

**MADISON COUNTY PLANNING, ECONOMIC DEVELOPMENT, ENVIRONMENTAL
AND INTERGOVERNMENTAL AFFAIRS COMMITTEE**

Meeting Agenda - Wednesday, September 25, 2024

Call Meeting to Order

The meeting was called to order at 11:01 am by Chairwoman Eve Ann Shwartz.

Attendees: Cindy Edick, Mark Scimone, Eve Ann Shwartz, Ronda Winn, Joe Hicks, Larkin Podsiedlik, Ryan Chaires, Emily Burns, Melissa Felton, Dana Krueger, Matt Roberts, Jamie Kowalczyk, Kyle Reger, John Pinard, Kaytlynn Lynch, Sam Field, Kipp Hicks, Ellen Bowe, Tom Daviau, Loren Corbin, Mary Cavanaugh, Ryan Coe, Candy Morgan, Jim Cunningham, Matt Urtz, Mellisa During, Keith Lumis, Peggy LeClair, Christine Hall O'Neil, Nell Ziegler, Erik Smith.

Approval of Minutes

1. Review of August Minutes

On motion by Supervisor Pinard, seconded by Supervisor Reger, the motion was made to Approve. The motion was Passed.

Sales Tax Update - Cindy Edick

1. Sales Tax Report

Cindy reports that accounts are up from 2023 by about \$400,000 or 1.6%. After the last quarter distribution in October, new updates will be available.

Real Property Update - Ryan Chaires

Ryan reported first on the recent auction, that a last minute bankruptcy was filed on 1 property. Therefore, they had to pull it from the auction. A small piece of property along the canal in the Town of Lenox was decided to be too small to do anything with, so it will be transferred to the township. Ryan reported a total of \$1.1 million generated from the auction. At the close of the auction, Madison County made a profit of \$120,000.

Eve Ann asked for clarity with regard to the new surplus legislation. Of the total \$1.1 million generated from the sale, due to the new law, \$1 million of that must go back to the prior owners? Ryan confirmed yes. Cindy says this year's auction had more than years passed due to not holding an auction last year in anticipation of new legislation. Melissa says the counties that did have an auction last year are now in a big pickle, having to pay reciprocal monies to previous property owners. Mary Cavanaugh asked if previous owners would be contacted about the surplus money? Melisa answered stating additional disclosures were sent out prior to the auction start, but there is no current plan for a notice being sent after the auction completion. Melissa will look into the notice guidelines. John Pinard says we did not lose money, we just did not gain the money.

Career Center Update - Ellen Bowe



The flyer features a colorful illustration of diverse professionals in various uniforms and business attire standing in front of a city skyline. Logos for 'Working Solutions' and the 'Madison County Seal' are in the top corners. The text is centered and uses a mix of bold, sans-serif fonts. A QR code is located in the bottom right corner.

Working Solutions
all other careers center

Madison County Working Solutions

JOB FAIR

Wednesday, October 9th
10:00am - 11:30am
Kallet Civic Center: 159 Main St, Oneida

Employers Attending:

- HP Hood
- Oneida City Schools
- Head Start
- Diemolding
- Merlin Mold & Manufacturing
- Community Memorial Hospital
- Canastota N/C Corp.
- The Arc of Madison-Cortland
- Morrisville Auxillary Corp.
- Madison County HR
- Blading Services Unlimited LLC
- Dutchland Plastics
- Stockbridge School
- Whites Farm Supply
- YMCA
- Oneida Healthcare
- OPWDD

Check our Facebook page for updates

Made with PosterMyWall.com

Ellen started off by sharing the Job Fair Flyer, asking for people to contact her if there is additional interest in hosting at the fair. The Chittenango Botanical Garden sent a letter of Thanks to the Summer Youth Employment Program kids for their great work. Ellen shared the concern of many layoffs happening in the manufacturing industry, but they're not sure why yet. Among those that are hiring, they are doing so at a higher rate.

Ellen said she would like to start sharing a success story each month. Recently, a young man from Canastota was set up to work in a local village. Unfortunately, he ended up becoming unemployed and having no driver's license, rendering him limited to searching for new employment. The Career Center has helped him to get drivers' training and his license. Ellen is happy to now report this individual has found steady employment.

John asked if EMS had reached out for their need for new paramedics? Ellen says yes, now she has so many people coming over for paramedic training. They have to be a resident of the county in order to participate and most of them want to stay in the county for employment as well.

IDA Update - Kipp Hicks

- Joined in on an initial call with a film production company looking at a site in the Town of Sullivan
- Still working on the parking lot issue for the city of Oneida. The Hotel Oneida project is coming along slowly - with the lack of administration and a planning department, the city isn't easily able to accomplish their goals, but it will come with time.
- City of Oneida Business Assistance Fund has awarded funds for five small businesses.
 - Facade and interior updates to downtown buildings
- The Governor announced a \$50 million round for the next round of Restore New York. Letters of interest are due October, 2024.
- The governor has also announced a Main Street program offering 9.9% loans of up to \$100,000 per applicant.
 - \$10 million available statewide.
- The IDA has been approached by a couple of businesses interested in the County's revolving loan fund at lower interest rates than we currently offer.
 - That fund currently offers loans at a rate of prime plus one, which today would be 9% borrowing costs.
- DCC Ranger (new owners of the Good Nature Brewing Company) requested a continuation of GNB's PILOT agreement.
 - After many discussions with impacted taxing entities and holding a formal public hearing, the IDA board has decided to offer a smaller benefit mirroring the 5-year benefit afforded to Meier's Creek Brewing Company when they acquired the assets of the former Empire Brewing Company.
- Seneca Fields II applied for tax breaks and a deviation from our Unifor Tax Exemption Policy. They plan to build a 52-bed senior apartment complex in conjunction with Oneida Healthcare. They could also pursue NYS RPTL 581-a as an alternative to the IDA PILOT on their planned \$24,000,000 investment.
- Our agency has begun talks with finalists in the Grow-NY competition. The summit will be held on November 11 & 12 in Ithaca.

1. PILOT Presentation

Kipp also gave an overview, as requested by Chairperson Shwartz, of the Madison County IDA, it's history, and authorizing statute.

- Chapter 1030 of Laws of 1969 of New York, constituting Title I of Article 18-A of the General Municipal Law, Chapter 24 of the Consolidated Laws of New York as amended, and Chapter 305 of the 1975 Laws of the State of New York, as amended, codified as Section 893 of said General Municipal Law, authorize the Agency to promote, develop, encourage and assist in the acquiring, constructing, reconstructing, improving, maintaining and equipping and furnishing of manufacturing, warehousing, research, commercial and industrial

facilities, among others.

- The Madison County IDA isn't a not-for-profit. We are a very specific public benefit corporation created in the 1970's, through specific actions of the Madison County Board of Supervisors.
- Our board members are appointed by the Supervisors and serve at their pleasure.
- As a public benefit corporation, Industrial Development Agencies (IDAs) are exempt from taxes.
- IDAs can provide local financial incentives to qualifying businesses, including sales and mortgage tax exemptions, real property tax abatements, and in some cases, the issuance of tax-exempt bonds.
- Hicks also commented that their agency oversees the Madison County Capital Resource Corporation (CRC), which can finance tax-exempt bonds for civic facility projects, along with the Madison Grant Facilitation Corporation (GFC), which can facilitate grant funding from state agencies to private companies.

CCE Update - Larkin Podsiedlik/Sarah Rosenthal

Larkin reported the CCE Annual Meeting on Thursday, November 14 @ Lakeside Landing Oneida Golf Course.

Staffing Update: Hired Ag In the Classroom position

AED: Questions include starting LLC Farm on property, Infrastructure grant information, Creating Contracts for independent farm workers, and Commercial Kitchen use.

Ag: Technical assistance included more technical work with producers around specific disease issues (pathogens in eggplant and peppers, and abiotic disorders in eggplant, tomatoes, and potatoes), including supporting farms to submit samples to the Diagnostic Lab. Also, the grower emailed out to 115 producers and handed in person to 5 Amish producers.

Agritourism Mini Conference Planning:

- Participating farms include: Critz Farm, Local Roots, Farmstead 1868, Our Farm, and Albanese Longhorn
- 40-50 attendees tour 5 farms in Madison County. The next day is Onondaga County.
- Farmers being compensated and gaining exposure

Ag Agency Roundtable Meeting:

- Held a meeting to discuss how the different agencies collaborate to support Ag in Madison County.
- Attendees: CCE, FSA, SWCD, Madison County Planning, NRCS, NY Farm Bureau

- Will meet quarterly

Celebrate Madison is underway, still accepting applications from farmers and artisans in Madison County.

1. Presentation by the Regional Agriculture Team.

Erik Smith presented as Team Lead for the Regional Ag Team. Erik started out with many thanks for listening today. Typically, their team consists of 4 members. Currently, they have 3 due to a recent departure. Erik showed a slideshow presentation. The link was forwarded to supervisors' email for viewing as well. Eve Ann says when Madison County joined the Regional Team, that CCE was struggling to have good staff numbers, in turn making it difficult to run the business most effectively. She went on to say the collaboration has proved a tremendous group to be a part of. Larkin passed around the quarterly report and a value report to show the county what was being done with the funds.

Tourism Update - Kaytlynn Lynch

Kaytlynn reported this fall, Madison County Tourism is going to embark on a new, exciting, and long overdue project: a brand new Madison County Wedding Guide. The 48-page magazine-style publication will showcase a tourism market that has been neglected in years past. The ultimate goal is to elevate Madison County for consideration as a “one-stop shop” wedding destination. Since wedding planning typically happens after a location is selected, there will be a special focus on properties/venues available locally. Providing the reader with value by way of editorial content such as “Top 10 Lists,” or articles written by experts will be key components of this magazine. To create fairness of representation for our county businesses, the magazine will contain listings for categories that would be natural for a bridal couple to consider, such as catering options. Looking forward to having a presence at multiple wedding expos in 2025 with this new wedding guide!

Kaytlynn shared newly released Zartico visitor data for the third quarter of this year: 43% of our county visitors are from out-of-state, making the trip from places like Maine, Vermont, Massachusetts, Connecticut, Pennsylvania, Virginia, and Florida. Outdoor recreation continues to be the largest draw for travelers. The average visitor has spent \$461 on overnight accommodations, 19% of their overall spending within the county goes toward dining. For quick reference, the sample size this data was taken from includes about 4,300 credit card sales and 7,700 smartphones.

1. Madison County Tourism and Madison County Cultural Heritage Tourism Committee collaborated to create a short video.

Madison County Tourism and Madison County Cultural Heritage Tourism Committee collaborated to create a marketing video for Madison County. Kaytlynn introduced Christine Hall O'Neil, Executive Director of the Oneida Community Mansion House. She worked on this project in partnership with Black Cub Productions. Released this

past spring by Sprout Social, a social media management and analytics platform, videos are a staple in most brands' marketing strategies. The creation of accessible content is paramount and that is why you see embedded captions. Users will retain 95% of a message watched on video as opposed to only 10% read! Tourism has been releasing shorter form video content since early August on Instagram and Facebook pertaining to each location in the county that took part in the video project. Our plan is to release this longer-form video after the presentation/premiere of the video to the full Board of Supervisors next month.

PCD/HUB Update - Dana Krueger/Jocelyn Gavitt

PCD/HUB updates given by Dana:

The Microenterprise grant applications are due next week, there is still time to encourage businesses to apply through the end of September. If interested, please let businesses contact the HUB to find out more about eligibility and application requirements.

The Town of Hamilton has achieved pro-housing status. The HUB is working with the Village of Hamilton to obtain the status as well.

HUB - Events, meetings, numbers:

Coworkers - 17

Clients - 107

185 connections made with individuals and businesses through events, workshops, and meetings.

RURAL EQUITY GROUP - The Fall roadshow Madison Business Chats & Connections Series Meiers Creek kick off event hosted on August 29th focused on Marketing & Branding. The next event is being held on October 3rd at the Hamilton Inn from 4-6:30pm. The topic is Food Industry businesses with panelists: Michael Latreille, Owner and Executive Chef, and Sharrone Sofer, food industry business advisor with SBDC. And another event offered on October 22nd, currently looking for a venue in the northern part of the county to host this event. The topic will be Workforce Development with Ellen Bowe as our expert panelist. Finally on November 14th at the Madison County Distillery from 4-6:30pm. It will be National Small Business Week and Veteran's Day, therefore the HUB is working with the SBA on this one. The event will be focused on Veterans and resources for their businesses. Including federal, state and local government contracts. The Distillery is a Veteran-owned business and the owner will be one of our panelists.

The upcoming Small Business Summit has a tentative date of January 15th at SUNY Morrisville. They are offering three tracks: general, start-ups, and established businesses. One of the sessions will take place in the new kitchen space at the college. They're looking to bring in a big keynoter to speak about economic development and how communities and businesses work together for a common goal.

WISE EVENT hosted on September 17th from 4:00-6:30pm at the Chittenango Landing Canal Boat Museum. The topic was Women Entrepreneurs: Leadership

through Coaching Program by Amy Sherwood, SHRBP, ACC, NBT Bank Vice President and Talent Development Business Partner Professional Business Coach. Food was provided by Ashley Proskine, Huff Brau in Earlville, which is WBE.

BUY Madison - Sam Field

Sam reports continued work with C&D for next year's marketing plan, deciding how best to proceed. Efforts continue with multiple collaborations.

MCPLUS - Update

Scott reports no new developments at this time. Progress is continuing to bury the fiber at this point. Our grant application is still under review and should be decided on soon.

Planning Update - Scott Ingmire

1. Delphi Falls Park Update/Discussion

For the Delphi Falls Park update, Scott presented a slideshow with some newer pictures showing the progress being made on site. The project budget is in line with projections and things seem to be moving along at a good pace. Mary asked if there is a kitchen? Yes, there is a kitchen, not a commercial space, but it will contain a refrigerator and microwave. Once the facility is open for reservations, the idea is to create a catering list to include the local businesses available for catering. Eve Ann asked what is the fundamental for the committee, what is the main goal of the Visitor Center? Eve Ann wants to figure out if the goal is to make money or break even to cover the costs. Do we want to be competing with local businesses or facilitating them? Eve Ann asked for the RFP to be sent to all Board members for review prior to it being released to the public. Dana asked if the space is not rented, will the building remain closed and locked to the public?

Resolutions

1. Authorizing Chairman to enter into an agreement between the Oswego County Soil and Water District and Madison County.

On motion by Supervisor Pinard, seconded by Supervisor Reger, the motion was made to Approve. The motion was Passed.

2. Authorizing a MOU with the Cazenovia Preservation Foundation for a Streambank stabilization project on Chittenango Creek

On motion by Supervisor Winn, seconded by Supervisor Reger, the motion was made to Approve. The motion was .

3. Authorization to submit a grant application to the New York State office of Community Renewal

On motion by Supervisor Pinard, seconded by Supervisor Winn, the motion was made to Approve. The motion was .

4. Authorizing the Chairman to fix a license rate for space in the America Job

Center for the Madison County Department of Planning and Workforce
Development

On motion by Supervisor Reger, seconded by Supervisor Pinard, the motion was made to Approve. The motion was .

5. Draft Resolution to ratify and accept bids received at Public Auction and former owner repurchases and directing the conveyance of county-owned premises

On motion by Supervisor Reger, seconded by Supervisor Winn, the motion was made to Approve. The motion was .

Other Committee Business

Preferred Agenda

Next Meeting

1. TBD by the Board

October 23, 2024 at 11 am in Board of Supervisors Chambers.

Adjourn

On motion by Supervisor Pinard to enter into Executive Session, seconded by Supervisor Reger, the motion was made to approve, and it was unanimously carried.