS, on June 25, 2010, the Issuer held such a public hearing upon proper notice in compliance with the Code; and

WHEREAS, to aid the Legislature in its deliberations, the Issuer has made available to the members of the Legislature prior to this meeting (a) the Company's application to the Issuer for financial assistance; (b) the notice of public hearing published by the Issuer in *The Ithaca Journal*, along with the affidavit of publication of such newspaper; and (c) the minutes of such public hearing held on June 25, 2010; and

WHEREAS, the Legislature, after due consideration of the foregoing, as the "applicable elected representative" of Tompkins County, New York, within the meaning of Section 147(f)(2)(E) of the Code, desires to approve the issuance of the Bonds, provided the principal, premium, if any, and interest on the Bonds shall be special obligations of the Issuer and shall never be a debt of the State of New York (the "State") or any political subdivision thereof, including without limitation the County, and neither the State nor any political subdivision thereof, including without limitation the County, shall be liable thereon.

NOW, THEREFORE, BE IT RESOLVED BY THE COUNTY LEGISLATURE OF TOMPKINS COUNTY:

Section 1. For the purpose of satisfying the approval requirement of Section 147(f) of the Code, on the recommendation of the Tompkins County Planning, Development & Environmental Quality

Committee, the Legislature hereby gives its approval of the issuance by the Issuer of the Bonds and related acts to be taken by the Issuer as part of the Project, provided that the Bonds, and the premium (if any) and interest thereon, shall be special obligations of the Issuer and shall never be a debt of the State or any political subdivision thereof, including without limitation Tompkins County, and neither the State nor any political subdivision thereof, including without limitation Tompkins County, shall be liable thereon. This approval is given pursuant to Section 147(f) of the Code for the sole purpose of qualifying the interest payable on the Bonds for exclusion from gross income for Federal income tax purposes pursuant to the provisions of Sections 103 and 141-150 of the Code.

Section 2. This Resolution shall be deemed to be made for the benefit of the holders of the Bonds.

Section 3. This Resolution shall take effect immediately.

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Planning Department

RESOLUTION (DOC ID: 2081): ENDORSING THE TOMPKINS COUNTY 2020 ENERGY STRATEGY

In response to Ms. Mackesey concerning the timing for approving this, Mr. Marx said since submitting the request to the Committee, the focus of the grant has changed and action can be postponed to August.

Ms. Borgella reported that the Energy and Greenhouse Gas Emissions element of the Comprehensive Plan, based on extensive public outreach and participation in 2008, serves as the basis for this interim strategic plan to move the Tompkins County community toward its stated goal of achieving an 80% reduction in greenhouse gas emissions by 2050. In preparing this strategy, the County Planning Department relied upon the input of the Tompkins County Planning Advisory Board, Tompkins County Climate Protection Initiative, and Tompkins County Environmental Management Council.

The 2020 Energy Strategy identifies 10 new local measures that can be implemented in conjunction with programs and initiatives by the federal government, state government, local municipalities, higher education, public schools, and industry to reduce energy use and greenhouse gas emissions 20% from 2008 levels by 2020. The 10 new local measures are: Property Assessed Clean Energy Program, Waste Diversion Program, Energy Business Partnership Program, Transportation Demand Management, Alternative Fuel Vehicles, County Government Energy Policies, County Facility Energy Improvements, Biomass for Rural Heating, District Heating Feasibility Study, and Energy Road Map.

Following the 2020 Energy Strategy presentation, it was noted that at the present time there is a great deal of funding available for energy-saving measures, including NYSERDA grants as well as Regional Greenhouse Gas Initiative (RGGI). For public schools and other State actions, the guidelines are tied to policy more than funding availability. Ms. Chock also noted that as more energy-reducing construction techniques are used the cost to implement is decreasing.

With regard to how emissions are measured, Ms. Borgella said there is an emissions inventory and through International Council for Local Environmental Initiatives (ICLEI) the County has a software system that tracks emissions and provides a formula to use when determining the amount of reduction.

In response to Mr. Proto's question regarding the transportation emission reduction levels, Mr. Marx said vehicular emission savings are in other areas. Mr. Proto expressed concern that a reduction in vehicular use as a result of public transportation may reduce sales tax revenue for the County. Mr. Marx noted the goal is to have the purchase of newer vehicles with higher efficiency standards.

Ms. Borgella will provide a presentation to the Legislature. She noted 2020 Energy Strategy was presented to the Climate Protection Institute that has all the major institutions represented, local businesses, municipalities, public schools, etc. In addition the Environmental Management Council and Planning Advisory Board also endorsed the element.

It was noted that although no funding is requested at this time, implementation of the various components would require financial backing. Mr. Marx said at the time of implementation a request would be brought to the Legislature and grants would be sought to complete the work. Mr. Proto suggested amending the resolution to accepting versus endorsing the plan.

Action on the resolution was deferred to the August meeting for further discussion.

WHEREAS, the Tompkins County Comprehensive Plan, adopted by the Legislature in December 2004 and amended in 2008 with an element addressing energy and greenhouse gas emissions, established the policy to “Reduce community greenhouse gas emissions by at least 2 percent of 2008 base year emissions per year to reach, at a minimum, an 80% reduction from 2008 levels by 2050,” and

WHEREAS, the Comprehensive Plan calls for the development of a “5-year strategy to reduce community greenhouse gas emissions by at least 10% of 2008 levels, including a detailed plan for County government to achieve that same target,” and

WHEREAS, the Tompkins County 2020 Energy Strategy contains interim actions toward achieving the community 2050 greenhouse gas emissions reduction goal by reducing emissions 20% from 2008 levels by 2020, and

WHEREAS, the County Planning Advisory Board has endorsed the Tompkins County 2020 Energy Strategy and recommends that the Tompkins County Legislature also endorse it; and

WHEREAS, there are no financial implications associated with endorsing this strategy, implementation of many aspects of the strategy would have financial implications that would be reviewed by the Legislature at the time of implementation, now therefore be it

RESOLVED, on recommendation of the Planning, Development and Environmental Quality Committee, That the Tompkins County Legislature, endorses the Tompkins County 2020 Energy Strategy, dated June 29, 2010.

SEQR ACTION: TYPE II-20

RESOLUTION (DOC ID: 2082): ACCEPTANCE OF GRANT FROM THE PARK FOUNDATION FOR A PLANNER TO WORK WITH MUNICIPALITIES ON REDUCING THE IMPACTS OF NATURAL GAS DRILLING

It was MOVED by Ms. Chock, seconded by Mr. Burbank. Mr. Proto asked if the \$20,000 would cover the cost of the position. Ms. Jurkowich provided a spreadsheet showing the proposed budget for the position. She explained that the total expense for 2010 and 2011 is \$83,140 (\$27,811 and \$55,329) and would be funded in part by the grant.

Ms. Robertson noted the request for staffing was made by the Tompkins County Council of Governments (TCCOG) to assist with the gas drilling concerns. Municipal officials are overwhelmed with the work relating to the gas drilling issue and what could be required.

Discussion continued and Ms. Jurkowich explained that this position will also be partially funded with rollover, which is a separate action required of the Legislature. She said the initial grant request was for the \$73,000, however, only \$50,000 was approved. Ms. Robertson noted the Tompkins County

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Council of Governments is in the process of discussing municipal support. Ms. Chock expressed support for the position, particularly since gas-drilling operations in Pennsylvania have shown an increased demand for planning staff's time. Mr. Marx explained the situation where impacts and legal ability to respond to them lies with the level of government (municipalities) with the least ability. If the county wants to protect residents from the impacts providing assistance is the way to do it.

Mr. Proto suggested instead of hiring a staff member that a contractual arrangement be considered for the period funded. He believes TCCOG should be asked to contribute and asked if there could be a Request for Proposals. Ms. Jurkovich said any possible amendments to what was in the grant request would require going back to the Park Foundation for approval. It was also noted that without the position this work would not be done due to staffing restrictions.

Ms. Pryor said due to the intermunicipal collaboration the position would provide and the willingness of the Planning Department to use their funding for the difference needed, she supports the position that will assist with one of the most critical issues the County will be dealing with.

Mr. Proto said the County contributes a great deal of time and money in many areas for TCCOG and he is concerned with the method of application. Mr. Marx said had the application submitted been funded in the manner requested he would not be requesting approval of the use of rollover funds for the position; it would have been absorbed within the base budget. He believes it is a worthwhile effort. Ms. Robertson said she would be asking TCCOG to discuss municipal funding.

A voice vote on the resolution resulted as follows: Ayes – 4; Noes – 1 (Legislator Proto).
RESOLUTION ADOPTED.

WHEREAS, Tompkins County submitted a grant request to the Park Foundation to provide partial funding for a full-time Planner for one year to work directly with interested local governments to implement measures to minimize the negative impacts of gas drilling on their local residents, infrastructure, and natural resources, and

WHEREAS, in response to requests from the Tompkins County Council of Governments Gas Drilling Task Force the proposed Planner position would:

- Compile a list of effective best practices for local governments to address the impacts of gas drilling activities.
- Provide direct assistance to local municipalities in Tompkins County to implement best practices.
- Establish a tracking system to keep local government officials informed of gas drilling applications.
- Provide technical support to the Tompkins County Council of Government's Gas Drilling Task Force.

WHEREAS, the County has been awarded grant funds from the Park Foundation for this purpose, and

WHEREAS, the Department of Planning is prepared to house and support this position, now therefore be it

RESOLVED, on recommendation of the Planning, Development, and Environmental Quality and Budget & Capital committees, That the County hereby accepts Park Foundation Grant funds in the amount of \$50,000,

RESOLVED, further, That the following adjustments be made to the 2010 Budget,

Revenues

8027.42070	Contributions from Private Agencies	\$20,000
		=====
	TOTAL REVENUES	\$20,000

Expenditures

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8027.51000590	Planner	\$14,235
8027.58800	Fringes	\$ 5,765
		=====
	TOTAL EXPENDITURES	\$20,000

RESOLVED, further, That the following transfers be made to the 2010 Budget,

<u>From</u>		<u>Amount</u>	<u>To</u>	
8020.54442	Professional Services	\$ 2,021	8027.51000590	Planner
8020.54442	Professional Services	\$ 819	8027.58800	Fringes

RESOLVED, further, That the County Administrator or his designee be authorized to execute any contracts related to this project.

SEQR ACTION: TYPE II - 21

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RESOLUTION (DOC ID: 2083): MAKING A NEGATIVE DETERMINATION OF ENVIRONMENTAL SIGNIFICANCE IN RELATION TO RESOLUTION NO. OF 2010

Mr. Marx said the property is identified as a key property linking four public open spaces and includes a portion of Six Mile Creek, meeting the criteria for use of Capital Reserve funds for natural resource protection. Other municipalities will also be providing contributions for the purchase.

It was MOVED by Ms. Pryor, seconded by Ms. Chock, and unanimously adopted by voice vote, to recommend approval of the following resolution. RESOLUTION ADOPTED.

WHEREAS, in Resolution No. of 2010 the County allocates funding from the Capital Reserve Fund for Natural, Scenic, and Recreational Resource Protection to the Finger Lakes Land Trust for the purchase of a portion of the Berntsson/Millier property (Town of Dryden tax parcel 63.-1-18), and WHEREAS, the Tompkins County Legislature has reviewed and accepted as adequate an Environmental Assessment Form with respect to the action, now therefore be it

RESOLVED, on recommendation of the Planning, Development, and Environmental Quality Committee, That Resolution No. of 2010 is an unlisted action,

RESOLVED, further, That the Legislature hereby makes a negative determination of environmental significance in regard to Resolution No. of 2010.

SEQR ACTION: Short EAF on file with the Clerk of the Legislature

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RESOLUTION (DOC ID: 2084): APPROPRIATING FUNDS FROM THE CAPITAL RESERVE FUND FOR NATURAL, SCENIC, AND RECREATIONAL RESOURCE PROTECTION FOR THE BERNTSSON-MILLIER PROPERTY IN A NATURAL FEATURES FOCUS AREA

It was MOVED by Mr. Burbank, seconded by Ms. Pryor. Mr. Proto asked for a status report on the fundraising efforts for the property and noted concern that if approved, the County not release the funds until all the other funding is received. He also asked who would: (1) own the property, and (2) determine the value per acre.

Mr. Zepp said there have been two appraisals on the property, one for the real estate value and one for the timber value. The intended disposition of the property is the leased half would be part of the park preserve. There is a possibility that the western portion may be resold to New York State for the

addition to the Yellow Barn State Forest. In the event the portion was resold to the State the funds would be rolled over conservation protection projects. In an effort to simply this possibility, if the County were to support the project, funds would be used specifically to purchase the eastern portion acreage.

The eastern portion would come off the tax rolls. Discussions have taken place with the Town of Dryden and this proposal was endorsed by their Conservation Board, with the expectation of going to the full Town Board at the end of the month. In addition, the City of Ithaca Mayor, the Superintendent of Public Works, the City Administration, and their Conservation Advisory Council have all been involved. The western portion if it were in State ownership would be a payment in lieu of taxes as with other State forest land, although the amount is not known at this time. Mr. Zepp said there is a sizable structure on the property and a ten acre section of the parcel will remain private property and be sold separately.

With regard to fund raising, \$200,000 has been received from the Park Foundation, and other requests are pending. Mr. Marx said if the County did approve the appropriation the funds would not be released until closing. Mr. Zepp said often the Finger Lakes Land Trust will utilize their revolving fund account if it is necessary to move quickly to obtain a property.

The Committee discussed the possibility of placing lease restrictions on the property that could be sold. Mr. Zepp said there are no gas leases on the property, however, with regard to the western portion, the State does not take restrictions on title. Ms. Chock expressed a desire to include language indicating leasing restrictions on the property, however, it was not included in the resolution since this language could be included within the actual contract.

RESULT:	RECOMMENDED [UNANIMOUS]
MOVER:	Will Burbank, Member
SECONDER:	Pat Pryor, Member
AYES:	Mackesey, Burbank, Chock, Proto, Pryor

WHEREAS, the Tompkins County Legislature established the Capital Reserve Fund for Natural, Scenic, and Recreational Resource Protection by Resolution No. 217 of 2005, and

WHEREAS, the current balance in the Capital Reserve Fund is \$46,323, and

WHEREAS, the purpose of the Capital Reserve Fund is to support participation by Tompkins County in partnerships with other levels of government and private organizations to:

- protect and preserve the natural, scenic, and recreational resources found in the Agricultural Resource Focus Areas and Natural Features Focus Areas identified in the Comprehensive Plan;
- preserve and develop recreational trail corridors that cross municipal borders; and
- develop outdoor recreation facilities, within the focus areas, that are intended to serve all county residents, and

WHEREAS, the Program Guidelines for use of the Capital Reserve Fund calls for proposed projects to substantially further at least one of the following objectives:

- Protect a stream buffer at least 330 feet in width.
- Provide public access to the Cayuga Lake shore.
- Protect land that is adjacent to permanently protected open space.
- Preserve land on an existing or potential intermunicipal trail corridor, and

WHEREAS, the Finger Lakes Land Trust has requested financial support from the Capital Reserve Fund for the purpose of protecting the Berntsson-Millier property (tax parcel 63.-1-18 in the Town of Dryden), and

WHEREAS, the Finger Lakes Land Trust has agreed to purchase the Berntsson-Millier property for \$2,450 per acre, with exact acreage to be determined by survey, which is fair market value, and

WHEREAS, the Berntsson-Millier property

- is in a Natural Features Focus Area as designated in the Tompkins County Comprehensive Plan;
- is identified as a Priority Protection Area in the Tompkins County Conservation Plan, Part I: A Strategic Approach to Natural Resource Stewardship (2007);
- is within the New York State Open Space Plan's Emerald Necklace Greenbelt;
- contains a portion of Unique Natural Area 117, Slaterville Wildflower Preserve,
- contains 20 acres of wetlands, and
- encompasses more than 6,000 feet of frontage on Six Mile Creek; and

WHEREAS, the Commissioner of Planning and Public Works and the Planning Advisory Board have recommended that the County Legislature authorize funding of the Berntsson-Millier property acquisition from the Capital Reserve Fund, now therefore be it

RESOLVED, on recommendation of the Planning, Development, and Environmental Quality Committee and the Budget and Capital Committee, That a total of Twenty-Five Thousand Dollars (\$25,000) in funding from the Capital Reserve Fund for Natural, Scenic, and Recreational Resource Protection be appropriated for the purpose of securing the Berntsson-Millier property in collaboration with the Finger Lakes Land Trust and others, and of providing public access to the tract, and

RESOLVED, further, That an adjustment be made to the Planning Department budget (A8027.54400 - \$25,000), and

RESOLVED, further, That the County Administrator or his designee be authorized to execute any contracts or agreements related to this project, with distribution of funds to occur on or after closing.

SEQR ACTION: Unlisted

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Rollover Request (DOC ID: 2085): Request to Use 2010 Certified Rollover Funds

It was MOVED by Mr. Proto, seconded by Ms. Pryor, to amend the 2010 rollover request to place the \$50,000 for the Capital Reserve Fund into the 2011 budget instead of use in 2010.

It was MOVED by Ms. Chock, to amend the motion to shift \$25,000 to be used for the Capital Reserve Fund to the 2010 rollover request. MOTION FAILED FOR LACK OF A SECOND.

A voice vote on the original motion resulted as follows: Ayes – 5; Noes – 0. 2010 ROLLOVER APPROVED.

Planning Department

\$ 8,502	Funds would be rolled-over for Flood Hazard Mitigation
\$ 2,840	Match Park Foundation Grant for municipal support planner
\$11,342	Total

The \$50,000 requested for the Capital Reserve Fund was designated for use in 2011.

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Commissioner's Report

Black Diamond Trail

Mr. Marx spoke of a meeting with the State Park regarding the Black Diamond Trail. The State had received a grant for the design of two bridges on the trail between Taughannock Falls and the City of Ithaca. The work is anticipated to be completed and ready to go to bid within the next month, however, they do not have funding available to complete the work and are ineligible to apply for Federal funding, therefore, the State cannot build the bridges necessary to complete the trail. A request for municipalities to provide funding is being sought by the State Park (\$20,000 each for County, Town of Ulysses, and Town of Ithaca). The cost of the bridges are estimated at \$1 million each. The other work that had been

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agreed to be done on the trail three years ago is to have local workforces provide machinery and labor with the State providing materials. The cost to capitalize the bridges would be approximately \$80,000/year over a twenty-year period. The approximate cost to the communities would be \$20,000 each.

Mr. Proto suggested that the project might be eligible for funding through the Strategic Tourism Planning Board Capital Program. Mr. Marx said he would look into the matter to see if it would be an eligible project.

Grant Applications

Mr. Marx reported there are multiple Federal grants applications coming up this month and August. The Sustainable Community Regional Planning Grant from Housing and Urban Development (HUD) grant application will request funding for furtherance of the development focus area plan to do design studies, and impact analysis of outcomes, and energy alternatives. The County and City of Ithaca are applying for a New York State Department of Transportation Grant for funding of the commons repair as the transit pedestrian hub of the community. The Environmental Protection Agency Climate Showcase Communities grant would not be applicable to anything the County has at the moment, however, Mr. Marx is meeting with EcoVillage to discuss how they may qualify for the grant to use funding to develop and identify their models for use within the community. The HUD Community Challenge Grant for facilitation of development projects at the neighborhood level will be introduced to not-for-profits to see if there is interest in applying. The final grant application, the Appalachian Regional Commission grant programs have a grant relating to tourism and one relating to rural biomass demonstration project that Cornell Cooperative Extension is working on.

He noted he has been trying to meet with all potential partners in the community to assure that everyone is mutually supportive of projects rather than being competitive.

Strategic Tourism and Planning Board

County Administrator's Report

Mr. Mareane spoke of the request to review the tourism program, particularly in the areas of a dedicated high-level staff person to assist with delivery of services, elevate the level of understanding and accountability for the tourism funds, and the possible reallocation of the funds. Following a review of the topics Mr. Mareane stated the following:

- The responsibilities of the Strategic Tourism Planning Board (STPB) volunteers exceed what can reasonably be expected of a volunteer board.
- At this time the relationship between the County, STPB, Chamber of Commerce, and Convention and Visitors Bureau should remain the same, with a change needed in the support the County provides to STPB to get the work completed.
- By simplifying reports it will be easier to understand the financial information presented.
- Agencies currently overseeing the work of grants associated with the STPB are effective and he does not recommend any change at this time.
- Regarding the reallocation of resources, it is recommended that until growth is restored in room tax there should not be any reallocation of funds.
- The County should provide the high-level support needed to undertake goals and responsibilities in the form of management and planning capabilities. A more detailed job description will be provided in August. Mr. Mareane believes the staff member should be involved in managing the product development side of the budget, review grant submissions prior to going to the STPB, and be the primary point of contact on things relating to tourism. This staff member should reside

in the Planning Department and would be supported by room tax dollars that has been allocated for this position. Mr. Mareane recommended there be a two-year review of the position.

STPB Appointments

Permission was given to withdraw this item at this time.

Hospitality Tourism Workforce Project Update

Ms. Mattick explained the project utilizes industry-wide competency models into the entire program to ensure that people are prepared at multiple competency levels, particularly in the Introductory and Seasoned Supervisor level training.

The training programs are reviewed to ensure the competency is embedded within the training programs.

The next level is quarterly tracking the economy related to the hospitality and tourism industry through the job bank system, with the primary one American Job Exchange, that indicates the ratio of applicants to job openings. The information that has been tracked indicates a decrease of applicants to job openings in the past year.

The Hospitality Star Training program was developed in 2008 using funding from the Convention and Visitor's Bureau. Starting in 2009, funds were provided through the Strategic Tourism Planning Board. Since its inception four sessions have been held, with attendance increasing. This program provides two-day training sessions focused on customer service and includes a tour of the Tompkins County area to provide a knowledge base of where tourists could visit.

Another area of focus is the Hospitality Certificate program at Tompkins Cortland Community College, covering a variety of topics within the hospitality industry. There were 14 participants in the last round. Since the beginning of the project 55 individuals have received training.

In response to questions, Ms. Mattick said the groups being trained are very diverse, some are currently within the industry and others from outside. For those in the industry the training is designed to help them move up in the workforce. The training has provided indicators that it is successful, with the skill-sets almost doubling for participants. For the first three training sessions a fee in the amount of \$39 was charged. The last round no charge was made and there was an increase in participants and she will be making a determination of whether to recommend continuing the no-fee courses. It was noted that employers normally allow release time to employees to attend the training.

Chumura Economics and Analytics Profile of Visitors

Due to the lack of time, this item was postponed until August.

Convention and Visitor's Bureau Quarterly Report

Due to the lack of time, this item was postponed until August.

Mr. Burbank was excused at this time (5:30 p.m.).

How to Run a Celebration – Downtown Ithaca Alliance

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Ms. Taylor provided members with a draft copy of the Tompkins County Events – A Guide to Planning Events in Tompkins County, New York. This guide is produced as a resource for new event planners and provides direction from concept to the actual event. In addition, Ms. Taylor is also developing a website (www.planittompkins.com) which will include databases for volunteers and vendors, a calendar of events, and a listing of equipment that can be shared by multiple events rather than individual purchases, and a listing of area resources. A festival intern has been hired full time for the summer to assist with local events such as volunteer coordination, events, coordinating packets of information for use during events. Ms. Taylor will also provide workshops on a monthly basis during the off months in the fall.

Members of the Committee were enthusiastic about the work that is being completed. It was noted that Ms. Taylor is working with Cornell University staff to have a portion of the upcoming Smithsonian exhibit be displayed in the Rothschild building as well as on campus. In addition, there will be a Vietnamese immigrant event called “Exit Saigon, Enter Little Saigon”, focusing on the Vietnamese immigrant experience in America at various locations throughout the area.

Ms. Taylor said upcoming additions to the manual will include information on accessibility, highlighting information from the Americans with Disability Act compliance and joint-purchases of equipment to be shared by vendors. The possibility of purchasing a vehicle would allow accessibility for events, packaging, and cross-promotion of events. Ms. Pryor suggested working with the Finger Lakes Independence Center, which Ms. Taylor said she has done.

Adjournment

On motion the meeting adjourned at 5:39 p.m.

Respectfully submitted, Karen Fuller, Deputy Clerk