

Planning, Development, and Environmental Quality Committee

Regular Meeting Minutes

Wednesday, October 6, 2010 3:30 PM

Scott Heyman Conference Room

Approved 11/3/10

Attendee Name	Title	Status	Arrived	Excused
Pam Mackesey	Chair	Present		4:35 PM
Will Burbank	Member	Excused		
Carol Chock	Member	Present		
Frank Proto	Member	Present		
Pat Pryor	Member	Present	3:39 PM	

Present: J. Mareane, County Administrator; Ed Marx, Commissioner of Planning and Public Works; J. Kippola, Administration; H. Filiberto, M. Armstrong, TCAD; D. Mengel, Department of Social Services; M. Roth, Cornell Cooperative Extension; C. Schutt, J. Negley, Soil and Water Conservation District; K. Fuller, Deputy Clerk

Guest: Linda Adams, Town of Caroline

Call to Order

Chair Mackesey called the meeting to order at 3:30 p.m.

Changes to Agenda

Ms. Mackesey reordered the items on the agenda to accommodate time constraints of members and participants.

Soil and Water Conservation District

Six Mile Creek Stream Rehabilitation Project

John Negley provided a PowerPoint presentation of work that has been completed on the Six Mile Creek Stream Rehabilitation Project covering the area between New York State Route 79 and Creamery Road. Previous mitigation provided a temporary approach and in the early 1990's when attempting to mitigate problems an artesian aquifer was opened in the digging process, causing the County to provide water to homeowners in the immediate vicinity.

Since that time new techniques for stream protection have been developed and include the following:

- Utilize natural channel design methods (combine stream dynamics with human uses)
- Goals:
 - To protect artesian aquifer system.
 - Decrease sediment loading of eroding streambanks.
 - Increase productive fish habitat.
 - Increase knowledge of stream systems in the County and how to better manage them.

Using the new techniques, the project moved forward with the design phase, obtaining necessary permits, and landowner permission. Permits required approval of the Army Corps of Engineers as well as the New York State Department of Conservation. The Town of Caroline assisted with the project as well.

To avoid the previous breach in the artesian aquifer, test holes were dug to determine its stability.

Ms. Pryor arrived at this time.

The work included sloping banks, six to eight feet of excavation within streams, and use of rocks. A 3,000-foot stream-channel was constructed and stream buffer in the form of vegetation has been added to the project, which was completed within the last several weeks.

Mr. Negley reported that the recent rainstorms provided a test of the completed work, which was very successful.

The Tompkins County Soil and Water Conservation District (SWCD) provided labor, survey assistance, hydroseeding, and tree planting. It was noted the trees had been provided by a grant from AES. In addition to the labor, the SWCD is conducting habitat surveys of fish, invertebrate, vegetation, etc.

The project cost \$476,000, \$10,000 was provided by Tompkins County. Mr. Negley said that 3,200-feet of stream was included in the project and that in 2005 over a mile was completed. Mr. Schutt said it was actually two projects at the same time as a result of testing on the aquifer. The Town of Caroline obtained funding from the State Emergency Management Office to provide aquifer protection. During the start of the project it was found that the protective layers of the aquifer were thin in some places, placing it in jeopardy if a large storm occurred. Ms. Adams said the SWCD was an integral part of being able to complete this project. Being able to spend five years on the project to see it through completion.

Mr. Proto said years ago it had been decided to hold off on flood projects, however, Ms. Hackett in the Planning Department, completed an overall review to determine what should take place. As a result of the review, a project took place the other side of the State bridge at a cost of \$650,000; this project continues the plan developed by Ms. Hackett. He spoke of the punctured aquifer that required the bridge removal and the County to install a water system for residents.

Ms. Chock asked if of property owners whose building may have buildings next to the streams provided any funding for the mitigation. Ms. Adams noted the project was funded through the State. She said many of the property owners are middle- to low-income families that could not afford to provide funding.

Mr. Proto said the old flood program was funded 1/3 by the County, 1/3 by the municipality, and 1/3 by the property owner.

Ms. Chock suggested there might be a way to have property owners that benefit from the flood mitigation work to fund a portion unless they can afford to do so. Ms. Adams said perhaps it would be possible to do so by either cash payment or volunteer work on the project.

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Tompkins County Development Corporation

Resolution (DOC ID: 2223): Approval of the Issuance by Tompkins County Development Corporation of Up to \$30,000,000 Aggregate Principal Amount Tax-Exempt Revenue Bonds (Ithaca College Project), Series 2010

Ms. Filiberto reported there were no members of the public at the public hearing for this project that will provide student housing at the college. In response to a question, Ms. Filiberto said she did not know what the fee structure for the bonding issue would be, however it usually is one percent.

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

WHEREAS, the Tompkins County Planning, Development and Environmental Quality Committee (the "Committee"), 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 of Ithaca College, a not-for-profit corporation duly formed and validly existing under the laws of the State of New York (the "Company"), the Issuer proposes to issue its Tax-Exempt Revenue Bonds (Ithaca College Project), Series 2010, in an aggregate principal amount not to exceed \$30,000,000 (the "Bonds"), and

WHEREAS, Section 147(f) of the Internal Revenue Code of 1986, as amended (the "Code") requires the approval by the Tompkins County Legislature (the "Legislature") prior to the issuance by the Issuer of the Bonds, and

WHEREAS, the Committee desires to recommend to the Legislature that it give such approval in accordance with the Code, 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 of a parcel (or parcels) of land located at 1031 Danby Road, Ithaca, New York, and containing in the aggregate approximately 30.5 acres (the "Land") and the existing improvements situated thereon consisting principally of 21 apartment buildings containing in the aggregate approximately 286,000 square feet of space and 150 residential units, parking areas containing in the aggregate a capacity for approximately 659 vehicles and other related improvements (the "Existing Apartments") and a community building containing in the aggregate approximately 7,800square feet of space (the "Community Building" and, together with the Existing Apartments, the "Existing Improvements"); (B) (i) the renovation, rehabilitation and general upgrading of the Existing Improvements and (ii) the acquisition and construction on the Land of up to 5 new apartment buildings and an addition to be added on to the community building containing in the aggregate approximately 133,000-square feet of space and 78 residential units, parking areas containing in the aggregate a capacity for approximately 85 additional vehicles and other related improvements (collectively, the "Improvements"); (D) the acquisition and installation in and around the Existing Improvements and the Improvements of certain items of machinery equipment and other tangible personal property (the "Equipment", and collectively with the Land, the Existing Improvements and the Improvements, hereinafter 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, the Issuer has scheduled such a public hearing to be held on October 4, 2010, upon proper notice in compliance with the Code, and

WHEREAS, the Committee, after due consideration of the foregoing, desires to recommend to the Legislature that it 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 Tompkins

County, New York, and neither the State nor any political subdivision thereof, including without limitation Tompkins County, New York, shall be liable thereon.

NOW, THEREFORE, BE IT RESOLVED BY THE TOMPKINS COUNTY PLANNING, DEVELOPMENT AND ENVIRONMENTAL QUALITY COMMITTEE:

Section 1. The Committee hereby recommends that the Legislature, as the applicable elected representative of Tompkins County, New York, give its approval of the issuance of the Bonds in accordance with Section 147(f) 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.

SEQR ACTION: TYPE II-20

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Planning Department

Resolution (DOC ID: 2228): Resolution in Opposition to Drilling for Natural Gas on State Forest Lands

Mr. Marx explained the resolution is to respond to the State's public comment period for the Strategic Plan for State Forest Management prior to the deadline of October 29th. Within this document there is a reference stating that drilling for natural gas on State forest lands using high-volume hydro-fracturing should be considered because natural gas is less of a carbon-emitting fuel.

Ms. Chock urged support of the resolution and said there are questions whether natural gas drilling through the hydrofracture process is in fact less carbon producing. She thinks there is a potential negative impact on the timber economy should drilling occur. She saw a drilling operation in Bradford County and farmers spoke of concerns that the farm roads were blocked off and prevented access to their land and forests. The State forests are not only a recreational asset but there is also a timber management plan in place that allows a sustainable economic activity. Allowing a drilling operation may interfere with these activities as well as animal patterns. The leasing of State land will impact on the ability for gas companies to put together their required sixty percent of landowners in a certain area, which could impact neighboring properties. She believes at this point drilling should not take place and asked to have it pass to provide the opportunity for the full Legislature to comment.

Mr. Proto asked how the resolution would affect the work being done on the SGEIS. Mr. Marx did not believe it would affect the document and noted the New York State Department of Environmental Conservation said the State forest land should be included in the same mitigation as private forest land.

RESULT: RECOMMENDED [UNANIMOUS]

MOVER:	Carol Chock, Member
SECONDER:	Pat Pryor, Member
AYES:	Pamela Mackesey, Carol Chock, Frank Proto, Pat Pryor
EXCUSED:	Will Burbank

WHEREAS, the New York State Department of Environmental Conservation has developed a draft Strategic Plan for State Forest Management to guide the management of the 780,000 acres of State Forest lands in New York State, and

WHEREAS, the New York State Department of Environmental Conservation is soliciting public comment on that plan, and

WHEREAS, the plan states that drilling for natural gas on State forest lands using high volume hydro-fracturing should be considered on a case by case basis because the greenhouse gas emissions from

natural gas are lower than for other fossil fuel energy sources, and

WHEREAS, evidence is mounting that the life cycle greenhouse gas emissions from natural gas developed using high volume hydro-fracturing is equivalent to and perhaps greater than from coal, and

WHEREAS, the industrial scale of hydro-fracturing operations is incompatible with the purposes of and values provided by our state forest lands, and

WHEREAS, the activity of drilling for and transporting natural gas, with the attendant well pads, roads, pipelines, and ancillary facilities, will fragment our forest lands in ways that damage their values including threatening water resources, creating edges that impair habitat value for forest-dwelling species, removing natural vegetation cover, and allowing invasive species to become established, and

WHEREAS, such activity would undoubtedly place added stress on species that may increasingly come under stress from the impacts of climate change, and

WHEREAS, rather than allowing fragmentation of State forests we should be increasing our acreage of unbroken State forest lands off limits to drilling to provide mitigation for the increasing fragmentation of private forest lands, and

WHEREAS, as climate change occurs the State forest lands will become increasingly important as routes of migration for those species that cannot adapt to that climate change and must move north or to higher elevation to survive, and that the fragmentation and other impacts from drilling will impair the ability of the State forest lands to perform that function, and

WHEREAS, our State forests are increasingly used for all types of outdoor recreation activities and gas drilling will impair if not irreparably damage the value of this recreational resource, and

WHEREAS, outdoor recreation provided by the State forest lands is a valued and recognized component of our tourism economy with much potential for future growth, and

WHEREAS, most State forest lands are located in rural areas where roads, other infrastructure, and emergency response capabilities are ill suited to accommodating the level of impact on infrastructure and demand for services resulting from the industrial activity associated with high volume hydro-fracturing, and

WHEREAS, it is clear that, from a long-term environmental, economic, and social perspective, the value of our State forest lands will be much greater if left unimpaired by the impacts of gas drilling than if such drilling is allowed to occur, now therefore be it

RESOLVED, on recommendation of the Planning, Development, and Environmental Quality Committee, That the Tompkins County Legislature urges the New York State Department of Environmental Conservation to modify the State Forest Management Plan to prohibit drilling for natural gas on State forest land using high volume hydro-fracturing, and to specifically recognize the important role that State forest lands can play in helping to mitigate some of the impacts of hydro-fracturing that may occur on private land,

RESOLVED, further, That the Clerk of the Tompkins County Legislature is hereby directed to forward copies of this resolution to Governor David Paterson, Senate Majority Conference Leader John Sampson, Senate Minority Leader Dean Skelos, Assembly Speaker Sheldon Silver, Assembly Majority Leader Ron Canestrari, Assembly Minority Leader Brian Kolb, Senator James Seward (51st District), Senator George Winner (53rd District), Senator Michael Nozzolio (54th District), Assemblywoman Barbara Lifton (125th district), and NYSDEC Commissioner Pete Grannis.

SEQR ACTION: TYPE II-20

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Resolution (DOC ID: 2229): Resolution Prohibiting Leasing of County-Owned Land for Natural Gas Drilling Using High Volume Hydro-Fracturing

Ms. Mackesey noted this resolution does not have the same time-sensitivity as the previous resolution.

Mr. Proto is concerned about language contained in the body of the resolution relating to climate change and said he is not sure he is ready to make that statement. Ms. Chock said she believes that if the

County comments to the State about what it should do it is necessary to be willing to take the same action with County lands. The resolution would apply to County-owned forests and other properties such as the airport. She would be willing to revise the resolution to make it more acceptable.

Mr. Marx noted the Energy and Greenhouse Gas Emission component of the Tompkins County Comprehensive Plan lays out what needs to be done.

Mr. Proto also expressed concern that the “Resolved” would disallow any drilling activities on land; should the drilling process be found to be safe he believes it should be more flexible. Ms. Chock believes it is important the County position be put on record. Mr. Marx said the resolution would also be considered by the Facilities and Infrastructure Committee.

Mr. Proto said for the same reasons he does not support the Comprehensive Plan he would not support the resolution; the Legislature should move slowly. It was also noted that if the resolution passed and the County decided to allow drilling in the future the resolution could be rescinded. Ms. Mackesey said by passing the resolution it may save staff time with requests to have conversations about the possibility of drilling on the County-owned land.

Amended language to clarify the potential adverse impact relating to the development of Marcellus Shale was suggested and found to be friendly.

RESULT:	RECOMMENDED [3 TO 1]
MOVER:	Pat Pryor, Member
SECONDER:	Carol Chock, Member
AYES:	Pamela Mackesey, Carol Chock, Pat Pryor
NAYS:	Frank Proto
EXCUSED:	Will Burbank

WHEREAS, it is increasingly clear that drilling for natural gas using high volume hydro-fracturing may have severe adverse impacts on communities and the environment, and

WHEREAS, evidence is mounting that life cycle Greenhouse Gas Emissions from natural gas extracted using high volume hydro-fracturing is equivalent to the emissions from coal, and

WHEREAS, the Tompkins County government, as well as the overall community, has established a goal to reduce greenhouse gas emissions 80% by 2050, a goal that it would be impossible to meet if natural gas drilling occurred on county-owned land, and

WHEREAS, the Tompkins County Energy and Greenhouse Gas Emission component of the Tompkins County Comprehensive Plan concluded that increased energy conservation and use of renewable energy are important ways to avert the most catastrophic impacts of climate change, and

WHEREAS, Tompkins County further believes that development of the Marcellus Shale will likely have a net adverse impact on reducing greenhouse gas emissions, and

WHEREAS, with respect to the 556 acres of County forest land, the Tompkins County Forest Management Plan specifically states that “drilling sites and pipeline corridors that permanently alter the character of the land would not be compatible with the goals outlined in this Plan,” and

WHEREAS, the activity of drilling for and transporting natural gas, with the attendant well pads, roads, pipelines, and ancillary facilities, will fragment our forest lands in ways that damage their values including threatening water resources, creating edges that impair habitat value for forest-dwelling species, removing natural vegetation cover, and allowing invasive species to become established, and

WHEREAS, such activity would undoubtedly place added stress on species that may increasingly come under stress from the impacts of climate change, and

WHEREAS, rather than allowing fragmentation of County-owned lands and forests we should be increasing our acreage of unbroken forest lands off limits to drilling to provide mitigation for the

increasing fragmentation of private forest lands, and

WHEREAS, County-owned forest lands are located in rural areas where roads, other infrastructure, and emergency response capabilities are ill suited to accommodating the level of impact on infrastructure and demand for services resulting from the industrial activity associated with high volume hydro-fracturing, and

WHEREAS, it is clear that from a long-term environmental, economic, and social perspective the value of our county-owned lands will be much greater if left unimpaired by the impacts of gas drilling than if such drilling is allowed to occur, therefore be it

RESOLVED, on recommendation of the Planning, Development and Environmental Quality Committee and the Facilities and Infrastructure Committee, That Tompkins County will not lease any county-owned lands, including but not limited to County forest lands, for high volume hydro-fracturing to extract natural gas, and

RESOLVED, further, That the Clerk of the Tompkins County Legislature is hereby directed to forward copies of this resolution to Governor David Paterson, Senate Majority Conference Leader John Sampson, Senate Minority Leader Dean Skelos, Assembly Speaker Sheldon Silver, Assembly Majority Leader Ron Canestrari, Assembly Minority Leader Brian Kolb, Senator James Seward (51st District), Senator George Winner (53rd District), Senator Michael Nozzolio (54th District), Assemblywoman Barbara Lifton (125th district), and NYSDEC Commissioner Pete Grannis.

SEQR ACTION: TYPE II-20

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Transportation

Resolution (DOC ID: 2224): Authorizing 2010 Federal Transit Administration Section 5307 Grant Application for TCAT and Tompkins County

Mr. Proto said this is the largest grant received for transportation. The division of the funds is consistent with the TCAT and County Mobility Management Project administration. In response to Ms. Chock's question, it was noted the County share is \$10,300 and is not part of the \$800,000 or capital funds the County provides. Mr. Mengel said the funds are within the current budget.

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

WHEREAS, the Secretary of the United States Department of Transportation is authorized to make grants for mass transportation projects pursuant to Section 5307 of Chapter 53, Title 49, of the United States Code, and

WHEREAS, the County of Tompkins is the Designated Recipient by the Governor of New York State for the Federal Transit Administration (FTA) Section 5307 Urban Formula program, with responsibilities to propose FTA-funded projects to the Ithaca-Tompkins Transportation Council (I-TCTC) (after coordinating with public transportation providers) and to select projects from the I-TCTC Transportation Improvement Program for inclusion in FTA grants, and

WHEREAS, the FTA fund sources for the 2010 Section 5307 Grant are as follows:

2010 Sec 5307 Urban Formula Allocation	\$1,489,459
NYS DOT Transfer from Sec 5311	\$ 195,700
Total Federal Transit Funds	\$1,685,159

, and

WHEREAS, the County and TCAT agreed to the projects selected for inclusion in the 2010 grant

from the I-TCTC's 2007-2012 Transportation Improvement Program, as amended on May 18, 2010, and

WHEREAS, the County desires to accept a grant of funds from FTA, in the amount of \$12,733,998, to be used for operating assistance, capital and planning projects for 2010, and

WHEREAS, the County will receive and use said FTA funds as follows:

Project Descriptions	Federal	NYSDOT	TCAT	County	TOTAL
Preventive Maintenance	\$ 1,424,839	\$ 178,105	\$178,105	-	\$1,781,049
Mobility Management - County	\$ 34,400	\$ 4,300	-	\$ 4,300	\$ 43,000
Program Administration - County	\$ 48,000	\$ 6,000	-	\$ 6,000	\$ 60,000
ADP Hardware and Software	\$ 16,000	\$ 2,000	\$ 2,000	-	\$ 20,000
Shop Equipment	\$ 8,000	\$ 1,000	\$ 1,000		\$ 10,000
Security Equipment	\$ 8,000	\$ 1,000	\$ 1,000		\$ 10,000
Bus Stop Signs	\$ 8,000	\$ 1,000	\$ 1,000		\$ 10,000
Passenger Shelters	\$28,000	\$ 3,500	\$ 3,500		\$ 35,000
Rehab/Renovate TCAT Facility	\$ 38,320	\$ 4,790	\$ 4,790	-	\$ 47,900
Short Term Transit Planning	\$ 16,000	\$ 2,000	\$ 2,000	-	\$ 20,000
Support Vehicles	\$ 25,600	\$ 3,200	\$ 3,200	-	\$ 32,000
SUBTOTAL CAPITAL & PLANNING PROJECTS	\$ 1,655,159	\$ 206,895	\$ 196,595	\$ 10,300	\$ 2,068,949
Operating Assistance	\$ 30,000	\$ 3,400,000	\$ 7,235,049	-	\$ 10,665,049
TOTAL	\$ 1,685,159	\$ 3,606,895	\$ 7,431,644	\$ 10,300	\$ 12,733,998

, now therefore be it

RESOLVED, on recommendation of the Planning, Development, and Environmental Quality Committee, That the Tompkins County Legislature authorizes the County Contracts Coordinator to execute and file applications on behalf of the County of Tompkins with the Federal Transit Administration for the 2010 Section 5307 Grant,

RESOLVED, further, That the grant budget total is \$12,733,998 including Federal, New York State, TCAT and County sources,

RESOLVED, further, That the County Contracts Coordinator is authorized to sign:

1. Any and all agreements between Tompkins County and the Federal Transit Administration for the Project.
2. Any and all agreements between Tompkins County and the State of New York for the Project.
3. Any and all agreements between Tompkins County and TCAT, and any third-party subcontractors necessary to complete the project, if applicable.

SEQR ACTION: TYPE 11-20

Strategic Tourism Planning Board

Resolution (DOC ID: 2233): Award of Tourism Capital Grants

Ms. Armstrong said the resolution deals with three multi-year grants. Cayuga Nature Center was awarded the grant in 2009 and received \$25,000. The Hangar Theatre and Kitchen Theatre did not get their award until this year.

The Cayuga Nature Center used their first-year funding and completed approximately \$90,000 of items within the contract. In 2010 the focus has shifted to work on a bio-mass boiler, water system, and other areas. In meeting with the Director of Cayuga Nature Center he said it is not expected to do the capital work until next spring and has asked to encumber the 2010 funding until that time.

Mr. Proto spoke of last year's questions regarding the entrance and flags to bring attention to the Center and asked if that had been completed. Ms. Armstrong said the work has five components, one being a new entrance that would be in the upper level, which is not yet completed; a wheelchair

accessibility entrance will happen next year. What is accomplished is the roadside regarding and flags making the entrance and building more visible.

Mr. Proto asked if there is any further information regarding a parcel next to the Center that had been thought to be part of the property. Ms. Armstrong is not aware of any real property concerns. She said the five items that the grant relates to are strictly capital projects. She said the Nature Center also has an art trail and a turtle pond as well.

Mr. Proto said the Hangar Theatre had a very successful fund drive. He asked how it would affect the grants. Ms. Armstrong said this funding is already included within their budget; the fund raisers would be used to reduce other loans. In response to Mr. Proto's question on future grants, Ms. Armstrong said they would be eligible to request future grants for other projects. Ms. Mackesey said the process includes a review of how much the applicant has received from the County and for what period of time; there are many capital project requests and those with substance are considered.

Ms. Chock is pleased that the grants are offered and said it has assisted in providing assistance at the start of the projects, which helps to move them along. She expressed appreciation to everyone who works with the program.

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

WHEREAS, the Tompkins County Tourism Program includes Tourism Capital grants and Tompkins County Area Development (TCAD) administers the Tourism Capital Grants process, which includes designing the application process, reviewing and analyzing the feasibility and economic impact of tourism projects, and providing oversight for tourism projects, and

WHEREAS, funding exists within the Room Tax Occupancy budget for Tourism Capital Grants, and

WHEREAS, TCAD reviewed the following projects with the Strategic Tourism Planning Board (STPB), and the STPB anticipates that the following projects will encourage the development of tourism products and attractions in order to improve community assets, to increase the tourism business in the County, and to increase the income from the Room Occupancy tax, and the following grant award has been reviewed and recommended by the STPB, now therefore be it

RESOLVED, on recommendation of the Planning, Development, and Environmental Quality Committee, That the County Administrator or his designee is authorized to sign all documents related to these projects:

Entity	Project	2009	2010	2011	2012	2013
Cayuga Nature Center	New Entrance and Attractions	\$25,000		\$50,000	\$25,000	
Kitchen Theatre	Bold New Space Renovation		\$25,000	\$25,000	\$25,000	\$25,000
Hangar Theatre	A Hangar for All Seasons Renovation		\$25,000	\$25,000	\$25,000	\$25,000
	TOTAL	\$25,000	\$50,000	\$100,000	\$75,000	\$50,000

SEQR ACTION: TYPE II-20

Explanatory note:

- Each annual award shall be subject to the approval of the Legislature.
- Full application materials are available for review upon request at the office of TCAD.

Planning Department Continued

**Resolution (DOC ID: 2226): Acceptance of NYS Office of Housing and Community Renewal
Community Development Block Grant- Homeownership IX**

In response to Ms. Chock's question, it was noted that an applicant may be eligible for assistance through this program and the Trust Fund program.

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

WHEREAS, Tompkins County has been awarded New York State Office of Housing and Community Renewal Community Development Block Grant (CDBG) funds from the United States Department of Housing and Urban Development (HUD) administered by New York State for the purpose of continuing its successful existing home mortgage program for first-time homeowners, and

WHEREAS, these funds will assist twenty-one families in Tompkins County to become first-time homeowners, now therefore be it

RESOLVED, on recommendation of the Planning, Development, and Environmental Quality Committee, That the County hereby accepts New York State Office of Housing and Community Renewal CDBG funds in the amount of \$750,000,

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

SEQR ACTION: TYPE II-20

Appointment (DOC ID: 2232): Planning Advisory Board Appointment

Mr. Marx said he seeks individuals with the experience and knowledge required for openings on the advisory board.

RESULT:	RECOMMENDED [UNANIMOUS]
MOVER:	Carol Chock, Member
SECONDER:	Pamela Mackesey, Chair
AYES:	Pamela Mackesey, Carol Chock, Frank Proto, Pat Pryor
EXCUSED:	Will Burbank

Planning Advisory Board

Todd Bittner, Natural Environment Representative – term to expire December 31, 2013

Ms. Mackesey was excused at this time.

Agricultural and Farmland Protection Board

Agricultural and Farmland Protection Board Work and Agricultural District Review in 2011 (DOC ID: 2225)

Ms. Roth requested support of the \$2,000 per year over-target request for work on the Agricultural District Review process. She explained the State requires a review of districts every eight years; the next review, which would be Agriculture District 1 (eastern portion of the County) would occur during 2011 and 2012.

The process, which requires 300 days, will include going to the appropriate municipalities to suggest properties to be added or removed from the district; their requests are then honored. In addition to the all farmers are surveyed to determine future plans. Ms. Roth noted census data is not available to the towns, therefore, as part of the process it is obtained and shared with them. Cornell Cooperative Extension also expands on the State's required questions, providing information to be used for future planning by the towns. Since the farmers are notified that failure to respond could result in the loss of an agricultural district designation responses are received. In order to receive the agricultural district designation, fifty percent of the land must be used for active farming.

Upon receipt of the information a report is compiled and presented to the Agricultural and Farmland Protection Board, Planning Advisory Board, Tompkins County Legislature, and a public hearing is held. The next step is to send the information to the State, who then sends a representative to verify the information followed by the final State approval.

Ms. Roth noted that for the amount of work the review requires it is relatively inexpensive. She also said the State is considering updating the Agricultural and Farmland Protection Plan; more information should be available by the beginning of the year.

In response to Ms. Pryor's question of what would happen if the funds were not approved, Ms. Roth said it would require taking time away from current staff and would require discussions with the Planning Department. She said there are already impacts as a result of the 2010 reductions in funding. For clarification, Ms. Roth said the total cost for the review is \$4,000, spread over a two-year period due to the State timeline of 300 days total. The cost for this review has always been handled as an over-target request; Cornell Cooperative Extension has done this work for the last thirty years; although preliminary work is completed in September of each year, it is not as comprehensive as the actual review. The annual review provides information to farmers about the benefits and shortfalls of being in an agricultural district.

If the review were not done locally it would require farmers to apply to the State for an assessment. Presently there are 400 properties receiving an exemption. She said farmers highly value the designation and it assists in the protection of farmland and neighborhoods.

The benefits of Cornell Cooperative Extension doing the work for the Agricultural District reviews is that the farmers feel very comfortable working with them versus the County representatives and the additional information provided by their survey is a valuable planning tool.

Mr. Proto spoke of the Tompkins County Comprehensive Plan speaks of open space and agriculture. He does not understand why the review was not viewed as a mandate since it is required by the State. Mr. Proto asked if Cornell Cooperative Extension does not perform this task would it then be shifted to the Planning Department. Ms. Roth said the grant used to assist in performing the work requires a match from Tompkins County. With the budget reductions that have been made, the match is small and there would be very little funding to work with. Mr. Mareane said if this cut was not made a

determination of what other program would face funding reductions would need to be made. Mr. Marx said the agricultural district reviews are an important process and that Cornell Cooperative Extension has done a good job over the years. Ms. Roth said the grant is for an eighteen-month period and the review is spread over a two-year period.

* * * * *

Approval of Minutes

It was MOVED by Ms. Pryor, seconded by Mr. Proto, and unanimously adopted by voice vote by members present, to approve the minutes of August 30, and September 1, 2010, as presented. MINUTES APPROVED.

Planning Department Continued

Tompkins County Area Development Countywide Loan Fund Update (DOC ID: 2227)

Mr. Marx said the Tompkins County Area Development Countywide Loan Fund program states the County would annually provide a balance figure to be used for the program. The amount recommended for use is \$145,000. There is presently a \$72,00 commitment of funding. He said once the transfer is made there is no further tracking of the funding. He noted the Committee only receives the annual report of what is being transferred to the program; as the loans are repaid they become TCAD funds. The Committee agreed to the amount of funds being transferred.

* * * * *

Commissioner's Report (DOC ID: 2230):

CDBG Housing Program Grant

Mr. Marx said the County would be making Better Housing of Tompkins County the sub-recipient of funds, making them responsible for loans through the Homeownership Program. In response to Mr. Proto's question on liability issues relating to this action, Mr. Marx said the program would be operating under certain rules and is already responsible for reporting to the State. They are familiar with the State requirements and the County would still work closely with the agency. Ms. Chock said if there is a problem the State could come back to Better Housing at a later date and request return of funds. This transfer of responsibilities would require a contract and approval from the oversight committee; the County will not be the writing of mortgage documents and collecting payments. As a result of the transfer there will be less fees for administration of the program and the individual presently completing these tasks will be shifted to the tourism programs.

Ms. Chock asked if any agreement could possibly have priority use of funds and longevity such as the housing trust program. Mr. Marx said the program would be operated as outlined within the grant award specifications, which indicates the criteria. Mr. Marx said the State is shifting to a preference of grants versus repayment of funds provided. He also said that the County could not require specific criteria on a program that is not under our control.

Black Diamond Trail

Mr. Marx reported the State has resolved the problems associated with application for funds to repair/replace the bridges and it is hoped that over the next few years the funds would be received to complete the work on the Black Diamond Trail bridges.

Minutes
Planning, Development, and Environmental Quality Committee
Wednesday, October 6, 2010

Tompkins County Council of Governments Planner

Darby Kiley has been hired to be the Senior Planner that will work with Tompkins County Council of Governments. She will begin work next week.

County Forestation Harvest Project

The planned forestation harvest project on 69 acres in Newfield will be going out to bid in the near future.

Talisman Tour

Ms. Chock said Talisman, formerly Fortuna, is offering a tour on November 1st. She said it would be beneficial to see the impact on streams and forests.

* * * * *

Adjournment

On motion, the meeting adjourned at 5:10 p.m.



Development, and Environmental Quality Committee

121 E. Court Street
Ithaca, NY 14850

Meeting: 10/06/10 03:30 PM
Department: Planning Development & Env. Quality Committee
Category: Reports by Committees, Task Forces, Etc.
Functional Category:

COMPLETED

DOC ID: 2222

REPORT OR DISCUSSION ITEM NO. (ID # 2222)

Slaterville Stream Restoration Project



Planning, Development, and Environmental Quality Committee

121 E. Court Street
Ithaca, NY 14850

Meeting: 10/06/10 03:30 PM
Department: Planning Development & Env. Quality Committee
Category: Administrative
Functional Category

ADOPTED

DOC ID: 2223

RESOLUTION NO.

**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 of the Issuance by Tompkins County
Development Corporation of Up to \$30,000,000 Aggregate Principal
Amount Tax-Exempt Revenue Bonds (Ithaca College 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 of Ithaca College, 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 (Ithaca College Project), Series 2010, in an aggregate principal amount not to exceed \$30,000,000 (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 of a parcel (or parcels) of land located at 1031 Danby Road, Ithaca, New York and containing in the aggregate approximately 30.5 acres (the "Land") and the existing improvements situated thereon consisting principally of 21 apartment buildings containing in the aggregate approximately 286,000 square feet of space and 150 residential units, parking areas containing in the aggregate a capacity for approximately 659 vehicles and other related improvements (the "Existing Apartments"), and a community building containing in the aggregate approximately 7,800 square feet of space (the "Community Building" and, together with the Existing Apartments, the "Existing Improvements"); (B) (i) the renovation, rehabilitation, and general upgrading of the Existing Improvements, and (ii) the acquisition and construction on the Land of up to 5 new apartment buildings and an addition to be added on to the community building containing in the aggregate approximately 133,000 square feet of space and 78 residential units, parking areas containing in the aggregate a capacity for approximately 85 additional vehicles and other related improvements (collectively, the "Improvements"); (C) the acquisition and installation in and around the Existing Improvements and the Improvements of certain items of machinery equipment and other tangible personal property (the "Equipment", and collectively with the Land, the Existing Improvements and the Improvements, hereinafter the "Facility"); and (D) paying certain costs and expenses incidental to the issuance of the Bonds (the costs associated with items (A) through (D) 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 October 4, 2010, the Issuer held such a public hearing upon proper notice in compliance with the Code, and

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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 October 4, 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, on recommendation of the Planning, Development, and Environmental Quality Committee, and by the Legislature of Tompkins County, That:

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 and 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.

SEQR ACTION: TYPE II-20



Planning, Development, and Environmental Quality Committee

121 E. Court Street
Ithaca, NY 14850

Meeting: 10/06/10 03:30 PM
Department: Planning Department
Category: Administrative
Functional Category

ADOPTED

DOC ID: 2228 A

RESOLUTION NO.

Resolution in Opposition to Drilling for Natural Gas on State Forest Lands

WHEREAS, the New York State Department of Environmental Conservation (NYSDEC) has developed a draft Strategic Plan for State Forest Management to guide the management of the 780,000 acres of State forest lands in New York State, and

WHEREAS, the NYSDEC is soliciting public comment on that plan, and

WHEREAS, the industrial scale of hydro-fracturing operations is incompatible with the purposes of and values provided by our State forest lands, and

WHEREAS, the activity of drilling for and transporting natural gas, with the attendant well pads, roads, pipelines, and ancillary facilities, will fragment our forest lands in ways that damage their values including threatening water resources, creating edges that impair habitat value for forest-dwelling species, removing natural vegetation cover, and allowing invasive species to become established, and

WHEREAS, such activity would undoubtedly place added stress on species that may increasingly come under stress from the impacts of climate change, and

WHEREAS, rather than allowing fragmentation of State forests we should be increasing our acreage of unbroken State forest lands off limits to drilling to provide mitigation for the increasing fragmentation of private forest lands, and

WHEREAS, as climate change occurs the State forest lands will become increasingly important as routes of migration for those species that cannot adapt to that climate change and must move north or to higher elevation to survive, and that the fragmentation and other impacts from drilling will impair the ability of the State forest lands to perform that function, and

WHEREAS, our State forests are increasingly used for all types of outdoor recreation activities and gas drilling will impair if not irreparably damage the value of this recreational resource, and

WHEREAS, outdoor recreation provided by the State forest lands is a valued and recognized component of our tourism economy with much potential for future growth, and

WHEREAS, most State forest lands are located in rural areas where roads, other infrastructure, and emergency-response capabilities are ill suited to accommodating the level of impact on infrastructure and demand for services resulting from the industrial activity associated with high-volume hydro-fracturing, and

WHEREAS, it is clear that, from a long-term environmental, economic, and social perspective, the value of our State forest lands will be much greater if left unimpaired by the impacts of gas drilling than if such drilling is allowed to occur, now therefore be it

RESOLVED, on recommendation of the Planning, Development, and Environmental Quality Committee, That the Tompkins County Legislature urges the New York State Department of Environmental Conservation to modify the State Forest Management Plan to prohibit drilling for natural gas on State forest land using high-volume hydro-fracturing, and to specifically recognize the important role that State forest lands can play in helping to mitigate some

Resolution 2010-164

Meeting of October 6, 2010

47 of the impacts of hydro-fracturing that may occur on private land,

48

49 RESOLVED, further, That the Clerk of the Tompkins County Legislature is hereby directed to forward copies
50 of this resolution to Governor David Paterson, Senate Majority Conference Leader John Sampson, Senate Minority
51 Leader Dean Skelos, Assembly Speaker Sheldon Silver, Assembly Majority Leader Ron Canestrari, Assembly
52 Minority Leader Brian Kolb, Senator James Seward (51st District), Senator George Winner (53rd District), Senator
53 Michael Nozzolio (54th District), Assemblywoman Barbara Lifton (125th district), and NYSDEC Commissioner Pete
54 Grannis.

55 **SEQR ACTION:** TYPE II-20

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Planning, Development, and Environmental Quality Committee

121 E. Court Street
Ithaca, NY 14850

Meeting: 10/06/10 03:30 PM
Department: Planning Departmen
Category: Administrative
Functional Category

WITHDRAWN

DOC ID: 2229 A

RESOLUTION NO.

Resolution Prohibiting Leasing of County-Owned Land for Natural Gas Drilling Using High- Volume Hydro-Fracturing (Referred to Committee and Pending Planning, Development, and Environmental Quality Committee Action 11-3-10)

WHEREAS, it is increasingly clear that drilling for natural gas using high-volume slick-water hydraulic-fracturing (hydro-fracking) may have severe adverse impacts on communities and the environment, and

WHEREAS, evidence is mounting that life cycle greenhouse gas emissions from natural gas extracted using high-volume hydro-fracturing is likely equivalent to the emissions from coal, and

WHEREAS, the Tompkins County government, as well as the overall community, has established a goal to reduce greenhouse gas emissions 80% by 2050, a goal that would be impossible to meet if natural gas drilling occurred on county-owned land, and

WHEREAS, the Tompkins County Energy and Greenhouse Gas Emission component of the Tompkins County Comprehensive Plan concluded that increased energy conservation and use of renewable energy are important ways to avert the most catastrophic impacts of climate change, and

WHEREAS, Tompkins County further believes that development of the Marcellus Shale will likely have a net adverse impact on reducing greenhouse gas emissions, and

WHEREAS, with respect to the 556 acres of County forest land, the Tompkins County Forest Management Plan specifically states that “drilling sites and pipeline corridors that permanently alter the character of the land would not be compatible with the goals outlined in this Plan,” and

WHEREAS, the activity of drilling for and transporting natural gas, with the attendant well pads, roads, pipelines, and ancillary facilities, will fragment our forest lands in ways that damage their values, including threatening water resources, creating edges that impair habitat value for forest-dwelling species, removing natural vegetation cover, and allowing invasive species to become established, and

WHEREAS, such activity would undoubtedly place added stress on species that may increasingly come under stress from the impacts of climate change, and

WHEREAS, rather than allowing fragmentation of County-owned lands and forests we should be increasing our acreage of unbroken forest lands off limits to drilling to provide mitigation for the increasing fragmentation of private forest lands, and

WHEREAS, County-owned forest lands are located in rural areas where roads, other infrastructure, and emergency response capabilities are ill suited to accommodating the level of impact on infrastructure and demand for services resulting from the industrial activity associated with high-volume hydro-fracturing, and

WHEREAS, it is clear that from a long-term environmental, economic, and social perspective the value of our county-owned lands will be much greater if left unimpaired by the impacts of gas drilling than if such drilling is allowed to occur, now therefore be it

Resolution 2010-165

Meeting of October 6, 2010

46 RESOLVED, on recommendation of the Planning, Development and Environmental Quality Committee and
47 the Facilities and Infrastructure Committee, That Tompkins County will not lease any county-owned lands, including
48 but not limited to County forest lands, for high volume hydro-fracturing to extract natural gas,
49

50 RESOLVED, further, That the Clerk of the Tompkins County Legislature is hereby directed to forward copies
51 of this resolution to Governor David Paterson, Senate Majority Conference Leader John Sampson, Senate Minority
52 Leader Dean Skelos, Assembly Speaker Sheldon Silver, Assembly Majority Leader Ron Canestrari, Assembly
53 Minority Leader Brian Kolb, Senator James Seward (51st District), Senator George Winner (53rd District), Senator
54 Michael Nozzolio (54th District), Assemblywoman Barbara Lifton (125th district), and New York State Department of
55 Environmental Conservation Commissioner Pete Grannis.

56 **SEQR ACTION:** TYPE II-20
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Planning, Development, and Environmental Quality Committee

121 E. Court Street
Ithaca, NY 14850

Meeting: 10/06/10 03:30 PM
Department: Planning Development & Env. Quality Committee
Category: Agreements, Bids, Contracts, Grant
Functional Category

ADOPTED

DOC ID: 2224

RESOLUTION NO.

1 Authorizing 2010 Federal Transit Administration Section 5307 Grant
2 Application for TCAT and Tompkins County

3 WHEREAS, the Secretary of the United States Department of Transportation is authorized to make grants for
4 mass transportation projects pursuant to Section 5307 of Chapter 53, Title 49, of the United States Code, and
5

6 WHEREAS, the County of Tompkins is the Designated Recipient by the Governor of New York State for the
7 Federal Transit Administration (FTA) Section 5307 Urban Formula program, with responsibilities to propose FTA-
8 funded projects to the Ithaca-Tompkins County Transportation Council (I-TCTC) (after coordinating with public
9 transportation providers) and to select projects from the I-TCTC Transportation Improvement Program for inclusion in
10 FTA grants, and
11

12 WHEREAS, the FTA fund sources for the 2010 Section 5307 Grant are as follows:
13

2010 Sec 5307 Urban Formula Allocation	\$1,489,459
NYSDOT Transfer from Sec 5311	\$ 195,700
Total Federal Transit Funds	\$1,685,159

14 , and
15

16 WHEREAS, the County and TCAT agreed to the projects selected for inclusion in the 2010 grant from the I-
17 TCTC's 2007-2012 Transportation Improvement Program, as amended on May 18, 2010, and
18

19 WHEREAS, the County desires to accept a grant of funds from FTA, in the amount of \$12,733,998, to be used
20 for operating assistance, and capital and planning projects for 2010, and
21

22 WHEREAS, the County will receive and use said FTA funds as follows:
23

Project Descriptions	Federal	NYSDOT	TCAT	County	TOTAL
Preventive Maintenance	\$ 1,424,839	\$ 178,105	\$178,105	-	\$,1,781,049
Mobility Management - County	\$ 34,400	\$ 4,300	-	\$ 4,300	\$ 43,000
Program Administration - County	\$ 48,000	\$ 6,000	-	\$ 6,000	\$ 60,000
ADP Hardware and Software	\$ 16,000	\$ 2,000	\$ 2,000	-	\$ 20,000
Shop Equipment	\$ 8,000	\$ 1,000	\$ 1,000		\$ 10,000
Security Equipment	\$ 8,000	\$ 1,000	\$ 1,000		\$ 10,000
Bus Stop Signs	\$ 8,000	\$ 1,000	\$ 1,000		\$ 10,000
Passenger Shelters	\$28,000	\$ 3,500	\$ 3,500		\$ 35,000
Rehab/Renovate TCAT Facility	\$ 38,320	\$ 4,790	\$ 4,790	-	\$ 47,900
Short-Term Transit Planning	\$ 16,000	\$ 2,000	\$ 2,000	-	\$ 20,000
Support Vehicles	\$ 25,600	\$ 3,200	\$ 3,200	-	\$ 32,000
SUBTOTAL CAPITAL & PLANNING PROJECTS	\$ 1,655,159	\$ 206,895	\$ 196,595	\$ 10,300	\$ 2,068,949
Operating Assistance	\$ 30,000	\$ 3,400,000	\$ 7,235,049	-	\$ 10,665,049
TOTAL	\$ 1,685,159	\$ 3,606,895	\$ 7,431,644	\$ 10,300	\$ 12,733,998

24 , now therefore be it
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Resolution 2010-160

Meeting of October 6, 2010

27 RESOLVED, on recommendation of the Planning, Development, and Environmental Quality Committee, That
28 the Tompkins County Legislature authorizes the County Contracts Coordinator to execute and file applications on
29 behalf of the County of Tompkins with the Federal Transit Administration for the 2010 Section 5307 Grant,
30

31 RESOLVED, further, That the grant budget total is \$12,733,998 including Federal, New York State, TCAT
32 and County sources,
33

34 RESOLVED, further, That the County Contracts Coordinator is authorized to sign:
35

- 36 1. Any and all agreements between Tompkins County and the Federal Transit Administration for the Project.
- 37 2. Any and all agreements between Tompkins County and the State of New York for the Project.
- 38 3. Any and all agreements between Tompkins County and TCAT, and any third-party subcontractors
39 necessary to complete the project, if applicable.

40 **SEQR ACTION:** TYPE 11-20
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Planning, Development, and Environmental Quality Committee

121 E. Court Street
Ithaca, NY 14850

Meeting: 10/06/10 03:30 PM
Department: County Administration
Category: Agreements, Bids, Contracts, Grants
Functional Category

ADOPTED

DOC ID: 2233 A

RESOLUTION NO.

Award of Tourism Capital Grants - 2010

WHEREAS, the Tompkins County Tourism Program includes Tourism Capital grants and Tompkins County Area Development (TCAD) administers the Tourism Capital Grants process, which includes designing the application process, reviewing and analyzing the feasibility and economic impact of tourism projects, and providing oversight for tourism projects, and

WHEREAS, funding exists within the Room Tax Occupancy budget for Tourism Capital Grants, and

WHEREAS, TCAD reviewed the following projects with the Strategic Tourism Planning Board (STPB), and the STPB anticipates that the following projects will encourage the development of tourism products and attractions in order to improve community assets, to increase the tourism business in the County, and to increase the income from the Room Occupancy tax, and the following grant award has been reviewed and recommended by the STPB, now therefore be it

RESOLVED, on recommendation of the Planning, Development, and Environmental Quality Committee, That the County Administrator or his designee is authorized to sign all documents related to these projects:

Entity	Project	2009	2010	2011	2012	2013
Cayuga Nature Center	New Entrance and Attractions	\$25,000		\$50,000	\$25,000	
Kitchen Theatre	Bold New Space Renovation		\$25,000	\$25,000	\$25,000	\$25,000
Hangar Theatre	A Hangar for All Seasons Renovation		\$25,000	\$25,000	\$25,000	\$25,000
	TOTAL	\$25,000	\$50,000	\$100,000	\$75,000	\$50,000

SEQR ACTION: TYPE II-20

Explanatory note:

- Each annual award shall be subject to the approval of the Legislature.
- Full application materials are available for review upon request at the office of TCAD.



Planning, Development, and Environmental Quality Committee

121 E. Court Street
Ithaca, NY 14850

Meeting: 10/06/10 03:30 PM
Department: Planning Departmen
Category: Agreements, Bids, Contracts, Grant
Functional Category

ADOPTED

DOC ID: 2226

RESOLUTION NO.

1 **Acceptance of New York State Office of Housing and Community**
2 **Renewal Community Development Block Grant - Homeownership IX**

3 WHEREAS, Tompkins County has been awarded New York State Office of Housing and Community
4 Renewal Community Development Block Grant (CDBG) funds from the United States Department of Housing and
5 Urban Development (HUD) administered by New York State for the purpose of continuing its successful existing
6 home mortgage program for first-time homeowners, and
7

8 WHEREAS, these funds will assist twenty-one families in Tompkins County to become first-time
9 homeowners, now therefore be it

10 RESOLVED, on recommendation of the Planning, Development, and Environmental Quality Committee, That
11 the County hereby accepts New York State Office of Housing and Community Renewal CDBG funds in the amount of
12 \$750,000,
13

14 RESOLVED, further, That the County Administrator, or his designee, be authorized to execute any contracts
15 related to this project.
16

17 **SEQR ACTION: TYPE II-20**
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Development, and Environmental Quality Committee

121 E. Court Street
Ithaca, NY 14850

Meeting: 10/06/10 03:30 PM
Department: Planning Department
Category: Advisory Boards/Committees
Functional Category:

RECOMMENDED

DOC ID: 2232

APPOINTMENT NO. (ID # 2232)

Planning Advisory Board Appointment



Development, and Environmental Quality Committee

121 E. Court Street
Ithaca, NY 14850

Meeting: 10/06/10 03:30 PM
Department: Planning Development & Env. Quality Committee
Category: Reports by Committees, Task Forces, Etc.
Functional Category:

COMPLETED

DOC ID: 2225

REPORT OR DISCUSSION ITEM NO. (ID # 2225)

AFPB Work and Ag District Review in 2011



Development, and Environmental Quality Committee

121 E. Court Street
Ithaca, NY 14850

COMPLETED

Meeting: 10/06/10 03:30 PM
Department: Planning Department
Category: Routine Department/Program Activities
Functional Category:

DOC ID: 2227

REPORT OR DISCUSSION ITEM NO. (ID # 2227)

TCAD Countywide Loan Fund Update

Tompkins County
DEPARTMENT OF PLANNING

121 East Court Street
Ithaca, New York 14850

Edward C. Marx, AICP
Commissioner of Planning

Telephone (607) 274-5560
Fax (607) 274-5578

Memorandum

TO: Planning, Development and Environmental Quality Committee
FROM: Jeanne Leccese, Senior Planner
DATE: September 28, 2010
RE: Tompkins County Area Development Countywide Loan Fund Update

Action Requested

Update to Committee. No action at this time.

Background

Per Resolution 2010-98 the Planning Department is authorized to continue the grant agreement between Tompkins County and Tompkins County Area Development, Inc. for the Tompkins County Area Development Countywide Loan Fund. The resolution states that in the September of each year the Planning Department will provide TCAD with a balance figure for the year based on funds available for that year after consideration of other county community development needs and a review by the Planning, Development, and Environmental Quality Committee.

The current balance of the CDBG Economic Development account is \$145,900. We have \$72,000 committed to Adenius (this is an additional requisition based on their original loan). The minimum amount for a TCAD loan is \$50,000. Therefore, the Planning Department recommends allowing \$145,000 to be made available for the Countywide Loan Fund. This would provide \$73,000 for an additional loan.

Budget Implications

None at this time.

Contact

For additional information, please contact Jeanne Leccese at 274-5560 or jleccese@tompkins-co.org.

Attachment: PDEQ October 2010 RLF Update (2227 : TCAD Countywide Loan Fund Update)



Development, and Environmental Quality Committee

121 E. Court Street
Ithaca, NY 14850

COMPLETED

Meeting: 10/06/10 03:30 PM
Department: Planning Department
Category: Routine Department/Program Activities
Functional Category:

DOC ID: 2230

REPORT OR DISCUSSION ITEM NO. (ID # 2230)

Commissioner's Report

Planning, Development, and Environmental Quality Committee

Special Meeting Minutes

Monday, August 30, 2010 3:00 PM

Scott Heyman Conference Room

Approved 10/6/10

Present: P. Mackesey, Chair, C. Chock, F. Proto, P. Pryor, W. Burbank (arrived 3:23 p.m.)
Staff: J. Mattick, D. Bradac, Workforce Investment/Workforce NY; E. Marx, J. Jurkowich,
Planning; J. Mareane, County Administrator
Legislators: M. Robertson, Chair; P. Stein

Call to Order

Chair Mackesey called the meeting to order at 3:00 p.m.

Review of Impact Assessment Form

Impact Assessment Review

The Committee reviewed the impact assessment forms and asked appropriate questions for the Workforce Investment/Workforce NY and Planning Departments.

Adjournment

On motion the meeting adjourned at 4:25 p.m.

* * * * *

Minutes Acceptance: Minutes of Aug 30, 2010 3:00 PM (Approval of Minutes)

Planning, Development, and Environmental Quality Committee

Regular Meeting Minutes

Wednesday, September 1, 2010 3:30 PM

Scott Heyman Conference Room

APPROVED 10-6-10

Present: P. Mackesey, Chair, W. Burbank, C. Chock, F. Proto, P. Pryor
 Staff: P. Younger, Deputy County Administrator; J. Mareane, County Administrator; J. Jurkowich, J. Leccese, Planning Department; E. Marx, Commissioner of Planning and Public Works; J. Kippola, Administration; M. Lynch, Public Information Officer
 Legislator: M. Robertson, Chair, P. Stein
 Guests: C. Schulte, Water Resources Council; D. Sparrow, Strategic Tourism Planning Board; F. Bonn, Convention and Visitor's Bureau; B. Bossard, Community Arts Partnership; J. McPheeters, Chamber of Commerce

Call to Order

Chair Mackesey called the meeting to order at 3:30 p.m.

Changes to Agenda

The following items were added to the agenda:

- The resolution entitled Supporting Intermunicipal Cell Tower Initiative;
- Appointments to the Planning Advisory Board.

Approval of Minutes

It was MOVED by Mr. Proto, seconded by Mr. Burbank, and unanimously adopted by voice vote, to approve the minutes of August 04, 2010, as amended. MINUTES APPROVED.

Tompkins County Council of Governments

Resolution (DOC ID: 2197): Supporting Intermunicipal Cell Tower Initiative

Ms. Robertson said the resolution is the result of discussions at Tompkins County Council of Governments due to concerns regarding jurisdiction of tower siting and a coordinated approach.

It was MOVED by Mr. Burbank, seconded by Mr. Proto. A discussion followed regarding the study and it was noted it would be open to any municipality. With regard to a future template, a separate contract would be required. This study is to research the law to determine if it is possible to move forward in an intermunicipal manner, recommend preferred sites, sites to avoid, and provide a model ordinance that could be used throughout the County to provide consistency. Thus far the City of Ithaca, Town of Ithaca, Town of Dryden, Village of Lansing, and the Towns of Enfield, and Caroline have expressed interest. The more municipalities that choose to participate in the study the lower the cost will be; the resolution does specify a maximum amount to be paid.

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

WHEREAS, various municipalities in Tompkins County have received applications for permission to construct cellular communication towers within their borders (and, in some cases, on municipal property), and some of these applications have elicited substantial public concern or opposition, and

WHEREAS, at the same time, some municipalities have areas where cell coverage is desired but it is substandard or absent, and

WHEREAS, to date, each municipality has acted on its own, each with their own local ordinances regarding cell towers, and sometimes seeking expert consultation to evaluate an applicant's need or other

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assertions, and

WHEREAS, recognizing their shared interests and concerns, several municipalities have decided, through the Tompkins County Council of Governments (TCCOG), to explore the possible benefits of a more coordinated approach to the issues surrounding cellular communications, and

WHEREAS, the participating municipalities want to learn what the current status is of local jurisdiction in this area, and to determine whether some type of coordinated, intermunicipal approach could enhance their ability to focus cell tower siting at the most appropriate and least disruptive locations, and

WHEREAS, in addition, some participating municipalities may want outside advice on whether their individual ordinances should be revised and updated, and

WHEREAS, the participating municipalities (nine interested TCCOG members) issued an RFP (Request for Proposals) for legal services to advise them on these issues in December 2009, and received four qualified responses, and

WHEREAS, on consideration of these proposals and phone interviews with two of the applicants, the firm of Silverberg Zalantis, Tarrytown, NY, was selected as the preferred vendor for this contract for a total of \$10,250, as follows:

- Presentation - \$750 (flat fee)
- Collaboration feasibility - \$1,500 (flat fee)
- Ordinance template - \$3,000 (estimate)
- Contingency - \$5,000
- Total to be divided among municipalities - \$10,250

, and

WHEREAS, in addition, individual municipalities can decide whether to seek an optional review of their specific ordinance for an estimated \$300-\$500 per municipality, to be arranged directly with Silverberg Zalantis, now therefore be it

RESOLVED, on recommendation of the Planning, Development, and Environmental Quality Committee, That the Tompkins County Legislature recognizes that issues of cellular communications affect all our residents and visitors, and that the coordinated action of multiple municipalities is more efficient and effective than separate and disconnected efforts,

RESOLVED, further, That the County desires to participate in this intermunicipal project to support enhanced cell service with the fewest possible new cell towers at the most appropriate locations,

RESOLVED, further, That the County will contribute up to \$1,500 as a share of this contract, that share depending in the end upon the number of municipalities that agree to share the cost,

RESOLVED, further, That Tompkins County offers to serve as fiscal agent to collect municipal contributions and handle the contract administration, subject to the approval of the participating municipalities.

SEQR ACTION: TYPE II-20

* * * * *

Planning Department

Report or Discussion Item (DOC ID: 2178): Input on Applicant Selection for Water Resources Council

Ms. Schulte, Chair of the Nominating Committee for Water Resources Council, asked Committee members if they had preferences or priorities for candidates to fill vacancies on the Water Resources Council. She anticipates 6-7 vacancies and noted three current members would be recommended for reappointed. Ms. Chock said she would like to see the vacancies widely advertised. Ms. Schulte said the notification has already been made to a broad cross-section of the County, including law firms, developers, municipal planning boards, conservation boards, etc.

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Ms. Chock expressed a desire to have a representative with a perspective of more than our own watershed and another individual with knowledge or interest in the gas drilling impacts. Ms. Pryor said she would like to have a broad demographic representation.

Mr. Proto said the County is limited in the amount of advertising due to the expense. He said by placing the information in the *Ithaca Times* it also reaches the rural communities as well. In addition, there are occasional public service announcements on the local radio. In response to Ms. Pryor’s comment on demographic representation, he said there are seven At-Large seats on the advisory board that could be representatives of various municipalities.

Ms. Schulte said with regard to a representative with experience across watersheds the New York State Department of Environmental Conservation has an ex-officio seat on the advisory board, however, they are not always present. One of their representatives did speak to the advisory board about hydrofracking.

Ms. Mackesey said an issue has been raised about the number of Cornell University staff on any one board; if an issue directly relating Cornell University may adversely affect public perception of decisions.

Ms. Robertson expressed appreciation to Ms. Schulte’s request for input by the Committee.

* * * * *

Resolution (DOC ID: 2081): Endorsing the Tompkins County 2020 Energy Strategy

Mr. Marx reported he met with Mr. Proto and the Tompkins Consolidated Area Transit staff to address their concerns with the strategy recommendations. Following the meeting, some items were amended to address the concerns and were noted on the sheet provided. During the discussion that followed, it was noted the strategy would require \$1- to \$2-million to begin implementation. It was further noted that the recommended guidelines could be amended as the strategy progresses.

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

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

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RESOLVED, on recommendation of the Planning, Development and Environmental Quality Committee, That the Tompkins County Legislature, endorses the Tompkins County 2020 Energy Strategy, dated August 20, 2010.

SEQR ACTION: TYPE II-20

Guidelines for Capital Reserve Fund for Natural, Scenic and Recreational Resource Protection (DOC ID: 2177)

Mr. Marx explained when the program was initially set up interim guidelines were developed. Now the work is complete and it is appropriate to approve final guidelines for the program. He reviewed the amendments relating to work that is already complete, reflects the result of two items not completed, and that it now includes both natural and agricultural lands.

In response to Mr. Burbank’s question on the level of funds in the Capital Reserve, Mr. Marx said there is approximately \$21,000. The funds come from various sources including the sale of County property to State Parks and the Planning Department rollover funds.

Mr. Proto asked what the role is between the Agricultural and Farmland Protection Board (AFPB) and the Planning Department with regard to this program. He was informed there is a member from AFPB on the Board and that the Board is overseen by the Planning Advisory Board.

In response to Ms. Chock’s question, Mr. Marx said there are some eligible locations within the City of Ithaca.

Mr. Proto expressed concern that when items involving agriculture are involved perhaps a delay in action should take place to allow the Agricultural and Farmland Protection Board adequate time to review and respond. In addition, he noted that often guidelines become rules and he is concerned that this does not happen. Ms. Chock said she does not believe obligations for review should be placed upon one advisory board by another; if a concern exists the party should attend the meeting. In response to Ms. Pryor’s question, it was noted Monika Roth is the AFPB representative.

RESULT:	COMMITTEE APPROVED ACCEPTANCE [4 TO 1]
MOVER:	Pat Pryor, Member
SECONDER:	Will Burbank, Member
AYES:	Pamela Mackesey, Will Burbank, Carol Chock, Pat Pryor
NAYS:	Frank Proto

Appointment (DOC ID: 2196): Planning Advisory Board

Mr. Marx said recommendations to this advisory board are made by the Commissioner of Planning and Public Works.

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

Planning Advisory Board

David Kay – Urban Local Planning representative – term to expire December 31, 2010
Kathleen Schlather – Human Services representative – term to expire December 31, 2012

Commissioner’s Report

Mr. Marx expressed his appreciation to Ms. Jurkowich and Ms. Leccese for completion of the Sustainable Regional Planning Grant application. He noted the County’s Strategy Plan contains approximately ninety percent of what is sought in the grant. The grant application would be to: (1) to complete the three missing elements from Tompkins County’s Regional Plan for Sustainable Development, locally known as the *Tompkins County Comprehensive Plan*; (2) to support and advance the development of livable communities, known locally as development focus areas; and (3) to develop a detailed plan for meeting the region’s long-term energy goals. To achieve the first goal requires development of a Fair Housing Plan, Economic Development Scenario Plans, and a Climate Change Adaptation Plan. To achieve the second goal requires development of Design Studies in the County’s development focus areas and related analysis of the impacts of that development. To achieve the third goal requires the preparation of an Energy Road Map. It was noted this is a national competition.

Mr. Proto requested a copy of the application information. He also asked if the application would have any potential policy decisions attached to it and was informed it does not.

Strategic Tourism Planning Board

Resolution (DOC ID: 2181): Award of Tourism Capital Grant

Ms. Kippola reviewed information provided to the Committee. Ms. Chock said the language requiring “completion of all requirements outlined in the review process and the grant agreement” was because the administrator for the capital grants program is out of the county and will be back next week. The administrator needs to sign documentation and the language provides the ability to move forward until that time. The capital funds can be no more than 1/3 of the total budget. In response to Mr. Proto’s question about the total amount of the Finger Lakes Wine Center and what portion the Strategic Tourism Planning Board (STPB) is providing, Ms. Kippola verified the total cost is \$884,000 and the portion from STPB is \$209,370.

Mr. Burbank asked what happens if funding is not received from other outside sources. Mr. Sparrow said the organization is waiting for funds from New York State, however, through the private sector capital campaign funds are in hand to complete construction. When funding from New York State is received it would be used in other areas. Ms. Pryor is very happy to see the project coming to fruition after 8.5 years. Ms. Chock expressed appreciation to everyone who has worked to bring the wine center to the area. Mr. Sparrow also expressed appreciation for the County support of this project.

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

WHEREAS, the Tompkins County Tourism Program includes Tourism Capital grants and Tompkins County Area Development (TCAD) administers the Tourism Capital Grants process, which includes designing the application process, reviewing and analyzing the feasibility and economic impact of tourism projects, and providing oversight for tourism projects, and

WHEREAS, the Tourism Capital Grants Committee recommended according to its competitive process that the Finger Lakes Wine Center be selected for grants over a three year period, and

WHEREAS, funding exists within the Room Tax Occupancy budget for Tourism Capital Grants, and

WHEREAS, TCAD reviewed the following project with the Strategic Tourism Planning Board (STPB), and the STPB anticipates that the following project will encourage the development of tourism products and attractions in order to improve community assets, to increase the tourism business in the County, and to increase the income from the Room Occupancy tax, and the following grant awards have been reviewed and recommended by the STPB, now therefore be it

RESOLVED, on recommendation of the Planning, Development, and Environmental Quality Committee, That the County Administrator or his designee is authorized to sign all documents related to this project, upon completion of all requirements outlined in the review process and the grant agreement:

Entity		Project	
Finger Lakes Wine Center		Center's location development	
2007	2008	2010	TOTAL
\$50,000	\$60,000	\$50,000	\$160,000

SEQR ACTION: TYPE II-20

* * * * *

Resolution (DOC ID: 2175): Approval of Contract for Arts and Culture Development – State Theatre, Inc.

Ms. Chock said now that the Community Arts Partnership (CAP) has worked out the ticketing issue the project can now move forward. Mr. Proto said the Theatre has been provided close to \$180,000 and asked if it is on target for the work, and asked what guidelines were in place for the project. Mr. Bossard said he could only speak about the program since 2007 when he became involved. The guidelines were instituted in 2009 and are different than when Historic Ithaca was involved during 2004-2008.

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

WHEREAS, Community Arts Partnership (CAP) recognizes that the local arts and cultural community is a valuable and unique asset, and that a need exists to harness the power of the arts to develop tourism growth, and if strategically managed, that would stabilize and develop these assets to better serve tourists through well-planned marketing efforts, and

WHEREAS, CAP was appointed to create a comprehensive arts marketing plan and develop and implement a plan for financial and operational development and capacity building of arts and cultural

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entities, and

WHEREAS, the arts and cultural community could better position itself in the marketplace to attract more visitors to and enhance visitors' stay in Tompkins County, thus generating more dollars into the local economy, and

WHEREAS, funding exists within the Room Tax Occupancy (Tourism Program) budget for the Arts and Cultural Organization Development Program, now therefore be it

RESOLVED, on recommendation of the Planning, Development, and Environmental Quality Committee, with the advice of the Strategic Tourism Planning Board, That the following Arts and Cultural Organization Stabilization Grant be awarded in 2010:

	2004	2005	2006	2007	2008	2009	2010
State Theatre, Inc.	30,000	30,000	30,000	30,000	37,000	16,000	17,000

RESOLVED, further, That the County Administrator or his designee is authorized to sign any agreements with the recipient and CAP pertaining to this program.

SEQR TYPE: TYPE II-20

* * * * *

2011 Tourism Program Budget (DOC ID: 2176)

Mr. Mareane reviewed the revised budget information and noted known reserves for 2011 are included. In addition, program funding has been broken out from administrative costs. He specified funds have been set aside to provide an accountant to assist with program review. Ms. Chock suggested a review of the last two pages that contain the fifteen programs operated with specific guidelines through the Strategic Tourism Planning Board. There is still the 60/40 percent (marketing/product development) split that has been in place for many years. Mr. Sparrow said more support has been recommended for new tourism initiatives to avoid reduction of support in other areas.

Mr. Mareane said the budget supports the new position by use of \$85,000 in room tax funds, which would be supplemented by room tax administrative funds coming to the County that is then allocated to the appropriate departments. In response to Mr. Proto's question about the funds set aside in previous budgets for this position, Mr. Mareane said the unused funds would be placed in the Tourism reserve account.

RESULT:	COMMITTEE APPROVED [UNANIMOUS]
MOVER:	Frank Proto, Member
SECONDER:	Pat Pryor, Member
AYES:	Mackesey, Burbank, Chock, Proto, Pryor

* * * * *

Tompkins County Area Development

Report or Discussion Item (DOC ID: 2180): Tompkins County Area Development Update

Mr. Stamm provided a detailed report of the history and work completed by Tompkins County Area Development, (TCAD) a 501(c)6 private not-for-profit development corporation founded in 1964. The Board of Directors are a very diverse mix of public and private leaders and the Chamber of Commerce President. The funding is unique compared to other development corporations with 1/3 coming from membership, 1/3 coming from government, and 1/3 coming from fees until several years ago. When the staff increased by 2 FTE to cover the Economic Development Strategy and Empire Zone

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the funding stream changed to 20 percent members, 6 percent government, and 70 percent fee based, relying on the funding balance for the difference. It would have been preferred to maintain the County funding, but due to TCAD's higher fund balance the reduction was possible to assist during difficult County budgets. Mr. Stamm said the Chair of the Legislature at that time and subsequently stated if fee-based income declines the County would step back in. The present fee-based income combined with the new Tompkins County Development Corporation should be sufficient to carry the corporation several more years. He stressed the importance of having the funding diverse between local government, employers, and creating fees to assist in operating Tompkins County Area Development.

With regard to strategies, Mr. Stamm said unlike many other development corporation the focus is on businesses that sell a product or service to customers outside of the County, not offering incentives to big-box retailers. He noted every big-box retailer sought incentives and were declined. The focus is on companies that do not compete with other companies and create quality employment opportunities. Experience has found that most new, quality jobs will come from existing companies that are already here or from existing entrepreneurs trying to start companies. There are many high-tech companies starting up within the County that will be sustainable. When speaking to interested companies, discussions include access to technology, access to workforce, whether the CEO and management teams are committed to the Ithaca area, and the last thing discussed is incentives.

In response to Mr. Proto's question about manufacturing businesses, Mr. Stamm said there was a great deal of work to keep Borg Warner in the area; the likelihood of attracting another large manufacturer approaches zero. The cost of doing business in New York State combined with the cost of real estate in the County could not compete with other areas. Mr. Proto then asked if a regional approach has taken place with other counties. Mr. Stamm said he speaks to companies who are seeking a building or property and works with them. He spoke to Borg Warner when they were looking for a building for the Powdered Metal Division; Tompkins County did not have one, however, Cortland County was able to work with them and find a suitable location. Mr. Stamm said most of the economic development agencies in the region work cooperatively to assist companies interested in relocating to the area.

Mr. Stamm spoke of the development of programs, initiatives, and projects, noting he maintains contact with businesses to determine what is needed. He provided examples of a number of projects for both larger companies and local entrepreneurs.

When determining performance of those receiving incentives one area reviewed is to look at the value of the resources, wages, benefits, in-house training, advancement opportunities, gender/racial mix, and if employees are Tompkins County residents. Results are tracked on an annual basis and will be available online shortly. Mr. Stamm said in order to provide good jobs to local residents TCAD works to match the supply of jobs with the demand.

With regard to future challenges, Mr. Stamm said Cornell University is moving ahead with regard to tech-transfer, utilizing technology developed by professors in practical applications outside of the university. He is also working to see about having early stage capital fund. With regard to workforce concerns, work needs to be done to retain young adults, find placement for displaced workers, determine how to place older workers, and the State business climate. He explained energy costs within the state are three times higher than other states; the State's economic development programs are dysfunctional in comparison to Pennsylvania. Mr. Proto said the high cost of energy may be due to the additional fees charged on energy bills. Mr. Stamm believes it could be due to inefficiencies of utilities and the grid. Ms. Mackesey suggested that if assistance is given to companies as tax credits perhaps incentives for use of alternative sources of energy may help. Mr. Stamm noted NYSERDA has funding available, however, companies cannot directly seek assistance from them.

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In response to Ms. Chock’s question on housing, Mr. Stamm said the economic development strategy identified housing, workforce, and unique community centers. The corporation is involved in various aspects of housing though economic development incentives there have been housing development in the City, completing the water and sewer study that will assist in identifying areas for housing, and having staff work on housing fund oversight. He also noted there is a private sector housing individual on the Board.

Mr. Stamm said there is another drive on the State regarding rules and regulations. Many organizations deal with environmental and labor regulations and although the regulations are not bad they are administered with inconsistency.

In response to Mr. Burbank’s question about transparency and accessibility of their corporation, Mr. Stamm said municipal representatives are on the Board. He noted that although the Board meetings are not open to the public due to the nature of discussions, TCAD does seek public input on projects.

Ms. Mackesey said that as a result of the detailed report it would not be necessary to review the impact statement form submitted to the Administration.

* * * * *

Adjournment

On motion, the meeting adjourned at 5:24 p.m.

Respectfully submitted by Karen Fuller, Deputy Clerk

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Planning, Development, and Environmental Quality Committee

Regular Meeting Minutes

Wednesday, August 4, 2010 3:30 PM

Scott Heyman Conference Room

Approved 9/1/10

Present: C. Chock, Vice Chair; F. Proto; W. Burbank; P. Pryor; P. Mackesey, Chair (arrived 4:13 p.m.)

Staff: J. Mareane, County Administrator; E. Marx, Commissioner of Planning and Public Works; S. Doyle, K. Borgella, K. Wilsea, J. Lacesse, Planning Department; J. Kippola, Administration; K. Fuller, Deputy Clerk; C. Schulte, Water Resources Council

Legislator: M. Robertson, Chair

Guests: Cindy Kimble, Finger Lakes Tourism Alliance; Scott Wiggins, David Sparrow, Strategic Tourism Planning Board; J. McPheeters, Chamber of Commerce; Fred Bonn, Convention and Visitors Bureau; Brett Bossard, Community Arts Partnership, Dr. Scott Niven

Call to Order

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

Changes to Agenda

Ms. Chock reordered the agenda to allow Ms. Mackesey to be present during items of interest.

Approval of Minutes

It was MOVED by Ms. Pryor, seconded by Mr. Proto, and unanimously adopted by voice vote by members present, to accept the minutes of July 07, 2010, as presented. MINUTES APPROVED.

Strategic Tourism Planning Board

Finger Lakes Tourism Alliance

Ms. Kimble, President of the Finger Lakes Tourism Alliance, provided a brief history of the agency, key achievements, and proposed amendments to the investment structure and appointment of Board of Director members. She noted the agency has been in operation for 91 years and is considered one of the oldest regional tourism promotion agencies in the nation. The Alliance is made up of 14 counties and covers 9,000 square miles in the Central New York area, making it the largest region in New York State. In 2009 the Finger Lakes Region was the second best performing region in the State and brought in \$2.5 billion to the area. Ms. Kimble reviewed the key achievements for 2009 and to date in 2010. The amendments to the investment structure would make all entities as partners in the Alliance and allow flexibility in determining the level of participation and service desired. With regard to Board of Director membership, Ms. Kimble said that previously County Legislatures appointed members, with some members not familiar with the tourism industry. Having the ability to ask local tourism promotion agencies to nominate an individual for the Board of Directors will assist in maintaining the right balance of industry representation.

In response to the Committees concern regarding the appointment process, Mr. Bonn said he would work closely with the County in the process. The Committee requested a review of the current appointment process and will revisit it at a future meeting.

Convention and Visitors Bureau (CVB) Quarterly Report

Mr. Bonn reported on the impact of tourism in Tompkins County. He is continuing to work with New York State tourism leaders and speaking with State legislative representatives regarding the importance of maintaining the State Matching Funds program, however, it is unclear what the outcome will be. The Hospitality Star Program that focuses on customer service training and familiarization of

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local points of interest has been a very successful collaboration between CVB, Tompkins Cortland Community College, and Workforce New York. Although the tourism industry has not fully recovered to its pre-recession level, the June figures show the trend is continuing to grow.

Chmura Economics and Analytics Profile of Visitors

Members received a written report providing visitor profile information for a one-year period. The survey included the following components: twelve month Intercept Survey; Household Survey completed in January/February 2009; Student Survey completed in April/May 2009; Innkeeper Survey completed Spring 2009; and Visitors Bureau Survey completed April through November 2009. Mr. Bonn noted the information confirmed perceptions that tourism efforts in the County are effective. The report outlines the demographics of the 843,000 visitors in 2009, including the lodging, where they are from, ages, reason for visit, places visited, and satisfaction levels. Mr. Bonn noted the high level of satisfaction in visits indicates a potential return to the area within 2 to 5 years and that the entire community adds to the good experience.

Ms. Chock spoke of Strategic Tourism Planning Board having a two-hour presentation of the Chmura Report with a great deal of detail provided. The full report can be seen at <http://www.visitithaca.com/media-services.html>. It will be a valuable tool to business partners for planning purposes, especially the private sector. Mr. Bonn said the 2011 marketing efforts will take into account information from this report.

Mr. Bonn said the spending patterns that had been down 11.4 percent, during a down year are returning to more normal spend patterns. In response to a question about whether other Finger Lakes Tourism Alliances have a similar report, he said some counties have expressed interest but there is none at this time. He noted the cost for this report was \$60,000.

In response to Mr. Burbank's question about any weaknesses or gaps in service, Mr. Bonn said although there were some comments about the Commons area, on the whole visitors felt they received value for the money spent. The report will provide the opportunity to refine the industry and strategic plans.

Resolution: Budget Adjustments - Tourism Program (DOC ID: 2130)

Ms. Kippola provided the members with a revised resolution. Ms. Kippola explained Room Tax revenues that exceed expenses are placed in the Room Tax Fund Balance, which can only be used for tourism promotion and tourism related activities. The Strategic Tourism Planning Board (STPB) has decided to utilize some of the funds within the 2010 budget due to an increased demand in festival applications. The Community Arts Partnership (CAP) request is to assist the State Theatre selling tickets at the County Ticketing Center. Mr. Bossard said clients (the organizations providing the box office services) pay into the operation of the ticket center through fees based on the number of tickets sales, with the majority of revenue through customer fees at the time of purchase. For the current year, due to the transition period of installation of new software that will allow the State Theatre to sell tickets at the Ticket Center there is a small gap in funding that would normally come from each client organization. The grant will bridge the gap. There will be one ticket unit with CAP either subcontracting or using their staff; a ticket outlet will still be operated at the State Theatre.

It was noted the revised resolution was to remove the Finger Lakes Wine Center capital grant, which did not qualify for this program. The STPB has supported this effort for almost ten years and would like to assist in its completion. The request will be taken back and reviewed to determine the appropriate grant program. The Festival coordination strategic plan is expected to be completed by the end of the year.

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RESULT: RECOMMENDED [UNANIMOUS]
MOVER: Frank Proto, Member
SECONDER: Pamela Mackesey, Chair
AYES: Mackesey, Burbank, Chock, Proto, Pryor

WHEREAS, pursuant to Administrative Manual Policy 05-02, budget adjustments exceeding \$5,000 require Legislative approval, now therefore be it

RESOLVED, on recommendation of the Planning, Development, and Environmental Quality Committee, That the Director of Finance be directed to make the following budget adjustments on the County's books:

SOURCE:	A908	Room Tax Fund Balance	\$88,000
APPROPRIATION:	6475.54400	Program Expense - Festivals Outreach	\$10,000
	6475.54621	Community Arts Partnership	\$ 8,000
	6475.54625	Tourism Capital Grants	\$10,000
	6475.54626	Tourism Marketing & Advert Grants.	\$15,000
	6475.54628	New Tourism Initiative Grants	\$30,000
	6475.54632	Tompkins County Chamber- Convention & Visitors Bureau	\$15,000

RESOLVED, further, That the County Administrator or his designee is authorized to sign all contracts and documents related to the non-grant appropriations.

SEQR ACTION: TYPE II-20

EXPLANATION:

- **Festivals Outreach:** Expand festival coordination outreach efforts, create long-term strategic plan to efficiently respond to Tourism Program festival grant requests
- **Community Arts Partnership:** CAP operates County's Ticket Center, and must recover costs as the State Theatre moves toward selling tickets at the Ticket Center
- **Grants:** Anticipated demand for Fall 2010 grant round
- **Tompkins County Chamber/CVB:** Increase 2010 marketing campaign to attract more overnight visitors

Resolution (DOC ID: 2145): Accepting the County Administrator's Report Regarding Strengthening the County's Tourism Efforts and Authorizing a Senior Planner Position Within the Tompkins County Planning Department to Support the Strategic Tourism Planning Board and Coordinate the County's Tourism Activities

Mr. Mareane reviewed his report and recommendation regarding the proposed position, funded through Room Tax funds. The report confirmed the need for the position and details concerning duties and placement for the position, which was determined to be a Senior Planner housed in the Planning Department. It also indicated there is no need to fundamentally overhaul the current relationship between the County, Strategic Tourism Planning Board (STPB), and Convention and Visitors Bureau (CVB). The financial accountability concerns expressed can be resolved through plain language planning to make it easier to understand, and there should not be any reallocation of revenues until the tax revenues are returned to their pre-recession levels. Mr. Mareane recommended that a review of the position take place after a two-year period to determine its effectiveness.

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A brief discussion followed with Committee members expressing differing opinions about whether to specify the position would exist only as long as it is supported through Room Tax funds. Mr. Marx said that the Planning Department could not absorb the additional position within his budget and he would prefer to have the resolution specify it is supported through Room Tax.

It was MOVED by Ms. Pryor, seconded by Mr. Proto, to amend the resolution to add the following language: "RESOLVED, further, That if is the expectation that as long as the position exists, it shall be funded solely by Room Tax funds." A voice vote on the amendment resulted as follows: Ayes – 4 (Legislators Chock, Mackesey, Proto, and Pryor); Noes – 1 (Legislator Burbank). AMENDMENT APPROVED.

It was noted the position would have an estimated annual expense of \$90,000 to \$100,000. Mr. Proto questioned whether the chosen position of Senior Planner would appropriately describe the work to be completed. He recalled a previous job description for this position and noted the local law regarding the Room Tax specifies what the funds may be used for. Ms. Chock reviewed the job description and believes it would fit the original description and need. Mr. Mareane said there is limited use of the Room Tax funds by law and that it must be used for tourism. To amend the position description or title would require Civil Service action. In response to Mr. Proto's question of how STPB felt about the recommendation, Ms. Chock and Mr. Sparrow indicated they were extremely favorable.

RESULT:	RECOMMENDED [4 TO 1]
MOVER:	Pamela Mackesey, Chair
SECONDER:	Carol Chock, Member
AYES:	Pamela Mackesey, Will Burbank, Carol Chock, Pat Pryor
NAYS:	Frank Proto

WHEREAS, Tompkins County levies a Hotel Room Occupancy Tax ("Room Tax") to provide the means to enhance the local economy through the promotion of tourist activities, conventions, trade shows, special events and other directly related and supporting activities, and

WHEREAS, the County created the Advisory Board on Tourism Development in 1989 and subsequently restructured that Board to create the Strategic Tourism Planning Board (STPB) in 1998 to identify, develop, and promote arts, cultural and tourism opportunities; improve the connection among tourism and visitor service providers; improve the efficiency of visitor services delivery and program development; and advise the Tompkins County Legislature on the distribution of Room Tax revenue for both "product" and marketing activities, based on adopted short- and long-term tourism development strategies, and

WHEREAS, the role of the STPB has grown alongside the growth in Room Tax revenue, with the Board now responsible for all "Product Development" activities, which account for 40% of all Room Tax revenue net of administrative costs, and also for tourism marketing activities other than those undertaken by the Convention and Visitors Bureau, and

WHEREAS, although the STPB has fulfilled its mission with great skill and vision, it has relied largely on a dedicated volunteer board for tasks normally and more appropriately assigned to professional staff, and

WHEREAS, recognizing that its administrative responsibilities were limiting its ability to fully realize the more strategic elements of its mission, the STPB requested the County consider how to provide professional staff assistance and allocated \$100,000 to support the cost of such assistance in each of its last two budgets, and

WHEREAS, in responding to the STPB's request and also in seeking stronger accountability over the spending of Room Tax funds, the Legislature's Planning, Development, and Environmental Quality Committee asked the County Administrator to exercise his powers under Chapter 150 of the County Code governing the Room Tax to assess the needs of the County's tourism program and make

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recommendations to the Legislature, and

WHEREAS, after undertaking a review that included discussions with STPB members and other stakeholders, the County Administrator has issued a report that shall be made a part of this record. The report found the responsibilities of the STBP and its members exceed what can reasonably be expected of a volunteer advisory board and recommends the hiring of a professional staff person to assume the administrative burdens now carried by the Board, allowing the Board to focus on more strategic issues and opportunities, and

WHEREAS, the County Administrator's report enumerates the several recommended duties of the staff person, including but not limited to facilitating the development of a five-year (2011-15) strategic tourism plan, exploring new sources of funding, generating and pursuing ideas about new initiatives to increase tourism activity, evaluating the effectiveness of existing programs to ensure these activities are resulting in the highest return on the County's Room Tax dollar, managing product development contracts for grant compliance, reviewing budgets and reports, and serving as a single point of contact for all Room Tax -related matters, and

WHEREAS, the County Administrator has recommended the position be placed in the Department of Planning in the title of Senior Planner and made accountable to the Commissioner of Planning, who shall direct the work activities of the staff person and ensure the continued involvement of the STPB in the development and oversight of the County's tourism programs, and

WHEREAS, the position and related supervisory costs will be fully supported by Room Tax revenues allocated for this purpose, and

WHEREAS, the County Administrator has recommended that an objective performance evaluation of this initiative be undertaken two years after its commencement to determine whether the anticipated benefits of adding a professional staff person have been realized; now therefore be it

RESOLVED, on recommendation of the Planning, Development and Environmental Quality and the Budget and Capital Committees, That the Tompkins County Legislature accepts the findings and recommendations of the County Administrator's report and authorizes the designation of a position at the level of Senior Planner within the Planning Department, funded by Room Tax revenue, to support and coordinate the County's tourism program,

RESOLVED, further, That if is the expectation that as long as the position exists, it shall be funded solely by Room Tax funds,

RESOLVED, further, That funding for this position and related expenses for the balance of 2010 shall be provided through a budget adjustment as follows:

From:	Room Tax Account	6475.54400	Program Expense	\$25,000
To:	Planning Department Account	8020.51000609	Senior Planner	\$19,575
	Planning Department Account	8020.58800	Fringes	\$ 5,425

SEQR ACTION: TYPE II-20

Resolution (DOC ID: 2134): Funding of Community Celebrations Grants

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

WHEREAS, Tompkins County has a grant program for community celebrations using funds drawn entirely from Room Occupancy Tax, and

WHEREAS, Tompkins County has reviewed grant applications for recommendation to the Tompkins County Legislature through the Planning, Development, and Environmental Quality Committee with the advice of the Strategic Tourism Planning Board, now therefore be it

RESOLVED, on recommendation of the Planning, Development, and Environmental Quality

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Committee, That the following grants are approved:

Town of Lansing	2010 Lansing Harbor Fest	\$1,200
Town of Ithaca	Rededication of Veterans' Cemetery	\$ 300

RESOLVED, further, That the County Administrator or designee shall be authorized to sign any documents related to the aforementioned projects.

SEQR ACTION: TYPE II-20

* * * * *

Planning Department

Resolution (DOC ID: 2081): Endorsing the Tompkins County 2020 Energy Strategy

Ms. Borgella said the Committees suggested revisions to the document have been completed. Mr. Proto expressed concern that the energy strategy component, if implemented, would cost \$4.1 million dollars over the next ten years. Although some of the funding may come from the Federal or State governments he feels some pieces of the strategy cause concern. He also noted that at the Planning Advisory Board it was stated implementation of the component would require aggressive work.

Mr. Proto said as Chairman of Tompkins Consolidated Area Transit (TCAT) he is concerned about the items listed in Section 5, particularly the expansion of the Way-to-Go program. He said discussions are ongoing about how to more economically run the program and also about the 211 program. He also said some individuals are not comfortable with all the strategies such as one north/south and one east/west major bike/hiking boulevards. It appears this piece came from ITCTC plus work done by one or two individuals. The transportation piece has far-reaching implications and said TCAT has the major transportation responsibility in the county. If the energy strategy is recommended it puts the County on a path with funding implications that, at this time when facing financial difficulties, causes apprehension. He would like to be certain Mr. Mareane has a chance to review the document and respond on the financial implications.

Ms. Mackesey asked how the information for the transportation portion was obtained. Ms. Borgella said work was done primarily with ITCTC and using their long-range transportation plan.

Ms. Pryor would like to see the plan move forward. She sees the strategy as a supporting document for grant opportunities for its various sections. Although she is sensitive to the fiscal implications and recognizes that if accepted it would then move to implementation, she would also like to have Mr. Mareane review the document.

Commissioner Marx agreed to meet with Tompkins Consolidated Area Transit (TCAT) staff to review their concerns.

It was MOVED by Ms. Pryor, seconded by Mr. Proto, to table the resolution to the next meeting. Ms. Chock said the resolution notes there are no immediate financial implications and that to implement action would require a vote; if it was not feasible at that time Legislators could vote against action. Mr. Marx said the document provides a road map of what would be required to achieve the stated goal. It does not say all action should be at the County's expense and funds would be sought through grants and collaborative efforts. He noted he has not heard of any concerns from Mr. Mareane who is aware of the strategy and that today was the first he heard of these concerns from members of the Committee.

A voice vote on the motion to table the resolution resulted as follows: Ayes – 2 (Legislators Proto and Pryor); Noes – 3 (Legislators Burbank, Chock, and Mackesey). MOTION FAILED.

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Mr. Proto will not support the resolution due to his concerns on the transportation portion of the document and the desire to speak to staff at ITCTC and the TCAT Board.

Ms. Chock said the document would be used as a strategy as pointed out by Mr. Marx.

Ms. Pryor is reluctant to vote against the strategy and asked if it is possible to delay action to allow Mr. Proto’s questions and concerns to be addressed. Mr. Marx said he would like to have it move forward to pursue funding for the segments as well as have it a supportive document for grant applications.

By consensus, the resolution was withdrawn from the agenda at this time. Mr. Marx noted the document strengthens what TCAT is attempting to do. RESOLUTION WITHDRAWN.

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 July 20, 2010.

SEQR ACTION: TYPE II-20

Resolution (DOC ID: 2143): Making a Negative Declaration of Environmental Significance in Relation to Resolution No. of 2010: Authorizing a Contract with the Tompkins County Soil and Water Conservation District to Implement Flood Hazard Mitigation Program Projects

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

WHEREAS, in Resolution No. of 2010, the Tompkins County Legislature would authorize the County Administrator or his designee to execute a contract with the Tompkins County Soil and Water District to implement projects identified through the Flood Hazard Mitigation Program, and would also be authorized to execute other agreement necessary for the County to implement, monitor and protect the projects funded through this program, and

WHEREAS, the Tompkins County Legislature has reviewed and accepted as adequate an

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Environmental Assessment Form with respect to that 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 County Legislature hereby makes a negative declaration of environmental significance in regard to Resolution No. ___ of 2010.

SEQR ACTION: Unlisted

(Short EAFs on file in the office of the Clerk of the Legislature)

* * * * *

Resolution (DOC ID: 2141): Authorizing a Contract with the Tompkins County Soil and Water Conservation District to Implement Flood Hazard Mitigation Program Projects

Mr. Doyle noted the applications went through the technical committee review process. The resolution will cover seven projects in four watersheds and seven jurisdictions. Mr. Doyle is seeking three actions associated with the projects: (1) recommendation of the negative declaration resolution; (2) recommendation of the resolution authorizing the contract with Soil and Water Conservation District; and (3) authorization to use \$12,000 from the 2009 funds for a project identified on Taughannock Creek to complete the watershed assessment.

Mr. Proto believes there needs to be a discussion regarding the selection process for projects by the technical committee. The three-week timeline of notification to municipalities and the deadline given does not provide an opportunity for the public to weigh in. Mr. Doyle said this is the last year for the designated funding. The technical committee is reviewing the program and will be presenting a report in the near future.

Mr. Proto spoke of removing the proposed Fall Creek Agricultural Buffer project, noting that since it was recommended the individual who is purchasing the property has decided to seek the Federal and State funding available through the Conservation Reserve Program. Mr. Doyle disagreed and felt since it is a large area there could be benefits from both programs, therefore, should be included pending additional review. A discussion followed, with Mr. Proto stating the landowner would not have to sign an agreement and have additional benefits such as fencing if he chose the Conservation Reserve Program. Mr. Doyle said there are opportunities that both programs would be beneficial, particularly due to the size of the area and noted the County could not do any work without the landowner's approval.

In response to Ms. Chock's questions, Mr. Doyle said the resolution does not obligate the County for any 2011 funds, and all but one town has had the County complete flood hazard mitigation projects.

It was MOVED by Mr. Proto to remove the Fall Creek Agricultural Buffer Extension from the approved project listing. FAILED FOR LACK OF A SECOND. Mr. Proto is expressed disappointment the County is considering spending funds when there are Federal funds available to do a more extensive project on this property.

It was noted that the East Enfield Creek at Upper Treman Buffer project may include the removal of two mobile homes.

Mr. Burbank was excused at this time (5:35 p.m.).

Ms. Mackesey asked for clarification on the Fall Creek Agricultural Buffer; Mr. Doyle said there would be a review of the project and a determination what would best complete the mitigation work. If it is not necessary for the County to supplement the Conservation Reserve Program the project would be removed. He also explained the County would have a permanent maintenance agreement that would be

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associated with the property. Mr. Proto said there should be conversations with Soil and Water Conservation staff about the Conservation Reserve Program and it being a more suitable program. Mr. Marx said Mr. Schutt is on the technical committee that approved the project and had not brought up the possibility of the Conservation Reserve Program until this time.

Ms. Chock clarified approval of the resolution authorizes moving forward on the projects, however, if there is new information that changes how the project should be handled it could be removed.

Mr. Proto again stressed the need to have additional public outreach about the projects.

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

WHEREAS, the Tompkins County Legislature re-established the Flood Hazard Mitigation Program in 2006, and

WHEREAS, the Tompkins County Legislature provided funding for the Flood Hazard Mitigation Program in the amount of \$25,000 in 2010, and

WHEREAS, the Technical Committee for the Flood Hazard Mitigation Program has identified several projects to be funded through the Flood Hazard Mitigation Program, and

WHEREAS, the Tompkins County Soil and Water Conservation District is prepared to undertake the projects identified by the Technical Committee, and

WHEREAS, the projects identified for implementation will be protected through the use of a Riparian Buffer Protection Agreement where appropriate, and

WHEREAS, the Tompkins County Legislature has reviewed and accepted as adequate Environmental Assessment Forms with respect to these projects, now therefore be it

RESOLVED, on recommendation of the Planning, Development, and Environmental Quality Committee, That the County Administrator or his designee be authorized to execute a contract with the Tompkins County Soil and Water District, in an amount not to exceed \$25,000,

RESOLVED, further, that the County Administrator or his designee is also authorized to execute other agreements necessary for the County to implement, monitor and protect the projects funded by the Flood Hazard Mitigation Program.

SEQR ACTION: Unlisted
(Short EAFs on file in the office of the Clerk of the Legislature)

Authorization to Spend 2009 Funding

It was MOVED by Mr. Proto, seconded by Ms. Mackesey, and unanimously adopted by voice vote by members present, to authorize spending \$12,000 of the 2009 funding to complete the Taughannock Creek Watershed Assessment. MOTION CARRIED.

Resolution (DOC ID: 2138): Amending Membership of the Water Resources Council

Mr. Proto said Ms. Schulte is a member of the Water Resources Council nominating committee. Extensive work went into reviewing the history regarding the seat and the consistent vacancy.

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RESULT:	RECOMMENDED [UNANIMOUS]
MOVER:	Frank Proto, Member
SECONDER:	Pamela Mackesey, Chair
AYES:	Pamela Mackesey, Carol Chock, Frank Proto, Pat Pryor
EXCUSED:	Will Burbank

WHEREAS, the Tompkins County Water Resources Council (WRC) was established by Resolution No. 181 of 1997, and the membership of the WRC was restructured by Resolution No. 57 of 2000 which created nineteen voting members, including an Economic Development seat, and

WHEREAS, the Membership of the WRC was expanded by two At-Large voting seats by Resolution No. 211 of 2000, and terms were changed from two years to three years by Resolution No. 49 of 2001, and

WHEREAS, the WRC conducts an annual membership campaign and occasional special campaigns, and has had no candidates approved for the Economic Development Seat since it was vacated in 2004, and

WHEREAS, the Nominating/Membership Committee of the WRC examined options for this seat and recommended that the seat be changed from an Economic Development seat to an At-Large seat, to be filled with a person with expertise in a field appropriate to the Mission of the WRC, and that recommendation was approved by the WRC at its meeting on July 19, 2010, now therefore be it

RESOLVED, on recommendation of the Planning, Development, and Environmental Quality Committee, that the Economic Development seat of the WRC is changed to an At-Large seat.

SEQR ACTION: TYPE II-20

* * * * *

Commissioner’s Report

Mr. Marx said he will speak of how programs affect his budget during program reviews. He reported an application Environmental Protection Agency Showcase Community grant, involving EcoVillage and other community partners to show how to develop and identify their models for use within the community. In addition, he is working on another grant application for the Sustainable Communities Regional Planning grant to develop a focus area plan to do design studies, and impact analysis of outcomes, and energy alternatives. This grant also involves the Health Department, Office for the Aging, Youth Bureau, and Human Rights Commission for the housing aspect.

Mr. Marx expressed concern regarding the State’s Purchase of Development Rights Program, which funds agreements for agricultural development. Last year the program was cut from \$22 million to \$10 million, and this year discussions are to spend only \$5 million this fiscal year for the program and utilizing the balance elsewhere in the budget. There are \$70 million of projects the State agreed to fund, however, the State is not spending the money. Tompkins County has two farms, one in Lansing and one in Dryden, who have waited since 2006. He noted the landowners have paid the out-of-pocket expenses associated with the application. In Albany discussions are that only 2-3 projects may be funded. He has contacted Assemblywoman Lifton’s office seeking assistance.

In response to Mr. Proto’s question, Mr. Marx said the entities responsible for oversight would not receive any funding until a project closes. The program was to be a dedicated fund; when approved farmers anticipate this income to cover the costs of application and to maintain their property, and now may not see it.

Adjournment

On motion, the meeting adjourned at 5:52 p.m.

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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

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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

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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.

* * * * *

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.

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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

* * * * *

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

* * * * *

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

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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

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- 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

* * * * *

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.

* * * * *

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

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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

NEW YORK'S Finger Lakes

Finger Lakes Tourism Alliance

Partner Investment 2011

Mission Statement for the Finger Lakes Tourism Alliance

—The Official Tourism Promotion Agency for the Finger Lakes region, FLTA is an association of private-sector attractions, tourism-related businesses and county tourism offices working together to enhance and promote visitor business for the Finger Lakes region, which includes the 14 counties.

NEW YORK'S Finger Lakes



- History - FLTA
 - The Finger Lakes Tourism Alliance was formed 91 years ago in 1919 to cooperatively market the Finger Lakes region
 - Considered one of the oldest regional tourism promotion agencies in the nation

NEW YORK'S Finger Lakes

- Largest region in NYS as designated by the state
 - 9,000 Square Miles
- Promotes 14 counties
 - Cayuga, Chemung, Cortland, Livingston, Monroe, Onondaga, Ontario, Schuyler, Seneca, Steuben, Tioga, Tompkins, Wayne and Yates
- For 2009 the Finger Lakes region was the second best performing region in the state.
 - Tourism is a \$2.5B business in the Finger Lakes Region



2009 Key Achievements

- Fingerlakes.org had 438,262 unique visitors, up by 12.6% over the prior year
- Distributed 100,000 travel guides and 300,00 miniguides w/map
- Visited 96 AAA/CAA offices
- Serviced 55,251 visitors at Thruway Information Centers (Pembroke and Warners locations)
- Orchestrated familiarization tours for 17 writers that came to the region in 2009
- Attended 10 consumer shows
- Press coverage yielded millions of impressions and amounted to hundreds of thousands in ad equivalency

2010 Key Achievements to date

- Fingerlakes.org had 177,945 unique visitors year to date, with peak visit months yet to be recorded for 2010
- Distributed over 50,000 travel guides
- Visited 90 AAA/CAA offices
- Serviced 16,531 visitors at Thruway Information Centers (Pembroke and Warners locations)
- Orchestrated 10 familiarization tours. Attendees included writers, travel agents and group tour operators.
- Attended 7 consumer shows
- Attended 3 trade shows and meet with over 100 potential group tour operators and agents
- Issued public newsletter to over 20,000 potential visitors
- Press coverage yielded just over 33 million impressions and amounted to \$321, 062 in ad equivalency

2011 Partnership with Counties

- Strategic Planning session your Finger Lakes Tourism Alliance's Board of Directors recently approved changes in investment structures
- Change in our investment structure list all entities as partners.
- Additional changes to our investment structure will allow each county to be a partner of Finger Lakes Tourism Alliance (FLTA) for \$325.00 as of January 1, 2011, with the ability to designate marketing programs as a component of partnership for the total value of \$11,500. This total value partnership is holding consistent with the 2010 investment level for Tompkins County.



Partnership with Counties (cont.)

- Marketing programs for 2011 include travel guide and mini guide/map representation, inclusion on the FLTA web site, county guide distribution at the two information centers on the Thruway, representation at trade and consumer shows.



- Additional cooperative opportunities will also be an option for purchase.
- Changes in governance will allow FLTA to appoint the County representative and fill at large Board seats.

Look to the future

- New investment structure positions the Finger Lakes Tourism Alliance, with its partner Tompkins County, for growth in tourism.
 - Goal is to grow tourism 20% over the next 3 years for the Finger Lakes region
- Innovative cooperative marketing program is available for Tompkins County. Full catalog of opportunity will be presented to the County's TPA in September.
- Reporting structure provides quarterly reports and year end information (available on our website)



Questions, contact Cindy Kimble at 315-536-7488 or cindyk@fingerlakes.org



**Ithaca/Tompkins County Convention & Visitors Bureau (CVB)
Quarterly Report to:
Planning, Development and Environmental Quality Committee**

Date: July 7, 2010

Submitted by: Fred Bonn, Director, Ithaca / Tompkins County Convention & Visitors Bureau

Tourism's 2009 Economic Impact – Since my last report we received the annual economic impact report for 2008 regarding tourism in Tompkins County. 2009 was a very down year for much of the state and county, much more so than here in Tompkins County.

- Tourism Related Spend in NYS -13.8%
- Tourism Related Spend in Finger Lakes -7.9%%
- Tourism Related Spend in Tompkins County – 11.4%
- Total Tourism Related Spend in Tompkins County in dollars \$150 million (2008 = \$170 million)
- Local Taxes Generated \$10.8 million (2008 = \$11.9 million)

New York State Matching Funds – I continue to work with other NYS tourism leaders to make our case the legislature regarding this program and how its elimination will result in diminished tax revenues for local government and the State as a whole. On Tues. May 4, I was part of a leadership group that met with Assm. Denny Farrell, Chairman of the Assembly Ways and Means Committee. We also met with Assm. Steve Englebright who chairs the Assembly Committee on Tourism, Arts and Sports Development. By my read, it is clear that this issue is one of a thousand points of negotiation currently being worked on (or not) by the Legislature and the Executive.

Chmura Economics Profile of Visitor in Ithaca/Tompkins County– attached is the Executive Summary from Chmura's report. The entire report and a copy of their presentation is available in the "News/Media" tab of the VisitIthaca.com website. The findings are based on over 1,300 intercept interviews conducted throughout the year in 2009. The report provides assurances about several assumptions we have made but more importantly it details motivational factors for travel to Ithaca as well as what the level of satisfaction that travelers had while here.

Highlights include:

- The county attracted 843,000 visitors in 2009, generating \$156 million in associated spending.
- 41% of visitors have household incomes of \$100,000 or more.
- 47% of visitors were attracted by Cornell or Ithaca College, making higher ed the top tourist attraction. This was followed by state parks, gorges, and waterfalls 44%; downtown and the Commons 35%; dining and restaurants 34%; Cayuga Lake 26%; arts, music, and theatre 19%; wineries 18% and museums/Discovery Trail 13%.
- Visitors spent an average \$185 per person, per trip in 2009 with 35% of their spending going to food and drink, 28% to lodging and 25% to shopping. Visitors leave Ithaca impressed with 88% saying they were satisfied by their experience and 69% promising repeat visits. They rank natural beauty, Cornell University, the dining, the people and the peaceful ambiance as the best aspects of the area.

What Do You Know with Michael Feldman – On Saturday, June 5th, "What Do You Know with Michael Feldman" was broadcasting live from the State Theatre from 11:00 a.m. to 1:00 p.m. This show has a weekly audience of approx. 1.1 million listeners. Our office is worked with WEOS, The State Theatre, The Ithaca Downtown Alliance and the Ithaca Festival on logistics, show talent, production content and the like. The show producers were very satisfied and were talking about returning to Ithaca in the next 2 – 3 years.

Ithaca Restaurant Collective – The CVB, Ithaca Downtown Alliance and Cornell Cooperative Extension of Tompkins County have agreed to work together to try and assist local, independent restaurants create a

Cooperative working group. A kick off meeting was held on June 8, 2010. Possible outcomes for the meeting include:

- ✓ Qualify for grants to support collaborative advertising.
- ✓ Get national and regional media exposure for local chef-owners
- ✓ Advocate on government matters including regulation, permits, taxation, inspection, etc.
- ✓ Offer development programs and workshops on legal and operational issues.
- ✓ Expand sources of affordable locally raised products.

Hospitality Star Program – In conjunction with TC3, Workforce Development and the STPB we held a two day training for front line staff June 8 and 9. One day focused on customer service training and the second day was reserved for touring the area to get a better understanding of our attractions, wayfinding and learning about local lore and history. Over 15 employees of hotels, B&B's, and other front line staff attended.

New York Jets Training Camp – We are continuing to work with the Cortland CVB. This year we have been able to position the Ithaca / Tompkins County Regional Airport as the gateway airport for the Jets Camp through a contest coordinated by I Love New York. One lucky winner will receive \$2,000 in travel credit to fly into Ithaca, obtain a rental car and attend the Jets Camp in Cortland.

Affordable Meetings – Our sales team will be in Washington DC Sept. 8 and 9 for this two day show for meeting planners. This is our second year at this large event which offers training sessions for professionals involved in event planning on the east coast.

Ithaca / Tompkins County CVB Dashboard – May, 2010

Smith Travel Research – below is the most recent information from Smith Travel Research that details year to date as of May and a running 12 month window on hotel room sales in Tompkins County.

Occupancy (%)	Year To Date			Running 12 Months		
	2008	2009	2010	2008	2009	2010
This Year	53.6	47.7	53.4	62.0	57.5	59.0
Last Year	52.0	53.6	47.7	60.1	62.0	57.5
Percent Change	2.9	-11.0	12.0	3.2	-7.2	2.6

ADR	Year To Date			Running 12 Months		
	2008	2009	2010	2008	2009	2010
This Year	123.82	121.77	118.37	124.51	126.15	122.81
Last Year	116.34	123.82	121.77	117.59	124.51	126.15
Percent Change	6.4	-1.7	-2.8	5.9	1.3	-2.6

RevPAR	Year To Date			Running 12 Months		
	2008	2009	2010	2008	2009	2010
This Year	66.33	58.04	63.21	77.19	72.57	72.47
Last Year	60.54	66.33	58.04	70.67	77.19	72.57
Percent Change	9.6	-12.5	8.9	9.2	-6.0	-0.1

Demand	Year To Date			Running 12 Months		
	2008	2009	2010	2008	2009	2010
This Year	119,711	109,836	123,049	333,294	320,448	328,670
Last Year	109,675	119,711	109,836	303,725	333,294	320,448
Percent Change	9.2	-8.2	12.0	9.7	-3.9	2.6

Revenue	Year To Date			Running 12 Months		
	2008	2009	2010	2008	2009	2010
This Year	14,822,814	13,374,250	14,565,510	41,499,096	40,423,099	40,363,307
Last Year	12,759,138	14,822,814	13,374,250	35,716,314	41,499,096	40,423,099
Percent Change	16.2	-9.8	8.9	16.2	-2.6	-0.1

Visitor Information Services -

Requests for information fulfilled: 6,138

Visitor Center Traffic:

East Shore Drive - 907

Downtown - 502

Web Statistics for VisitIthaca.com May, 2010 –

Month	Unique visitors	Number of visits	Pages	Hits
Jan-10	18733	25150	106054	1820228
Feb-10	19493	26343	112756	1972970
Mar-10	23515	31712	144224	2521316
Apr-10	24206	33665	158960	3037199
May-10	23826	32305	150800	5555461
2010 vs. 2009	-1.6%	-10.4%	-37.8%	37.3%
YTD Total	109,773	149,175	672,794	14,907,174
YTD 2010 vs. 2009	5%	-4%	-48%	1%

* Reduced # of "Pages" is the result of the new version of VisitIthaca.com that contains fewer pages than the same site in 2009

Group Sales –

Sales Activity May, 2010

Prospects Generated	18
Prospects Contacted	18
Leads Distributed	5
Sales Kits Distributed	5
Prospects converted to Leads	1
Groups Assisted / Serviced (no assoc. room nights)	4

Group Sales Lead Status Report Attached -

Ithaca / Tompkins County Lead Status Report

6/29/2010

Lead sent date	Event account	Event status	Event start date	Event end date	Total Requested Room Nights	Multiplier	Economic Impact	Source
10/22/2009	Leadership Conference	Booked	2/4/2010	2/6/2010	50	260	\$13,000	Email Request
2/25/2009	Public Library Division of NYLA Spring 2010	Booked	3/23/2010	3/24/2010	200	260	\$52,000	CVB Generated
8/31/2007	NYS Mathematics Assn. of 2 Year Colleges	Booked	4/16/2010	4/18/2010	360	260	\$93,600	CVB Generated
4/12/2010	TV Crew Room Block	Booked	4/20/2010	4/25/2010	126	260	\$32,760	Call-in
2/3/2010	Russo Group Meeting	Booked	4/22/2010	4/25/2010	40	260	\$10,400	CVB Generated
4/20/2010	Bethlehem Soccer Club	Booked	5/22/2010	5/22/2010	18	260	\$4,680	Call-in
10/1/2009	Mirasol Wedding	Booked	6/3/2010	6/6/2010	150	352	\$52,800	Accommodation Referral
12/21/2009	Library Council Conference	Booked	6/6/2010	6/7/2010	60	260	\$15,600	Local Referral
4/15/2009	2010 Vet Medicine Conference	Booked	6/15/2010	6/18/2010	80	260	\$20,800	CVB Generated
2/12/2009	American Society of Health Economists	Booked	6/19/2010	6/23/2010	600	260	\$156,000	Cornell
4/22/2010	Younger Family Reunion	Booked	6/23/2010	6/26/2010	35	352	\$12,320	Local Referral
4/23/2010	Mann Wedding	Booked	6/25/2010	6/26/2010	50	352	\$17,600	Email Request
10/14/2009	Firefighters Fundraising Event Room Block	Booked	6/28/2010	6/28/2010	40	260	\$10,400	CVB Generated
10/23/2009	Johnson Wedding	Booked	7/2/2010	7/4/2010	90	352	\$31,680	Call-in
11/18/2009	Gardening Group Tour	Booked	7/7/2010	7/9/2010	50	238	\$11,900	CVB Generated
11/6/2009	Texido-Urgo Wedding	Booked	7/8/2010	7/11/2010	400	352	\$140,800	Accommodation Referral
10/23/2009	Schoenle Wedding	Booked	7/9/2010	7/10/2010	50	352	\$17,600	Call-in
4/13/2010	Zausmer Wedding	Booked	7/9/2010	7/10/2010	60	352	\$21,120	Call-in
5/4/2010	Chamber Alliance of NYS	Booked	7/11/2010	7/13/2010	60	260	\$15,600	Local Referral
2/22/2010	Weiner Wedding	Booked	7/23/2010	7/25/2010	50	352	\$17,600	Local Referral
4/6/2010	NY Shakespeare Group	Booked	7/28/2010	7/29/2010	40	238	\$9,520	Local Referral
1/25/2010	Sports Medicine Conference	Booked	7/30/2010	8/1/2010	70	260	\$18,200	Local Referral
8/19/2009	Tamayo-Potts Wedding	Booked	8/6/2010	8/8/2010	70	352	\$24,640	Call-in
10/16/2009	Koltz Wedding	Booked	8/6/2010	8/7/2010	60	352	\$21,120	Call-in
11/3/2009	Simpson-Fay Wedding	Booked	8/13/2010	8/14/2010	150	352	\$52,800	Call-in
5/27/2009	VanVleet-LaPierre Wedding	Booked	9/17/2010	9/18/2010	80	353	\$28,240	Local Referral
11/24/2009	Murray-Levine Wedding	Booked	9/24/2010	9/25/2010	80	352	\$28,160	Call-in
5/13/2008	Veterinary Medicine 2010 Conference	Booked	9/30/2010	10/3/2010	1390	260	\$361,400	Repeat Business
3/12/2010	Phi Beta Sigma Fraternity	Booked	10/15/2010	10/16/2010	240	260	\$62,400	Local Referral
11/6/2009	Fall Membership Meeting	Booked	10/17/2010	10/20/2010	120	260	\$31,200	Email Request
8/7/2009	Fraternity Tour Group	Booked	12/2/2010	12/4/2010	90	238	\$21,420	CVB Generated
7/6/2009	NCUR 2011	Booked	3/30/2011	4/2/2011	6000	260	\$1,560,000	Ithaca College
9/24/2009	2011 Religious Conference	Booked	4/29/2011	4/30/2011	160	260	\$41,600	CVB Generated
4/8/2010	Simpson Family Reunion	Unknown	6/18/2010	6/19/2010	40	238	\$9,520	Local Referral
4/21/2010	Ferris Wedding	Awaiting Client Response	7/30/2010	8/1/2010	180	352	\$63,360	Call-in
3/10/2010	2010 NASCAR Group	Awaiting Client Response	8/6/2010	8/8/2010	27	260	\$7,020	Call-in
2/22/2010	Science Conference Reissue	Awaiting Client Response	8/9/2010	8/13/2010	70	260	\$18,200	Local Referral
5/5/2010	October 2010 Motor Coach Group	Awaiting Client Response	10/9/2010	10/9/2010	22	238	\$5,236	CVB Generated
3/3/2010	Regional Engineering Conference Reissue	Awaiting Client Response	10/15/2010	10/17/2010	100	260	\$26,000	Local Referral
4/22/2010	Turkey Shoot Lacrosse Tournament	Awaiting Client Response	11/5/2010	11/6/2010	300	260	\$78,000	Local Referral
4/8/2010	Educational Assn. Annual Meeting	Awaiting Client Response	11/10/2011	11/12/2011	150	260	\$39,000	MINT
6/8/2010	Natural Plants Conference	Lead	4/6/2011	4/8/2011	140	260	\$36,400	ESSAE
11/2/2009	Conservative Judaism Conference	Lead	11/16/2012	11/18/2012	1050	260	\$273,000	Email Request
2/6/2009	ECANY Winter Conference	Lost	1/19/2010	1/22/2010	75	260	\$19,500	CVB Generated
5/14/2009	2010 Law Students Conference	Lost	1/20/2010	1/23/2010	90	260	\$23,400	CVB Generated

Economic impact estimates are based on attendance figures provided by the conference/event planner and the 2007 Randal Travel Marketing Executive Summary for the Finger Lakes Tourism Alliance.

Ithaca / Tompkins County Lead Status Report

6/29/2010

10/2/2009	Kemper Financial Group	Lost	3/10/2010	3/14/2010	120	260	\$31,200	CVB Generated
8/11/2009	Mental Health Conference	Lost	5/7/2010	5/9/2010	170	260	\$44,200	ESSAE
9/22/2008	NYS Circulation Management Assoc.	Lost	5/16/2010	5/19/2010	600	260	\$156,000	Local Referral
1/20/2009	2010 History Conference	Lost	6/3/2010	6/5/2010	200	260	\$52,000	CVB Generated
2/1/2010	Science Conference	Reissued	6/13/2010	6/18/2010	250	260	\$65,000	Local Referral
7/24/2008	CSEA Retiree Delegates Conference 2010	Lost	8/19/2010	8/23/2010	100	260	\$26,000	CVB Generated
8/7/2009	Energy Supplier Conference	Lost	9/20/2010	9/22/2010	110	260	\$28,600	ESSAE
9/2/2009	2010 Horticultural Conference	Lost	10/7/2010	10/10/2010	100	260	\$26,000	CVB Generated
9/19/2008	Nat. Assoc. of Federal Credit Unions	Lost	11/1/2010	11/5/2010	560	260	\$145,600	Affordable Meetings
11/7/2008	Rotary District 7170 Annual Conference 2011	Lost	4/28/2011	5/1/2011	150	260	\$39,000	Finger Lakes Tourism Alliance (FLTA)
7/25/2008	CSEA Retiree Delegates Conference 2011	Lost	8/19/2011	8/23/2011	100	260	\$26,000	CVB Generated
7/26/2008	CSEA Retiree Delegates Conference 2012	Lost	8/19/2012	8/23/2012	100	260	\$26,000	CVB Generated
10/6/2009	2010 Child Care Conference	Withdrew	6/1/2010	6/2/2010	160	260	\$41,600	CVB Generated
3/24/2009	NYS Public Transit Association	Withdrew	6/2/2010	6/4/2010	70	260	\$18,200	Email Request
5/11/2010	2010 Fall Student Assembly Conference	Withdrew	10/22/2010	10/23/2010	170	260	\$44,200	Email Request
3/18/2010	2011 Transportation Conference	Withdrew	6/1/2011	6/3/2011	140	260	\$36,400	ESSAE
3/30/2009	NYS Public Employees Federation	Withdrew	10/11/2012	10/17/2012	240	260	\$62,400	CVB Generated
6/16/2007	Arguelles Wedding	Assist						
7/27/2007	IC Reunion Group	Assist						
7/28/2007	Cayuga Wine Trail Grapehound Gathering	Assist						
8/3/2007	20/20 Club	Assist						
10/5/2007	UB Reunion Group	Assist						
9/4/2008	NYS Conference of the Fraternal Order of Eagles	Assist						
9/4/2008	Park School for Independent Media Symposium	Assist						
10/8/2008	UNYOC (Upstate NY & Ontario Medical Librarians Assoc.)	Assist						
10/20/2008	Lia Sophia Jewelry Party/Mary Alice Pulos	Assist						
10/28/2008	Seeley Conference	Assist						
1/5/2009	Alpha Sigma Phi Fraternity	Assist						
1/5/2009	Travalco USA	Assist						
2/19/2009	Brinn Wedding	Assist						
3/5/2009	SUNY Buffalo	Assist						
3/23/2009	CU Dept. of Engineering/Shelby Clark-Shevalier	Assist						
3/25/2009	State Emergency Management Office/Gary Van Benschoten	Assist						
5/11/2009	Little People of America Regional Conference	Assist						
6/2/2009	Liz Rumsey	Assist						
6/29/2009	Rosemarie's Tours	Assist						
7/8/2009	Coin/Metal Meeting	Assist						
8/10/2009	Belge Wedding	Assist						
8/13/2009	David Rand (Big Venue Music Artist)	Assist						
8/18/2009	Barr Wedding	Assist						
4/22/2009	Sigma Tau Fraternity State Meeting	Cancelled	2/12/2010	2/13/2010	40	260	\$10,400	CVB Generated
7/8/2009	Carp Tournament	Cancelled	5/3/2010	5/6/2010	105	260	\$27,300	CVB Generated
5/13/2010	FL Figure Skating Invitational Judges/Officials Room Block	Cancelled	7/23/2010	7/24/2010	20	352	\$7,040	Local Referral
5/13/2010	FL Figure Skating Invitational Competitors Room Block	Cancelled	7/23/2010	7/24/2010	150	352	\$52,800	Local Referral

Democrat AND Chronicle.com

Finger Lakes food joins wine as attraction for visitors

[Karen Miltner](#) • Staff writer • Sunday, June 20, 2010



Meghan Green, left, and Martha Saxby, right, laugh as they make reuben sandwiches and cole slaw during a cooking class at the New York Wine and Culinary Center in Canandaigua. The class was called "American Diner Done Rite", wherein students learned how to make good versions of diner food. Green is from Pittsford and Saxby is from Mendon. (ANNETTE LEIN staff photographer)

What's cooking for Finger Lakes tourists this season might literally be what's cooking — and growing — right in our back yards.

While wineries have been a huge regional draw for a long time, the trend toward culinary tourism is gaining traction. What's different now is that people are seeking experiences from farm tours and cooking classes, to food trails and farm-to-table events as they would a theme park or historical landmark.

"It's funny, the restaurants here have not changed that much, but I think it's the mindset of the consumer that has. People travel for food, or they admit that they travel for food now," said Bruce Stoff, spokesman for the Ithaca/Tompkins Convention & Visitors Bureau.

In other words, it's not enough for out-of-towners to want to find a decent place to eat. They also want to know where the ingredients were grown, where to shop for them and how to cook them. Could this be tourism's waterfall moment from the Food Network and locavore movement rolled into one? Stoff thinks so.

And so does Jim Trezise, who sums up the region's interest in all things epicurean with three words: "Local, local, local."

The Finger Lakes wineries generate about 4 million tourist visits annually, noted Trezise, president of the New York Wine & Grape Foundation. (It's difficult if not impossible to enumerate the actual number of visitors since the same person can visit multiple wineries).

The number of tourist visits to wineries statewide (including Finger Lakes, Long Island, Lake Erie and Hudson Valley) has exploded, from 384,000 in 1985 to nearly 5 million today, with a significant portion of those visitors coming from other states, according to a 2009 study commissioned by the foundation.

"For years, wineries and wine trails have been on the leading edge of food (with wine) as a key attraction, with virtually every special event including a food-and-wine theme (wine and cheese, or pasta, or herbs, etc.) ... Others are now copying," wrote Trezise in an e-mail.

The Finger Lakes Tourism Promotion Agencies, an ad hoc committee for the 14 Finger Lakes counties, recently commissioned a branding study by a New York City public relations firm that identified cuisine as one of three key strengths to the area's tourism potential, along with fall foliage and sports training camps. Valerie Knoblauch, president of Finger Lakes Visitors Connection, who is also the project coordinator for the committee, said area tourism agencies are already geared up to make food a central focus for future campaigns.

The food trend isn't a local one. In Boston, New York City and other large cities, food tours organized around different themes — the city's chocolate boutiques, ethnic markets, regional cuisines, or culinary history — are becoming part and parcel of the tourism industry.

A 2007 national survey by the Travel Industry Association found that 27 million vacationers in the country made food, cooking or wine activities part of their leisure time in the previous three years. Many said they chose a destination expressly because of the food- and wine-related events that were available there.

Those activities might be taking a cooking class, a foodie tour, visiting a farm, or going to a winery. New York state was the third most popular food destination after California and Florida, the second most popular wine destination after California.

A new study by the Ithaca/Tompkins County visitors bureau ranks downtown dining and restaurants as the third biggest tourist attraction for Ithaca, following the colleges and universities and gorges and waterfalls. When the survey was last done in 2002, dining didn't even make the list, Ithaca's Stoff said.

Agritourism, which often overlaps with culinary tourism as the eat-local sentiment means more and more people want to follow the food chain from farm to table, continues to gain in popularity and offers farmers a new revenue stream, said Peter Gregg, spokesman for the New York Farm Bureau. Foodies visit farms where they can pick berries, see maple syrup production and learn about sustainable farming methods.

Travelers are seeking farm-to-fork food destinations for several reasons, said Monika Roth, an agricultural agent at Cornell Cooperative Extension of Tompkins County and founder of the Finger Lakes Culinary Bounty, an organization that connects local farmers and their products to consumers, restaurants and institutions.

First, people want to see how small-scale farms operate, and they want to make a closer connection to the foods they eat. Then there is always the tasting component, being able to taste foods that are grown and made in that region. And finally, a small percentage of visitors are actually considering a farming enterprise themselves, so these visits are a form of research.

To that effect, Cornell Cooperative Extension Tompkins County has made its Farm Trail Open House an annual event since 2007. Farms focusing on different commodities (fruits, vegetables, dairy, meat, wool, honey and maple, for example) open their doors to visitors for a weekend. Last year's open house attracted about 900 visitors, said Roth. This year's open house, set for Aug. 22, will feature farms in Cortland County.

The Ithaca Farmers Market "has become a major tourist attraction in the Ithaca area," said market manager Cathy Koken. Each weekend, the market sees 3,000 to 5,000 shoppers, and Koken estimates 75 percent of them are residents from Rochester, Syracuse or Pennsylvania or family members of Ithaca-area college students from the New York City metropolitan area.

The Ithaca Farmers Market is No. 7 on the visitors bureau's top 10 things to do in Ithaca, noted Stoff.

New this year to the Finger Lakes are two tourism trails and a food-and-wine pairing event:

- **The Seneca Lake Cuisine Trail** encompasses seven chef-owned restaurants that highlight locally grown and produced ingredients. The restaurants run from Lodi, Seneca County, to Burdett, Schuyler County.

The trail is still working toward creating brochures, a website and signage to get the word out, said Kelsey Jones, executive director of Schuyler County Partnership for Economic Development, the agency that partnered with Cornell Cooperative Extension and Artisan Works in Rochester to create the trail. The Seneca Lake Cuisine Trail is one of three trails — along with the Cooperstown Beverage Trail and the Hudson Valley's Meet Me in Marlborough farm trail — currently sanctioned by the state agriculture department. Three other such trails are awaiting approval, said state agriculture department spokeswoman Jessica Chittenden Ziehm.

- **The Finger Lakes Cheese Trail** is made up of 10 artisan cheesemakers that zigzag along 80-plus miles, from Jordan, Onondaga County, to Nichols, Tioga County, near the Pennsylvania border. Unlike the wine trails, which welcome visitors throughout the year, the artisan cheesemakers on the new trail only welcome visitors on designated open house weekends (though some cheesemakers operate retail stores on site).

Open house weekends have shown the trail to already be a promising draw. Last month, for example, some of the cheese producers had up to 200 visitors to see the animals, watch production and taste the cheeses, said Roth. Thanks to media coverage in the Pittsburgh and Philadelphia markets, many of these cheese travelers came from Pennsylvania, she added.

The next Finger Lakes Cheese Trail open house is July 10.

- **The Finger Lakes Cork & Fork** is a two-day food, wine and agriculture event featuring a food and wine pairing VIP evening, exhibits from local farms, food purveyors and wineries and cooking demonstrations. It takes place Oct. 22 and 23 at the New York Chiropractic College in Seneca Falls.

"This is really a chef-driven event," said Carol Fingar, tourism and marketing director at Seneca County Chamber of Commerce, the agency hosting the regional event.

In New York state, perhaps the most popular foodie destination is the Culinary Institute of America's campus in Hyde Park, said Eric Scheffel, spokesman for the state's I Love NY tourism program.

The famous Hyde Park campus, where food television celebrities such as Cat Cora, Sarah Moulton and Anthony Bourdain learned their trade, draws 250,000 visitors each year, said Mary Kay Vrba, director of Dutchess County Tourism.

Many visitors come to tour the campus or dine at the institute's student-run gourmet restaurants, while others come to take cooking classes designed for food enthusiasts. Since 1999, the CIA has also offered intensive culinary boot camps that last two to five days and requires participants to be in the kitchen or at the table from 7:30 a.m. to 9:30 p.m. with only a short afternoon break between cooking and dinner. "It's like catnip, people love it," said CIA spokesman Jay Blotcher.

These boot camps are so well known that requests have been flooding in to the New York Wine & Culinary Center in Canandaigua, which will start its own boot camp program in October, said executive director Alexa Gifford. The Center has been working with the CIA to design its five-day Destination Boot Camp – The Finger Lakes. Registration will begin sometime next month.

Now starting its fifth season, the center brings in 70,000 to 75,000 visitors annually, Gifford said. Many of those visitors take cooking classes in state-of-the-art kitchens, wine, beer or spirits education classes, or attend wine dinners.

Another growing draw for the local foods enthusiast is the \$30 million Stone Barns Center for Food & Agriculture in Pocantico Hills, Westchester County. Opened in 2004, the not-for-profit educational center grows produce and raises livestock on pasture year-round, and offers tours, cooking and gardening classes, workshops and summer farm camps for kids. The food grown here is served at its exclusive Blue Hill at Stone Barns restaurant, run by chef-intellect and locavore champion Dan Barber. Annual visitors to both the farm and restaurant number about 100,000, said spokeswoman Erica Holms.

A new work-the-farm camp for grownups in Washington County — Farm Camp, as it is plainly called — is designed to enlighten urbanites about the joys and hardships of food production.

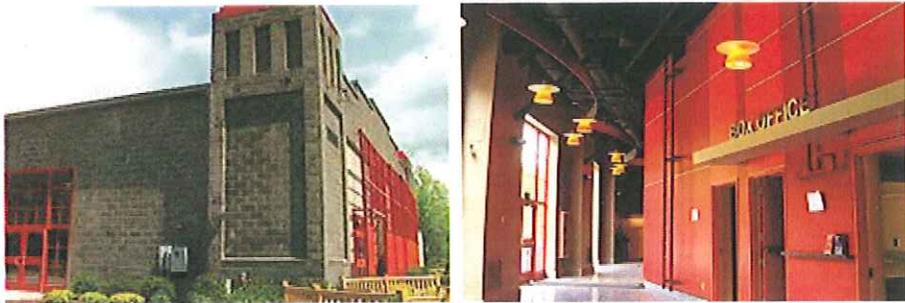
While interest in all things locally grown and produced is hot, state support has chilled. There is currently no funding for agritourism efforts in the state agriculture department's budget, according to spokeswoman Jessica Chittenden Ziehm. And after 30 years, the state's I Love New York matching funds for county and local tourism agencies have been eliminated.

Local agencies are pooling their resources to collaborate on common food-related campaigns, and they are relying on more private sector funds, said Knoblauch and Cynthia Kimble, president of the Finger Lakes Tourism Alliance.

link: <http://www.democratandchronicle.com/article/20100620/LIVING/6200316>



Ithaca's Hangar Theatre renovated amidst tourism push



Flooding, safety problems addressed

By Laura Hand

Wednesday, May 05, 2010 at 3:41 p.m.

ITHACA -- After a decade of planning and fundraising, Ithaca's Hangar Theatre is starting to show off its \$4.6 million dollar renovation.

They're still working on the details, with the official opening not until next month, but Wednesday we took a tour with executive director Lisa Bushlow. She says the changes make the building safer and less flood-prone, but still preserve the 'old' feel of the airplane hangar, originally built with WPA funds. The renovations also include heating the building, which will allow for year-round productions, instead of in the summer only. Bushlow says the facility will now also bring in concerts and acts, and can be rented out for events.

The renovation comes as the Ithaca/Tompkins County Convention and Visitors Bureau has released a study that shows tourism has a much bigger impact on the economy than expected. The big draws are Cornell University and Ithaca College, but visitors have higher income levels - and discretionary dollars - than expected. The study says the tourists are spending more than expected at restaurants, especially along Aurora Street, and at other leisure activities, including theatre.

To see more on Hangar Theatre's renovation (including pictures of the old hangar), visit www.hangartheatre.org.

To see the tourism report visit www.visitithaca.com and click on the the news/media section.

<http://www.cnycentral.com/news/story.aspx?id=453038>



Ithaca's Viva Taqueria is hip cantina

[Karen Miltner](#) • Staff writer • March 11, 2010

Of all the items that the boyfriend could have pointed out as we strolled through Home Green Home, an eco-friendly home furnishings store on the Ithaca Commons, the one that impressed him most were the shiny kitchen compost pails.

Back on the streets, I took note of the restaurants with signage boasting their partnership with Cayuga Composting, a company that collects restaurant food waste. (Although I never imagined dog poop would end up in this column, here it goes: Last year Cayuga Composting launched an experimental program using waste from an Ithaca dog park.) A day trip to Ithaca, the town that could have been spawned by the *Utne Reader*, is always a shopping spree of politically and environmentally correctness.

Viva Taqueria & Cantina was among the first restaurants to sign up for the food waste composting service. But there are other compelling reasons to go here, especially if you're not inclined to leave composting scraps. The place is hip, lively and colorful, in that college town way and the food is that utopian combination of healthy, affordable, fresh and tasty. While orders arrive fast, getting a table at this no-reservations cantina could take a while. On an extremely family-friendly Sunday night, the wait was 40 minutes. The impatient can go next door for the taqueria's take-out service.

The food is California style, which, in my understanding, means the infrastructure is the same (burritos, enchiladas, fajitas, tostadas, etc.) but liberties are taken with fillings. That's why you'll see marinated tofu or coleslaw as fillings, or funky salsa buttermilk as a salad dressing. All three appeared as part of my tofu spring roll quesadilla plate, a rare example where tofu defies its vegan status and pairs peacefully with cheese.

For variety, may I suggest the hard shell taco trio (one with chicken, one with ground beef, one with chorizo sausage), which is also outfitted with escabeche (pickled carrots) and pinto beans and rice.

We would have easily cleaned our plates had we not preceded dinner by a happy hour drink and snack at Felicia's Atomic Lounge, a gay-friendly cocktail nook dressed up in second-hand chrome that has made martinis safe for locavores. Not only do the spirits come from nearby distilleries, but drinks and bar food (pizzas, panini, nuts, desserts) are infused with locally grown produce. Felicia's treats cheapsters especially well on Sundays

with \$5 pizzas and dollar-discounted drinks. The live music (could be bluegrass, could be indie rock) is always free.

<http://www.democratandchronicle.com/apps/pbcs.dll/article?AID=/201003110500/ENT0305/3110311>

Bed and Breakfasts offer homely charm with modern amenities

Sunday, February 7, 2010

BY K.C. SUMMERS

WASHINGTON POST NEWS SERVICE

*** A Victorian inn in New York's wine country**

The Fox and the Grapes (607-582-7528, thefoxandthegrapes.com), an 1885 bed-and-breakfast in Lodi, N.Y., is on the Seneca Lake wine trail and minutes away from dozens of wineries as well as national forests and lakes, hiking, antiquing, NASCAR racing, museums and more. Rooms are furnished with period antiques, and there's a sunroom, music room, library and banquet room. You can laze on the deck and porches in nice weather and admire the blue herons, the koi pond, and lake and vineyard views.

For culture, head to Ithaca, about 25 minutes away, and follow the Ithaca Art Trail (arttrail.com). Nearby museums include the Corning Museum of Glass, Elizabeth Cady Stanton House and the Rockwell Museum of Western Art. The inn can arrange in-room massages. And ghosts? Some say the inn is haunted (by the former owner, the builder, some women and even a little girl).

A balcony suite is \$130 per night. Through April, an off-season weekend-only promotion takes half off the second night.

4.29.2010



Profile of Visitors to Tompkins County

Tompkins County attracted an estimated 843,000 visitors in 2009 with associated tourism spending of \$156 million. Visitors to the area include high proportions of the affluent and well educated—a mix influenced by the presence of Cornell University and Ithaca College, two prime attractors in the county. The parks and downtown Ithaca are the other leading attractions, though visitors engage in a variety of other activities as well. Visitors express very high overall satisfaction with their experiences in Tompkins County.

Prepared for Tompkins County Strategic
Tourism Planning Board
125 East Court Street
Ithaca, NY 14850

Richmond, Virginia

1309 East Cary Street
Richmond, Virginia 23219
804.649.1107 (phone)
804.644.2828 (fax)

Cleveland, Ohio

1025 East Huron Road
Cleveland, Ohio 44115
216.357.4730 (phone)
216.357.4730 (fax)

CHMURA ECONOMICS & ANALYTICS

1. Executive Summary

In fall 2008 the Tompkins County Legislature's Strategic Tourism Planning Board engaged Chmura Economics and Analytics to develop a profile of visitors to Tompkins County, New York. The objectives of this research, as defined by the Tompkins County Strategic Tourism Planning Board, were primarily twofold.

- First, to obtain a series of baseline economic and demographic measures that could be used in evaluating existing tourism programs and aid in business planning for current and future tourism-related ventures.
- Second, to secure, for the first time, a sound estimate of the number of visitors to Tompkins County and to obtain a sense of visitor motivation, satisfaction and likelihood of repeat visitation.

It is important to note that this study was designed to provide a baseline. It is the stated intent of the Tompkins County Strategic Tourism Planning Board to repeat this research every three to five years. It is also important to recognize that in some instances variations may occur between this study and other research conducted at the state or regional level. These differences are the inherent result of variations in study methodology,

This study included a year-long intercept survey conducted at tourist attractions and lodging establishments within Tompkins County as well as a telephone household and a student survey. A supplemental survey was distributed to innkeepers and self-administered surveys were also made available at Visitor Center locations. In addition, previous studies were reviewed and synthesized and several tourism-related entities provided their data for analysis. The main findings of this study are summarized below. (Note that 'visitors' are defined as persons visiting Tompkins County that do not live, work, or go to school there.)

Tompkins County attracted an estimated 843,000 visitors in 2009 that generated tourism spending of \$156 million.

These estimates of visitor spending and volume are 2009 figures based on data from the surveys conducted for this study supplemented by other sources. The \$156 million spending figure in 2009 is lower than the estimated \$170 million in 2008 estimate from Oxford Economics, due to the effect of the economic recession—national tourism industry sales in the first three quarters of 2009 were 9.5% lower than the same period in 2008. The Tompkins County tourism industry is estimated to have directly provided 2,366 jobs in 2008 and to have generated tax revenue amounting to \$597 per household in the county.

Forty-seven percent of visitors to Tompkins County make the trip for a university- or college-related purpose.

Cornell University and Ithaca College are huge engines for drawing visitors to the county. This derives from travelers coming to visit family and friends who work or go to school at the university or college; prospective student tours; dropping off and picking up students; events such as athletics and graduations; and other purposes such as visiting museums or other attractions. Note that visitors traveling for academic reasons included both leisure and business travelers.



Among all visitors to the county, 75% are leisure travelers, 15% are business travelers, and the remainder travel for both leisure and business reasons.

Among those staying in hotels or similar lodging establishments (motels, resorts, inns, or bed and breakfasts), 27% are business travelers while another 13% are traveling for a purpose that includes both leisure and business. Leisure travelers are especially predominant among those staying overnight with family and friends (accounting for 87% of that group) and day trippers (82% of which are leisure travelers).

Outside of the educational institutions, the attraction or characteristic of the Ithaca area that most motivated leisure visitors to visit the Ithaca area is the state parks and gorges.

Motivators for travel to Tompkins County (with the highest motivators first) were the state parks, gorges, and waterfalls; the downtown area and the Commons; dining and restaurants; Cayuga Lake; arts, music, and theatre; and the wineries. Motivational factors vary according to the type of traveler—for example, if they are staying with family or friends, making a day trip, or staying at a hotel or similar lodging establishment. Travelers staying at hotels and similar establishments are more likely to be in town for a university- or college-related reason.

Over half of visitors to Tompkins County are from the state of New York.

New York accounts for 53% of visitors to the county with another 22% coming from other US Northeast states. The top home metropolitan areas of visitors are New York, Binghamton, Syracuse, and Rochester. Among overnight visitors only, the top home metropolitan areas are New York, Rochester, Philadelphia, Boston, and Washington D.C. The New York counties supplying the most visitors to Tompkins County are the counties of the state metro areas as well as the rural counties bordering and close to Tompkins County.

Sixty-nine percent of visitors to Tompkins County are repeat visitors.

The high percentage of repeat visitors to the county are boosted by day trippers from nearby localities, visitors staying with family and friends, and university visitors whose purpose of visit (such as dropping off and picking up a student) requires multiple trips. An estimated 40% of visitors average at least one visit to Tompkins County per year. Among those staying at hotels and similar lodging establishments, 41% are first-time visitors. In the intercept survey, the percentage of first-time visitors peaked in the June to August period.

Visitor volume to Tompkins County peaks in the summer months of July and August.

Seasonality patterns vary according to the type of visitor. The volume of travelers staying at households in the county peaks in December during the holidays while the volume of visitors staying overnight with students varies according to the academic year, peaking in fall and early spring. The overall visitor pattern, however, peaks in the summer with the smallest number of visitors coming in January and February. Events causing a spike in visitor volume include graduations in May and student drop-off in August.



Visitors to the Ithaca area are generally highly-educated and affluent.

An estimated 41% of visitors to Tompkins County have household incomes of \$100,000 or more with about half of those having incomes of \$150,000 or more. These affluent visitors are more likely to stay at hotels or similar lodging establishments than with family or friends. Forty-one percent of visitors have a graduate degree. Both high educational attainment and high household incomes among visitors are due to the presence of the university and college as visitors traveling with purposes related to those institutions are more likely to have more education and higher household incomes.

The average traveling party to Tompkins County consists of 2.9 people and the average visitor stays in the county for 1.4 nights.

The average traveling party of 2.9 people consists of 2.4 adults and 0.6 children under 18 (these numbers do not sum due to rounding). Though the average overall stay is 1.4 nights, this figure includes those on a day trip; for overnight visitors only, the average stay is 2.3 nights. The average stay among visitors staying at hotels or similar accommodations is 2.1 nights. In the intercept surveys, the average travel party size was largest during the period from June to August.

Forty-two percent of visitors to Tompkins County visit the downtown Ithaca-Commons area.

While the activities of Tompkins County visitors vary by the purpose of their trip (business, leisure, academic), the Commons lives up to its name. It is just as likely to be visited by university or college visitors as by visitors traveling for other reasons. Visitation of the downtown area is more likely among travelers aged 18 to 35 and more likely among leisure travelers than business. Visitation to downtown Ithaca and the Commons is less likely among travelers aged 65 and over and less likely in the winter months.

Thirty-nine percent of visitors to Tompkins County visited the parks, waterfalls, and gorges.

These amenities are more likely visited by general travelers as opposed to those traveling for a university- or college-related purpose. The parks, waterfalls, and gorges are also more likely to be visited by first-time visitors to the area. Among general travelers, the parks, waterfalls, and gorges are more likely to be visited by those aged 54 and younger, and more likely visited by traveling parties with children under the age of 18. Excluding university- and college-related visitors, likelihood of visiting these outdoor attractions is fairly even across all household income groups.

Food and drink rank high in importance to Tompkins County visitors.

As a factor motivating visits to the Ithaca area, 'dining and restaurants' was ranked number three behind 'gorges and state parks' and 'downtown Ithaca and the Commons.' Furthermore, 17% of visitors to the county said they visited a winery, the fourth ranked activity behind visiting Cornell; downtown Ithaca and the Commons; and the parks, waterfalls, and gorges. Visitors often cited specific food-related experiences as an aspect they most enjoyed. Specific visitor favorites include the Moosewood Restaurant and the Farmer's Market. Wineries in the area are more likely to be visited by general overnight travelers than those overnighing for academic purposes and are more likely to be visited by those staying at a bed and breakfast than those lodging elsewhere.

Over half of visitors to the Ithaca area use the internet for trip planning.

About 54% of visitors use the internet for trip planning to Tompkins County; among those staying at hotels or similar lodging establishments, approximately two-thirds use the internet. First-time visitors are more likely to use the internet than others—especially since repeat visitors are more likely to use past experience instead of a specific planning resource. According to responses from surveys at the Visitors Center, the top three websites used for internet research on the area are VisitIthaca.com (used by 52%), Cornell.edu (17%), and Ithaca.edu (13%). Other resources used for trip planning include none/personal knowledge, friends and family, printed materials, and AAA. The use of a travel agent was very low among survey respondents.

Among visitor center survey respondents, the median average advance trip-planning time was one month.

Among the survey respondents, one-quarter planned their trip seven days in advance or less. Thirteen percent began planning the trip less than a month in advance but more than a week. Forty-three percent made their decision between one and three months prior to the trip. Another 18% planned four months to a year out and the remaining 1% made the decision to travel more than a year before the actual trip.

Travel to the county is primarily done by automobile.

About 86% of visitors travel to Tompkins County by automobile. Twelve percent travel by air—a figure that includes those traveling both by air and by auto. An estimated 5% of visitors come to the county by bus.

Among visitors, an estimated 22% included the Ithaca area as part of a larger trip.

Other destinations on such larger-trip itineraries included the New York State localities of Syracuse, New York City, Niagara Falls, and Rochester. Boston was also frequently listed as a destination, especially among those on prospective student tours (and so, presumably, may also have been visiting Harvard). Among overnight, leisure travelers staying at hotels or similar establishments, 27% were on a trip with multiple destinations.

Half of Tompkins County overnight visitors lodge at a hotel, motel, or resort.

Hotels and similar establishments ranked number one for overnight lodging, followed by lodging with family or friends which accounted for 31% of overnight visitors. An estimated 7% of overnight visitors stay at campgrounds. While some individuals stayed overnight outside of Tompkins County and took a day trip in for a visit, the reasons most often cited had nothing to do with cost or availability of lodging within the county.

Satisfaction of visitors with their experience in the Ithaca area is extremely high.

Nearly all visitors are satisfied with their visits to the area: 88% are very satisfied and another 11% are somewhat satisfied. Aspects of the area often cited by visitors as what they enjoyed the most or found most memorable included the natural beauty, one or more of the many aspects of Cornell University, the dining and food options, the people, and the feel of the area—the ambiance, diversity, the peacefulness, etc. Less than 1% of visitors are very dissatisfied, yet when asked what aspects of Ithaca they did not enjoy, 17% of survey respondents cited the roads and traffic; still others complained about parking and construction. Visitors demonstrated their satisfaction with the area by stating they would be likely to come back again; among first-time leisure visitors, 63% said they would probably or definitely come back to the area for a leisure trip in the next five years.





Planning, Development, and Environmental Quality Committee

121 E. Court Street
Ithaca, NY 14850

Meeting: 08/04/10 03:30 PM
Department: County Administ
Category: Fiscal (Bu
Functional Category: Transfers and Adjust

ADOPTED

DOC ID: 2130 C

RESOLUTION NO.

Budget Adjustments - Tourism Program

WHEREAS, pursuant to Administrative Manual Policy 05-02, budget adjustments exceeding \$5,000 require Legislative approval, now therefore be it

RESOLVED, on recommendation of the Planning, Development, and Environmental Quality and the Budget and Capital Committees, That the Director of Finance be directed to make the following budget adjustments on the County's books:

REVENUE:	A908	Room Tax Fund Balance	\$88,000
APPROPRIATION:	6475.54400	Program Expense - Festivals Outreach	\$10,000
	6475.54621	Community Arts Partnership	\$ 8,000
	6475.54625	Tourism Capital Grants	\$10,000
	6475.54626	Tourism Marketing & Advert Grants	\$15,000
	6475.54628	New Tourism Initiative Grants	\$30,000
	6475.54632	Tompkins County Chamber- Convention & Visitors Bureau	\$15,000

RESOLVED, further, That the County Administrator or his designee is authorized to sign all contracts and documents related to the non-grant appropriations.

SEQR ACTION: TYPE II-20

EXPLANATION:

- **Festivals Outreach:** Expand festival coordination outreach efforts, create long-term strategic plan to efficiently respond to Tourism Program festival grant requests
- **Community Arts Partnership:** CAP operates County's Ticket Center, and must recover costs as the State Theatre moves toward selling tickets at the Ticket Center
- **Grants:** Anticipated demand for Fall 2010 grant round
- **Tompkins County Chamber/CVB:** Increase 2010 marketing campaign to attract more overnight visitors

Minutes Acceptance: Minutes of Sep 1, 2010 3:30 PM (Approval of Minutes)



Planning, Development, and Environmental Quality Committee

121 E. Court Street
Ithaca, NY 14850

Meeting: 08/04/10 03:30 PM
Department: County Administ
Category: Administ
Functional Cate

ADOPTED

DOC ID: 2145 /

RESOLUTION NO.

**Accepting the County Administrator’s Report Regarding
Strengthening the County’s Tourism Efforts and Authorizing a Senior
Planner Position Within the Tompkins County Planning Department
to Support the Strategic Tourism Planning Board and Coordinate the
County’s Tourism Activities**

WHEREAS, Tompkins County levies a Hotel Room Occupancy Tax (“Room Tax”) to provide the means to enhance the local economy through the promotion of tourist activities, conventions, trade shows, special events and other directly related and supporting activities, and

WHEREAS, the County created the Advisory Board on Tourism Development in 1989 and subsequently restructured that Board to create the Strategic Tourism Planning Board (STPB) in 1998 to identify, develop, and promote arts, cultural, and tourism opportunities; improve the connection among tourism and visitor service providers improve the efficiency of visitor-services delivery and program development; and advise the Tompkins County Legislature on the distribution of Room Tax revenue for both “product” and marketing activities, based on adopted short- and long-term tourism development strategies, and

WHEREAS, the role of the STPB has grown alongside the growth in Room Tax revenue, with the Board now responsible for all “Product Development” activities, which account for 40% of all Room Tax revenue net of administrative costs, and also for tourism marketing activities other than those undertaken by the Convention and Visitors Bureau, and

WHEREAS, although the STPB has fulfilled its mission with great skill and vision, it has relied largely on a dedicated volunteer board for tasks normally and more appropriately assigned to professional staff, and

WHEREAS, recognizing that its administrative responsibilities were limiting its ability to fully realize the more strategic elements of its mission, the STPB requested the County consider how to provide professional staff assistance and allocated \$100,000 to support the cost of such assistance in each of its last two budgets, and

WHEREAS, in responding to the STPB’s request and also in seeking stronger accountability over the spending of Room Tax funds, the Legislature’s Planning, Development, and Environmental Quality Committee asked the County Administrator to exercise his powers under Chapter 150 of the County Code governing the Room Tax to assess the needs of the County’s tourism program and make recommendations to the Legislature, and

WHEREAS, after undertaking a review that included discussions with STPB members and other stakeholders the County Administrator has issued a report that shall be made a part of this record. The report found the responsibilities of the STPB and its members exceed what can reasonably be expected of a volunteer advisory board and recommends the hiring of a professional staff person to assume the administrative burdens now carried by the Board, allowing the Board to focus on more strategic issues and opportunities, and

WHEREAS, the County Administrator’s report enumerates the several recommended duties of the staff person, including but not limited to facilitating the development of a five-year (2011-15) strategic tourism plan exploring new sources of funding, generating and pursuing ideas about new initiatives to increase tourism activity evaluating the effectiveness of existing programs to ensure these activities are resulting in the highest return on the County’s Room Tax dollar, managing product development contracts for grant compliance, reviewing budgets and reports, and serving as a single point of contact for all Room Tax related matters, and

Minutes Acceptance: Minutes of Sep 1, 2010 3:30 PM (Approval of Minutes)

Resolution 2010-144

Meeting of August 4, 2010

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WHEREAS, the County Administrator has recommended the position be placed in the Department of Planning in the title of Senior Planner and made accountable to the Commissioner of Planning, who shall direct the work activities of the staff person and ensure the continued involvement of the STPB in the development and oversight of the County's tourism programs, and

WHEREAS, the position and related supervisory costs will be fully supported by Room Tax revenue allocated for this purpose, and

WHEREAS, the County Administrator has recommended that an objective performance evaluation of this initiative be undertaken two years after its commencement to determine whether the anticipated benefits of adding a professional staff person have been realized, now therefore be it

RESOLVED, on recommendation of the Planning, Development, and Environmental Quality and the Budget and Capital Committees, That the Tompkins County Legislature accepts the findings and recommendations of the County Administrator's report and authorizes the designation of a position at the level of Senior Planner within the Planning Department, funded by Room Tax revenue, to support and coordinate the County's tourism program,

RESOLVED, further, That it is the expectation that as long as the position exists, it shall be funded solely by Room Tax funds,

RESOLVED, further, That funding for this position and related expenses for the balance of 2010 shall be provided through a budget adjustment and that the Director of Finance be authorized to make the following adjustments on his books:

From:	Room Tax Account	6475.54400	Program Expense	\$25,000
To:	Planning Department Account	8020.51000609	Senior Planner	\$19,575
	Planning Department Account	8020.58800	Fringes	\$ 5,425

SEQR ACTION: TYPE II-20

Minutes Acceptance: Minutes of Sep 1, 2010 3:30 PM (Approval of Minutes)

STRENGTHENING THE COUNTY'S TOURISM EFFORTS

A Report to the Planning, Development, and Environmental Quality Committee of the
Tompkins County Legislature

Prepared by County Administrator Joe Mareane
Presented August 4, 2010

In late 2008, I was asked by PDEQ to assess the needs of the County's tourism program and to report back with findings and recommendations. The request was based on a number of factors, particularly:

- A request by the Strategic Tourism Planning Board (STPB) for dedicated high-level staff support to ensure a proficient delivery of its programs and aid long-term strategic planning;
- A desire by the Legislature to elevate the level of understanding and accountability for the performance of \$1.7 million in room occupancy tax dollars.
- An emerging policy consideration by Legislature as to whether growth in room tax collections should continue to be allocated according to the current 60-40 split of net revenue (60% for tourism marketing/40% for "product development) or by some other formula to reflect County priorities.

For background, the charge of the STPB includes:

- Identifying, developing and promoting arts, cultural, and tourism opportunities as a part of the County's economic development plan;
- Improving the connection among tourism and visitor service providers to improve the efficiency of visitor service delivery and tourism development;
- Advising the Tompkins County government on the distribution of room occupancy tax revenues, based on adopted short- and long-term tourism development strategies including the revenues devoted to tourism marketing (60% of the revenues net of County overhead) and product development (40% of the revenues net of County overhead).

My review, which included interviews with the STPB and major stakeholders, found the following:

1. The responsibilities of the STPB exceed what can reasonably be expected of a volunteer advisory board. In addition to its original advisory and planning role, the Board is now involved the direct management of both the product development budget as well as \$85,000 in tourism marketing grants and activities that are outside the purview of the CVB.

The Board is trying to elicit and respond to ideas for "product development," consider specific funding requests for product development projects; shepherd candidate projects through the process of Board review and legislative approval; monitor the performance of individuals and agencies already granted funding; review and approve tourism marketing plans put forward by the CVB; chart a long-term strategic direction for the County's tourism program; and many other tasks.

The Board needs the support of a dedicated staff person with both managerial and planning skills.

2. There is not a need to fundamentally overhaul the current relationship between the County, STPB, and CVB. Improvements should be on the margin, aimed at strengthening the relationship through a more active County role in supporting the STPB's mission of strategic planning and program delivery.
3. Any issues regarding financial accountability can be fully resolved by more understandable, plain language reporting.
4. The project management work currently being done for the STPB by TCAD (capital project review), CAP (organizational development proposal review), and the Chamber (beautification) appears to be a cost effective and should continue.

5. The linkage between tourism and economic development should be recognized and strengthened.
6. Until room tax revenues are restored to their pre-recession level, it is difficult to consider a reallocation of revenues, either to revise the traditional 60-40 split or to allocate some portion of the tax to other activities, such as other forms of economic development. In the event growth returns, the Legislature may choose to consider a plan that would allocate growth in a manner different than the current arrangement.

Those findings lead to the following recommendations:

1. The County should provide the STPB the support needed to effectively undertake its broad range of goals and responsibilities.
2. The support should address both the management and planning needs of the STPB, and include assistance in the following areas:
 - a. The development of a five-year (2011-15) strategic tourism plan.
 - b. As a part of an on-going planning and continuous improvement process:
 - i. Monitoring and evaluation of the effectiveness of all room tax supported programs to insure these activities are resulting in the highest return on the County's room tax dollar;
 - ii. Generating and nurturing ideas about ways to increase economic growth through tourism activity;
 - iii. Collection and updating of baseline data on other tourism activities in the country;
 - iv. Exploration of funding sources other than the room tax to augment the level of tourism-related projects and activities;
 - v. Conducting outreach with municipalities within the County to nurture the development of local programs that promote tourism activity.
 - c. Managing the tourism product development program, including
 - i. Negotiation and oversight of new and continuing contracts with contract agencies and grantees;
 - ii. Monitoring grant compliance by grantees;
 - iii. Assisting individuals or organizations develop their ideas about tourism projects;
 - iv. Periodically reviewing funding guidelines and, as appropriate, submission of recommendations for change;
 - d. Reviewing and reporting on all budget submissions and requests by all individuals and agencies seeking room tax funding
 - e. Facilitating an STPB review of its charge and mission to ensure it remains consistent with contemporary goals and objectives
 - f. Serving as the primary point of contact for the Legislature on all matters relating to activities funded by room tax revenue
3. After reviewing a wide range of alternatives, it is recommended that the function reside within the County Planning Department and that the tasks be undertaken by a Senior Planner or equivalent position. A 40-hour per week Senior Planner position currently earns \$53,541 plus \$21,684 in fringe benefits.
4. The cost of the position, including supervision and administrative support, should be fully supported with room tax revenue.
5. The position should reflect a balance between contemplative planning and more action-oriented development.

6. A formal evaluation of this new arrangement should be undertaken two years after its commencement to determine whether the additional support has resulted in:
 - a. The development of a 5-year strategic plan;
 - b. A system of routinely applied program evaluations;
 - c. A improved system of identifying, cultivating, assisting, evaluating, presenting, and monitoring requests for “product development” projects (with this subjective determination made by the STPB);
 - d. An improved perception of accountability by the Legislature



Planning, Development, and Environmental Quality Committee

121 E. Court Street
Ithaca, NY 14850

Meeting: 08/04/10 03:30 PM
Department: County Administ
Category: Agreements, Bids, Contracts, C
Functional Cate

ADOPTED

DOC ID: 213

RESOLUTION NO.

Funding of Community Celebrations Grants

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WHEREAS, Tompkins County has a grant program for community celebrations using funds drawn entirely from Room Occupancy Tax, and

WHEREAS, Tompkins County has reviewed grant applications for recommendation to the Tompkins County Legislature through the Planning, Development, and Environmental Quality Committee with the advice of the Strategic Tourism Planning Board, now therefore be it

RESOLVED, on recommendation of the Planning, Development, and Environmental Quality Committee, That the following grants are approved:

Town of Lansing	2010 Lansing Harbor Fest	\$1,200
Town of Ithaca	Rededication of Veterans' Cemetery	\$ 300

RESOLVED, further, That the County Administrator or designee shall be authorized to sign any document related to the aforementioned projects.

SEQR ACTION: TYPE II-20

Minutes Acceptance: Minutes of Sep 1, 2010 3:30 PM (Approval of Minutes)



Planning, Development, and Environmental Quality Committee

121 E. Court Street
Ithaca, NY 14850

Meeting: 08/04/10 03:30 PM
Department: Planning Depart
Category: Administrative
Functional Category

DOC ID: 20810

ADOPTED

RESOLUTION NO.

Endorsing the Tompkins County 2020 Energy Strategy

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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 August 20, 2010.

SEQR ACTION: TYPE II-20

Minutes Acceptance: Minutes of Sep 1, 2010 3:30 PM (Approval of Minutes)



Planning, Development, and Environmental Quality Committee

121 E. Court Street
Ithaca, NY 14850

Meeting: 08/04/10 03:30 PM

Department: Planning Depart

Category: State Environmental Quality Review (S
Functional Cate

ADOPTED

DOC ID: 214

RESOLUTION NO.

**Making a Negative Declaration of Environmental Significance in
Relation to Resolution No. 129 of 2010 - Authorizing a Contract with
the Tompkins County Soil and Water Conservation District to
Implement Flood Hazard Mitigation Program Projects**

WHEREAS, in Resolution No. 129 of 2010, the Tompkins County Legislature would authorize the County Administrator or his designee to execute a contract with the Tompkins County Soil and Water District to implement projects identified through the Flood Hazard Mitigation Program, and would also be authorized to execute other agreements necessary for the County to implement, monitor, and protect the projects funded through this program, and

WHEREAS, the Tompkins County Legislature has reviewed and accepted as adequate an Environmental Assessment Form with respect to that action, now therefore be it

RESOLVED, on recommendation of the Planning, Development, and Environmental Quality Committee, That Resolution No. 129 of 2010 is an unlisted action,

RESOLVED, further, That the County Legislature hereby makes a negative declaration of environmental significance in regard to Resolution No. 129 of 2010.

SEQR ACTION: UNLISTED

(Short EAFs on file with the Clerk of the Legislature)

Minutes Acceptance: Minutes of Sep 1, 2010 3:30 PM (Approval of Minutes)



Planning, Development, and Environmental Quality Committee

121 E. Court Street
Ithaca, NY 14850

Meeting: 08/04/10 03:30 PM
Department: Planning Depart
Category: Agreements, Bids, Contracts, C
Functional Cate

ADOPTED

DOC ID: 214

RESOLUTION NO.

Authorizing a Contract with the Tompkins County Soil and Water Conservation District to Implement Flood Hazard Mitigation Program Projects

WHEREAS, the Tompkins County Legislature re-established the Flood Hazard Mitigation Program in 2006 and

WHEREAS, the Tompkins County Legislature provided funding for the Flood Hazard Mitigation Program in the amount of \$25,000 in 2010, and

WHEREAS, the Technical Committee for the Flood Hazard Mitigation Program has identified several projects to be funded through the Flood Hazard Mitigation Program, and

WHEREAS, the Tompkins County Soil and Water Conservation District is prepared to undertake the projects identified by the Technical Committee, and

WHEREAS, the projects identified for implementation will be protected through the use of a Riparian Buffer Protection Agreement where appropriate, and

WHEREAS, the Tompkins County Legislature has reviewed and accepted as adequate Environmental Assessment Forms with respect to these projects, now therefore be it

RESOLVED, on recommendation of the Planning, Development, and Environmental Quality Committee, That the County Administrator or his designee be authorized to execute a contract with the Tompkins County Soil and Water District, in an amount not to exceed \$25,000,

RESOLVED, further, That the County Administrator or his designee is also authorized to execute other agreements necessary for the County to implement, monitor, and protect the projects funded by the Flood Hazard Mitigation Program.

SEQR ACTION: Unlisted
(Short EAFs on file in the office of the Clerk of the Legislature)

Minutes Acceptance: Minutes of Sep 1, 2010 3:30 PM (Approval of Minutes)



Planning, Development, and Environmental Quality Committee

121 E. Court Street
Ithaca, NY 14850

Meeting: 08/04/10 03:30 PM
Department: Planning Depart
Category: Advisory Boards and Comm
Functional Cate

ADOPTED

DOC ID: 213

RESOLUTION NO.

Amending Membership of the Water Resources Council

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WHEREAS, the Tompkins County Water Resources Council (WRC) was established by Resolution No. 18 of 1997, and the membership of the WRC was restructured by Resolution No. 57 of 2000 which created nineteen voting members, including an Economic Development seat, and

WHEREAS, the membership of the WRC was expanded by two At-Large voting seats by Resolution No. 21 of 2000, and terms were changed from two years to three years by Resolution No. 49 of 2001, and

WHEREAS, the WRC conducts an annual membership campaign and occasional special campaigns, and has had no candidates approved for the Economic Development Seat since it was vacated in 2004, and

WHEREAS, the Nominating/Membership Committee of the WRC examined options for this seat and recommended that the seat be changed from an Economic Development seat to an At-Large seat, to be filled with a person with expertise in a field appropriate to the Mission of the WRC, and that recommendation was approved by the WRC at its meeting on July 19, 2010, now therefore be it

RESOLVED, on recommendation of the Planning, Development, and Environmental Quality Committee, That the Economic Development seat of the WRC is changed to an At-Large seat.

SEQR ACTION: TYPE II-20

Minutes Acceptance: Minutes of Sep 1, 2010 3:30 PM (Approval of Minutes)

ADOPTED

Resolution No. 2010-156

Supporting Intermunicipal Cell Tower Initiative

WHEREAS, various municipalities in Tompkins County have received applications for permission to construct cellular communication towers within their borders (and, in some cases, on municipal property), and some of these applications have elicited substantial public concern or opposition, and

WHEREAS, at the same time, some municipalities have areas where cell coverage is desired but it is substandard or absent, and

WHEREAS, to date, each municipality has acted on its own, each with their own local ordinances regarding cell towers, and sometimes seeking expert consultation to evaluate an applicant's need or other assertions, and

WHEREAS, recognizing their shared interests and concerns, several municipalities have decided, through the Tompkins County Council of Governments (TCCOG), to explore the possible benefits of a more coordinated approach to the issues surrounding cellular communications, and

WHEREAS, the participating municipalities want to learn what the current status is of local jurisdiction in this area, and to determine whether some type of coordinated, intermunicipal approach could enhance their ability to focus cell tower siting at the most appropriate and least disruptive locations, and

WHEREAS, in addition, some participating municipalities may want outside advice on whether their individual ordinances should be revised and updated, and

WHEREAS, the participating municipalities (nine interested TCCOG members) issued an RFP (Request for Proposals) for legal services to advise them on these issues in December 2009, and received four qualified responses, and

WHEREAS, on consideration of these proposals and phone interviews with two of the applicants, the firm of Silverberg Zalantis, Tarrytown, NY, was selected as the preferred vendor for this contract for a total of \$10,250, as follows:

- Presentation - \$750 (flat fee)
- Collaboration feasibility - \$1,500 (flat fee)
- Ordinance template - \$3,000 (estimate)
- Contingency - \$5,000
- Total to be divided among municipalities - \$10,250

, and

WHEREAS, in addition, individual municipalities can decide whether to seek an optional review of their specific ordinance for an estimated \$300-\$500 per municipality, to be arranged directly with Silverberg Zalantis, now therefore be it

RESOLVED, on recommendation of the Planning, Development, and Environmental Quality

Minutes Acceptance: Minutes of Sep 1, 2010 3:30 PM (Approval of Minutes)



Tompkins County Water Resources Council

121 East Court Street, Ithaca, N.Y. 14850
 Telephone (607) 274-5560 Fax: (607) 274-5578
www.tompkins-co.org/planning/committees.html

TO: PDEQ Members

FROM: Kathy Wilsea, Water Resources Council Secretary

DATE: 8/24/2010

SUBJECT: Selection of Applicants for Water Resources Council Appointment

The Nominating Committee of the Water Resources Council seeks early input from PDEQ on selection of applicants for appointment. If you have any comments on preferred skills, reappointment of longstanding members, demographics, etc., the Nominating Committee would like to know before they start examining applications. Cindy Schulte, Chair of the Nominating Committee, will attend PDEQ on 9/1 to gather your remarks.

These seats are open to applications from the public this fall:

- At-Large (2)
- Municipal
- Recreation
- Water Purveyor

Minutes Acceptance: Minutes of Sep 1, 2010 3:30 PM (Approval of Minutes)

Resolution No. 2010-145 Endorsing the Tompkins County 2020 Energy Strategy

, Clerk
Tompkins County Legislature

Minutes Acceptance: Minutes of Sep 1, 2010 3:30 PM (Approval of Minutes)

CAPITAL RESERVE FUND FOR NATURAL, SCENIC, AND RECREATIONAL RESOURCE PROTECTION

Program Guidelines

Resolution Number 217 of 2005 (adopted by the Tompkins County Legislature on November 1, 2005) established the Capital Reserve Fund for Natural, Scenic, and Recreational Resource Protection. According to the Resolution,

“... the purpose of this 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.”

The Tompkins County Comprehensive Plan identified fourteen Natural Features Focus Areas (NFFAs) and six Agricultural Resource Focus Areas (ARFAs). As called for in the Comprehensive Plan, the Tompkins County Planning Department developed a Conservation Plan for these NFFAs

“to protect and preserve natural resources and recreational amenities in the focus areas identified in the Comprehensive Plan using tools appropriate to the functions of those resources,”

as well as for the ARFAs

“to identify the unique opportunities and critical issues facing each ARFA and to develop agricultural resource protection strategies for these areas.”

The Conservation Plan establishes the priorities for expending the Capital Reserve Fund.

Project Eligibility

The proposed project must meet all of the following minimum requirements:

- § The property owner is a willing participant in the project.
- § The County cost will be no more than half of the total project cost.
- § Another party will be responsible for property management and stewardship, except for the addition of land adjacent to a county forest.
- § The project is located in a NFFA or ARFA as identified in the Tompkins County Comprehensive Plan.

Project Priority Criteria

The proposed project must substantially further at least one of the following objectives:

- § Substantially protects land within the 330-foot buffer of a perennial stream.
- § Provides public access to Cayuga Lake.
- § Protects land that is adjacent to permanently protected open space, including both natural and agricultural lands.
- § Protects land on an existing or potential intermunicipal trail corridor.
- § Protects a high concentration of Prime Soils or Soils of Statewide Significance.
- § Protects a Distinctive or Noteworthy view as identified in the Tompkins County Scenic Resources Inventory.

Process

Project proposals will be accepted by the Tompkins County Planning Department on an on-going basis. Projects that meet the Project Eligibility Criteria and at least one of the Project Priority Criteria will be brought to the Planning Advisory Board (PAB) for evaluation. The project will also be presented to the town, village or city in which the project is located (unless the project is sponsored by the municipality). The PAB evaluation of the project will include consideration of how the project would contribute to implementing the Conservation Plan, as well as any input provided by the local municipality. Projects that are recommended by the PAB will be brought to the relevant committee of the Tompkins County Legislature and, ultimately, to the full Legislature for approval.

Draft 7/29/2010

**PLANNING ADVISORY BOARD
Wednesday, July 28, 2010
COOPERATIVE EXTENSION
615 WILLOW AVENUE**

EXCERPT from draft MINUTES

Members Present – Mina Amundsen, Martha Armstrong, Dick Coogan, Rick Couture, Fernando de Aragon, John Gutenberger, Dave Herrick, Gay Nicholson, Monika Roth, John Spence, Andy Zepp

Members Absent -- Pam Mackesey, Scott Whitham, Fred Wilcox

Others Present – Joan Jurkowich (Planning Dept.), Ed Marx (Commissioner of Planning & PW), Kathy Wilsea (TCPD)

Finalize Guidelines for Capital Reserve Fund – Ed Marx said the interim guidelines were established while we were waiting to finish the conservation plans. These are now complete and incorporated into the changes proposed. John Gutenberger asked for an example of use to protect a scenic view. Ed said viewsheds have been defined, and use of the grant might be to aid in acquisition of the property or might result in an easement on a property. Gay Nicholson said there are many such places in the Finger Lakes. There was also discussion on how it could be used to protect agriculture, such as covering transaction costs for a property donation that would protect prime soils. This is a small fund, and Ed pointed out it wouldn't be enough to cover PDR closing costs. The body does mention prime agricultural soils. Guideline amendments moved by Gay Nicholson, seconded by Dick Coogan and passed by unanimous show of hands.

Respectfully submitted,

Kathy Wilsea, Secretary
Tompkins County Planning Department

Minutes adopted by PAB on __, 2010.

Membership:

Mina Amundsen, At-Large
Martha Armstrong, Economic Dev.
Dick Coogan, Local Planning (non-urban)
Rick Couture, Education
Fernando de Aragon, Transportation
John Gutenberger, Education
Dave Herrick, Facilities/Infrastructure
Dooley Kiefer, Associate Member

Pam Mackesey, Planning Committee
Gay Nicholson, At-Large
Monika Roth, Agriculture
John Spence, Housing
Scott Whitham, Cultural & Historic Pres.
Fred Wilcox, Local Planning (urban)
Andy Zepp, Land Pres./Public Land Mgmt.

Minutes Acceptance: Minutes of Sep 1, 2010 3:30 PM (Approval of Minutes)

ADOPTED

Resolution No. 2010-134

Award of Tourism Capital Grant

WHEREAS, the Tompkins County Tourism Program includes Tourism Capital grants and Tompkins County Area Development (TCAD) administers the Tourism Capital Grants process, which includes designing the application process, reviewing and analyzing the feasibility and economic impact of tourism projects, and providing oversight for tourism projects, and

WHEREAS, the Tourism Capital Grants Committee recommended according to its competitive process that the Finger Lakes Wine Center be selected for grants over a three-year period, and

WHEREAS, funding exists within the Room Tax Occupancy budget for Tourism Capital Grants, and

WHEREAS, TCAD reviewed the following project with the Strategic Tourism Planning Board (STPB), and the STPB anticipates that the following project will encourage the development of tourism products and attractions in order to improve community assets, to increase the tourism business in the County, and to increase the income from the Room Occupancy tax, and the following grant awards have been reviewed and recommended by the STPB, now therefore be it

RESOLVED, on recommendation of the Planning, Development, and Environmental Quality Committee, That the County Administrator or his designee is authorized to sign all documents related to this project, upon completion of all requirements outlined in the review process and the grant agreement:

Entity		Project	
Finger Lakes Wine Center		Center's location development	
2007	2008	2010	TOTAL
\$50,000	\$60,000	\$50,000	\$160,000

SEQR ACTION: TYPE II-20

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

STATE OF NEW YORK)
) ss:
COUNTY OF TOMPKINS)

I hereby certify that the foregoing is a true and correct transcript of a resolution adopted by the Tompkins County Legislature on September 1, 2010.



Minutes Acceptance: Minutes of Sep 1, 2010 3:30 PM (Approval of Minutes)

Resolution No. 2010-134 Award of Tourism Capital Grant

IN WITNESS WHEREOF, I have hereunto set my hand and affixed the seal of the said Legislature at Ithaca, New York, on October 7, 2010.

, Clerk
Tompkins County Legislature

Minutes Acceptance: Minutes of Sep 1, 2010 3:30 PM (Approval of Minutes)

Resolution No. 2010-135 Approval of Contract for Arts and Culture Development – State Theatre, Inc.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed the seal of the said Legislature at Ithaca, New York, on October 7, 2010.

, Clerk
Tompkins County Legislature

Minutes Acceptance: Minutes of Sep 1, 2010 3:30 PM (Approval of Minutes)



Inclusion Through
Diversity

**Tompkins County
Department of Administration**

125 East Court Street, Ithaca, NY 14850
Phone: (607) 274-5551
Fax: (607) 274-5558

COUNTY ADMINISTRATOR
Joe Mareane

DEPUTY COUNTY ADMINISTRATOR
Paula E. F. Younger

11.2

"Promoting excellence in County operations while respecting the needs of the people we serve."

TO: PLANNING, DEVELOPMENT, AND ENVIRONMENTAL QUALITY COMMITTEE

FROM: JOE MAREANE

DATE: AUGUST 24, 2010

RE: RECOMMENDED 2011 TOURISM PROGRAM BUDGET

Attached is the proposed 2011 Tourism Program Budget. As you know, this Budget is funded entirely with Room Occupancy Tax revenue.

With the exception of incorporating known reserves into the spending plan, the proposal is consistent with the draft budget presented to the Committee in June. The Room Tax reserves are the result of a quick and sustained spending adjustments directed by the STPB in response to a sharp reduction in lodging activity first seen in Fall 2008. As the economy improved, Room Tax revenues outperformed their budget targets, resulting in budget surpluses.

The Legislature recently allocated a portion of these reserves to be spent in 2010. The proposed 2011 budget recommends allocating an additional \$223,664 next year, leaving an estimated balance of \$123,336 in unspent reserves (including \$75,000 budgeted but not spent for the tourism position in 2010). The attached budget shows where those allocations would be made. The intended use of the applied reserves is as follows:

- **Arts and Cultural Organizational Development:** Hire an accountant/business consultant to conduct program review of grant recipients, plus increase grant pool to open program to new entities;
- **Beautification, Public Art & Signage:** Increase watering capabilities, maximize visual impact;
- **Tourism Capital Grants:** Address anticipated demand for 2011;
- **Festival Outreach:** Begin implementation of strategic plan, likely to establish an inventory of commonly-used festival components for rental to festival planners;
- **Tompkins County Chamber/CVB:** account for cost of living wage increase for seasonal workers to be paid Living Wage;
- **Tompkins County Chamber/CVB:** Create more marketing campaigns (subject to review and approval by STPB);
- **Marketing and Advertising Grants:** Expand capacity to market successful tourism generating events;

Minutes Acceptance: Minutes of Sep 1, 2010 3:30 PM (Approval of Minutes)

- **New Tourism Initiative Grants:** Expand capacity to incubate new initiatives likely to attract visitors;
- **Market the Arts:** Market website created to feature all local artists, actors, etc.- online directory.

As I believe you will find, the STPB has recommended a conservative and cautious budget for 2010 and 2011, while maximizing the use of reserves to generate more overnight stays.

Attachment (1)

Cc: STPB

Summary--Room Tax Budget, 2009-2011 Recommended

	2009 <u>Budget</u>	2009 <u>Modified</u>	2010 <u>Budget</u>	2010 <u>Modified</u>	2011 <u>Recom</u>	Change <u>2011 vs. 2010</u>
Expenses						
Product Development	870,796	688,745	612,000	640,000	700,065	88,065
Tourism Marketing	1,282,413	1,012,414	918,000	978,000	1,050,099	132,099
County Allocation/STPB Staffing	<u>198,995</u>	<u>155,216</u>	<u>270,000</u>	<u>270,000</u>	<u>264,500</u>	<u>(5,500)</u>
Total	2,352,204	1,856,375	1,800,000	1,888,000	2,014,664	214,664
Revenue						
Current Year Collections	1,989,950	1,552,161	1,700,000	1,700,000	1,795,000	95,000
Applied Reserves	<u>362,254</u>	<u>304,213</u>	<u>100,000</u>	<u>188,000</u>	<u>219,664</u>	<u>119,664</u>
Total	2,352,204	1,856,374	1,800,000	1,888,000	2,014,664	214,664

Minutes Acceptance: Minutes of Sep 1, 2010 3:30 PM (Approval of Minutes)

2011 Tompkins County Tourism Program Budget

PRODUCT DEVELOPMENT

<u>Function</u>	<u>2010 Budget</u>	<u>2010 Reserves</u>	<u>2010 Budget</u>	<u>March Recom</u>	<u>2011 Reserves</u>	<u>Recom'd 2011 Budget</u>
Arts and Cultural Organizational Development						
Direct Funding	160,673		160,673	160,673	18,000	178,673
Program Management (CAP)	<u>17,100</u>		<u>17,100</u>	<u>20,100</u>	<u>2,000</u>	<u>22,100</u>
Subtotal	177,773		177,773	180,773	20,000	200,773
Beautification, Public Art & Signage						
Direct Funding	99,147		99,147	99,147	20,000	119,147
Program Management (Chamber/CCE)	<u>7,865</u>		<u>7,865</u>	<u>7,865</u>	<u>0</u>	<u>7,865</u>
Subtotal	107,012		107,012	107,012	20,000	127,012
Tourism Capital Grants						
Direct Funding	119,936	9,000	128,936	119,936	35,520	155,456
Program Management (TCAD)	<u>13,327</u>	<u>1,000</u>	<u>14,327</u>	<u>13,327</u>	<u>3,946</u>	<u>17,273</u>
Subtotal	133,263	10,000	143,263	133,263	39,466	172,729
Community Arts Partnership-Ticket Center	21,755	8,000	29,755	21,755		21,755
Community Arts Partnership-Operating Ass	30,780		30,780	30,780		30,780
Community Celebrations	26,600		26,600	26,600		26,600
Tourism Project Grants	69,817		69,817	61,817		61,817
Festivals	10,000	10,000	20,000	15,000	10,000	25,000
WIB/TC3 Customer Service Program	30,000		30,000	30,000		30,000
County Historian	<u>5,000</u>		<u>5,000</u>	<u>5,000</u>	<u>0</u>	<u>5,000</u>
Subtotal	193,952	18,000	211,952	190,952	10,000	200,952
Grand Total-Product Development	612,000	28,000	640,000	612,000	89,466	701,466

Minutes Acceptance: Minutes of Sep 1, 2010 3:30 PM (Approval of Minutes)

2011 Tompkins County Tourism Program Budget

MARKETING

<u>Function</u>	<u>2010 Budget</u>	<u>2010 Reserves</u>	<u>2010 Modified</u>	<u>March Recom</u>	<u>2011 Reserves</u>	<u>Recom'd 2011 Budget</u>
Convention and Visitors Bureau						
CVB Tourism Marketing Operations						
Personnel (salaries and fringe)	426,692		426,692	434,192	15,862	450,054
Supplies and Materials	57,600		57,600	61,100		61,100
Downtown Visitor Center Rent	12,000		12,000	11,000		11,000
Subtotal	496,292		496,292	506,292	15,862	522,154
Chamber Support						
Staff	37,696		37,696	38,630		38,630
Facilities	84,048		84,048	85,158		85,158
	121,744		121,744	123,788		123,788
Program Costs:						
Marketing	281,500	15,000	296,500	256,000	30,000	286,000
Public Relations	9,487		9,487	7,200	3,000	10,200
Visitor Services	10,250		10,250	10,000	1,000	11,000
Group Sales	31,500		31,500	39,250		39,250
Special Project	-	-	-	-	0	-
Subtotal	332,737	15,000	347,737	312,450	34,000	346,450
Gross Amount to CVB	950,773		965,773	942,530	49,862	992,392
Less: Program Revenue/Applied Reserves	118,085	-	118,085	109,842		109,842
Subtotal--CVB	832,688	15,000	847,688	832,688	49,862	882,550
Other STPB Marketing Programs						
Marketing and Advertising Grants	37,078	15,000	52,078	25,000	25,399	50,399
Finger Lakes Tourism Alliance	11,500		11,500	11,500		11,500
New Tourism Initiative Grants	-	30,000	30,000	13,078	48,937	62,015
Discovery Trail	35,734		35,734	35,734		35,734
Recognition Awards	1,000		1,000	-		0
Market the Arts	-	-	-	-	10,000	10,000
Sub-total Other Marketing	85,312	45,000	130,312	85,312	84,336	169,648
Grand Total--Tourism Marketing	918,000	60,000	978,000	918,000	134,198	1,052,198

Minutes Acceptance: Minutes of Sep 1, 2010 3:30 PM (Approval of Minutes)

Tompkins County Tourism Program Reserves

		Reserves	40% Product	60% Marketing	Allocated Reserves
	Reserves 12/31/09	360,000			
	2010 Unused staffing	<u>75,000</u>			
		435,000	174,000	261,000	
RESERVES	2010 Modified Budget		28,000	60,000	88,000
RESERVES	2011 Budget		<u>89,466</u>	<u>134,198</u>	<u>223,664</u>
			56,534	66,802	311,664
balance of reserves as of August 2010:		123,336			

Minutes Acceptance: Minutes of Sep 1, 2010 3:30 PM (Approval of Minutes)

Compensable Support to CVB by Chamber of Commerce

*TO BE
UPDATED*

Administrative Costs	Salary	Fringe	Total	CVB Share	Note	Allocated to CVB
Chamber President	\$83,770	\$19,895	\$103,665	15%	a	\$15,550
Director of Finance	\$53,400	\$12,683	\$66,083	35%	b	\$23,129
Total Shared Administrative	\$137,170	\$32,578	\$169,748	23%		\$38,679

	Square Feet			CVB Share	Cost (at \$ psf)		
	CVB	Chamber	Total		CVB	Chamber	Total
Building Costs							
1st Floor Programmed Space	2,281	-	2,281	100%	\$51,909	\$0	\$51,909
1st Floor Common Space	448	393	841	53%	\$10,195	\$8,944	\$19,139
Subtotal 1st Floor	2,729	393	3,122	87%	\$62,104	\$8,944	\$71,047
2nd Floor Programmed Space	-	970	970	0%	\$0	\$22,074	\$22,074
2nd Floor Common Space	1,013	1,101	2,114	48%	\$23,053	\$25,055	\$48,108
Subtotal 2nd Floor	1,013	2,071	3,084	33%	\$23,053	\$47,130	\$70,183
Grand Total	3,742	2,464	6,206	60%	\$85,157	\$56,073	\$141,230
					60%	40%	

Notes:

- a) Share of cost based on 2005 Time Study, which showed 17%. Have reduced this to 15% as President's time has shifted slightly to other projects.
- b) Share of cost based on 2006 Time Study
- c) Interior square footage.

Costs are based on 2010 projections that, in turn, are based on actual cost trends for the period 2003-09.

Tompkins County Tourism Program

Improving economic development while enhancing quality of life

GOVERNMENTAL FEES AND SUPPORT

County 10 % NYS law permits the County to retain 10% of Tourism Program funds for administration and auditing

PRODUCT DEVELOPMENT (known as the 40%)

Signage, Beautification, & Public Art Improve way finding signage to direct travelers to key destinations, and beautify communities to welcome visitors- especially at gateways

Tourism Capital Grants Focus on expanding major visitor-generating projects, and fund feasibility studies for potential projects. *Awards: \$25,000 and higher*

Arts & Cultural Organizations Development Program Strengthen large existing arts and cultural organizations with long term financial planning tools. *Awards vary*

Community Celebrations Grants Grants for an observance, commemoration, jubilation, inauguration, presentation, or any other "red letter day" or salute that has meaning for the community. *Awards: up to \$2,000*

Community Arts Partnership (CAP)- Downtown Ticket Center Rent at the Clinton House for the Downtown Ticket Center

Community Arts Partnership assist with operating expenses

Tourism Project Grants Supports tourism-generating single projects such as a public art acquisition, temporary or permanent exhibits, or salary of notable talent. *Awards: up to \$25,000, projects/events greater than 3 years*

County Historian Provides historical connection to today's tourism events

STPB Planning STPB anticipates that as the budget grows, so does the demand for additional staffing and leadership that is sustainable; at this time the position(s) has been developed with a job description, and likely begin work in 2010. This should reduce the amount of committee work and increase the productivity of the Tourism funds.

Festivals Establish a program that coordinates festivals at a macro level, to achieve efficiencies through a scale of economy

Workforce Development/TC3 Customer Service A concerted program that creates a career ladder for entry level jobs in the tourism industry, as well as improves the visitors experience

Baseline Survey Project – Consultant To establish tools to collect baseline tourism related statistics that can be measured in the same manner years from now. Will assist STPB in identifying demographics of visitors, and provide a tool of measuring program effectiveness.

MARKETING (known as the 60%)

Convention and Visitors Bureau (CVB) Designated as the County's Tourism Promotion Agency, the CVB enhances economic development through promotion of local activities and assets to visitors as well as residents

Marketing and Advertising Grants Grants used to promote events likely to attract visitors – message is delivered in a manner consistent with the CVB's message. *Awards: 50-50 match, \$1,500-\$5,000*

Discovery Trail Eight tourism attractions marketed collectively, considered for funding from room tax

Finger Lakes Tourism Alliance Premier regional destination marketing organization that represents 14 counties in the Finger Lakes region, which are Cayuga, Chemung, Cortland, Livingston, Monroe, Onondaga, Ontario, Schuyler, Seneca, Steuben, Tioga, Tompkins, Wayne, Yates. Based in Penn Yan, FLTA is 85 years old. We participate in many of their cooperative marketing publications and programs to increase the strength and effectiveness of our marketing dollars.

New Tourism Initiative Grants Support marketing of significantly new tourism generating initiatives that flow from and are consistent with the *STPB's strategic plan* . *Awards: up to \$25,000, events/projects less than 3 years*

Recognition Awards Awards to recognize individuals, organizations, and associations who through their actions or activities have made an impact on the local economy by attracting conventioners and visitors to Tompkins County

Market the Arts Collectively marketing Tompkins County's visual artists and featuring them on one website to allow them to sell their work; will include but not limited to the members of the Greater Ithaca Art Trail



Planning, Development, and Environmental Quality Committee

121 E. Court Street
Ithaca, NY 14850

Meeting: 10/06/10 03:30 PM
Department: Planning Development & Env. Quality Committee
Category: Information Only
Functional Category:

DOC ID: 2231

**SCHEDULED
INFORMATION ITEM**

ITCTC Budget Transfer Request (Information Only)

Department: **ITCTC** Date: **9/2/2010** # _____ (for Finance use)

FROM: TO:

Department Budget Account	Title	AMOUNT	Department Budget Account	Title	Detailed Explanation Required:
1 A8672.54402	Legal Advertising	100.00	A8672.54342	Food	Moving funds between line items.
2					This does not change the original level of funding.
3					SEQR Action: TYPE II-20
4					
5					
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18					

Date of Program Committee: **10/6/2010** Date Sent to Program Committee: **9/3/2010**
 Sender's Initials: TL

Department Head: *[Signature]* Date Signed: **9/3/10**

Director of Finance: _____ Date Signed: _____

Routing: Submit 4 (four) copies to Finance-Comptroller
 Submit 1 (one) copy to Program Committee for next agenda