

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

Meeting Agenda - Wednesday, February 19, 2025

Call Meeting to Order

Supervisor Schwartz called the meeting to order at 11:02 am.

Attendees:

Joe Wicks, Larkin Podsiedlik, Sam Field, Pete Walrod, Candy Morgan, Kaytlynn Lynch, Hannah Reece, Jocelyn Gavitt, Kyle Reger, John Pinard, Kipp Hicks, Dave Jones, Emily Burns, Jennifer Keville, Tom Daviau, Jim Cunningham, Cindy Palmer, Mark Scimone, Eve Ann Schwartz, Scott Ingmire, Melissa Felton, Ryan Coe, Keith Lumis, Becky Marsala, Ryan Chaires.

Approval of Minutes

1. January 22, 2025 Minutes

Kipp Hicks offered a few corrections of names that will be updated. 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 thru February 2025

Cindy was happy to report that January showed to be about \$274,000, or about 4.9% more than at the same time last year.

Real Property Update - Ryan Chaires

Ryan reported for Real Property, saying that current work is being done to collect 2025 taxes. On Dec. 23rd the Governor signed into effect a new short-term rental law. The new law will offer county registration on their website to help keep record of all the short-term rental properties within the county. Ryan states they are looking into a 3rd party contractor to handle this aspect. Cindy says what the state really wants to do is track occupancy and sales taxes for short-term rental properties. Tracking the platforms is a way to ensure that property owners keep up with paying their taxes. Melissa added that if someone is using a digital platform, then they are required to be on the county registry for short-term rentals. John Pinard says the Lenox town put out a permit process, that patrons must have a 2-yr permit through the town. Eve ann says the town of Hamilton has too done the same. Thinks the registry will be of great benefit. Melissa says a 3rd party platform to do it from the seat of their desk, can scan the entire area within seconds to see if properties in the area are listed on other digital platforms. Jim says his town does not have a short term rental policy, they do not allow them within the town limits, there is a moratorium on file already. But then they passed a resolution to not enforce the moratorium therefore the patrons are continuing to post

properties on websites.

Career Center Update - Ellen Bowe

Ellen was not in attendance today, Scott shared her updates:

- 20-25 people attended the most recent Job Fair at the Career Center on February 12th.
- Work is being done to schedule another job fair in March at the Career Center.
- Ellen will be meeting with Oneida City School on February 26th to discuss the In-School Youth Program and Summer camps for ISY this summer. Some of which may include paid work experience. She has hopes of meeting with all the other local schools as well.
- Computer training; see attached flyer.



IDA Update - Kipp Hicks

Kipp Hicks gave an update on IDA and CRC activities. Public Authority Reporting to the OSC/ABO has begun. The annual audit is also underway.

Formal meetings have been held with the new City Manager in Oneida and with ESD. Work is underway to help salvage both a Restore NY grant and DRI funding for the Lerman Building project.

Kipp reported initial discussions are underway with Housing Visions regarding tax abatement for the Pocket Neighborhood project in Canastota. The Planning Department has done a tremendous job helping to keep this mixed-use development alive, and he looks forward to seeing it realized.

9 Fresh, the business planning to purchase and repurpose the Cazenovia College campus has asked for short-term property tax relief.

Lastly, the CRC has a resolution before the committee asking for the Board of Supervisors' blessing on the refinancing of 2015 and 2005 bonds for Colgate University. County Executive approval is needed on federally tax-exempt bonds. A public hearing has been held, and the IDA is expected to give final bond approval

tomorrow afternoon, contingent on the County's resolution.

CCE Update - Larkin Podsiedlik

Larkin shared her slideshow about what CCE is and what they do.

Tourism Update - Kaytlynn Lynch

Kaytlynn reported starting work on a new and improved strategic marketing plan led by the tourism experts at Travel Alliance Partnership (TAP) located in the Finger Lakes region. Last week, they hosted a Discovery Workshop giving an opportunity to hear from several government and community partners about what Madison County means to them. Using the feedback, they can translate the sentiments into key marketing themes with hopes of driving tourism here in Madison County. Next week is a familiarization tour (FAM) with 3 TAP employees. They will spend the day in Madison County experiencing the many facets offered to visitors. The current itinerary includes 10 stops, beginning in Oneida onward to Bouckville, then Hamilton and finishing up in Cazenovia. Overall, this strategic marketing planning process will take about 3 months to complete, then implementation can begin.

Save The Date for the Annual Madison County Tourism Meeting on Thursday, April 10th from 5-7 p.m. hosted at Meier's Creek Brewing Company in Cazenovia. Formal invitations will be sent out in the coming weeks.

Lastly, Kaytlynn shared the top three markets, bringing in visitors from the Harrisburg/Lancaster/Lebanon/York area of PA, the Hartford/New Haven area of CT, and the Florence/Myrtle Beach area of SC. These visitors experience Madison County through key attributes of a quality visit. The average visitor spends 18% of their funds at restaurants. The top four primary points of interest in the County are currently Point Place Casino, the Stone Quarry Art Park, Lorenzo State Historic Site, and the Oneida Community Mansion House.

PCD/HUB Update - Hannah Reece/Jocelyn Gavitt

Jocelyn says the PCD is looking to apply for USDA funds, with a desire to build out the capacity for local businesses to obtain free services from attorneys, accountants, and find new marketing options. She went on to report that work is currently being done to complete the Micro Enterprise grant distributions. 8 local businesses were awarded grant funds. They are all working through the process with some ready for reimbursement while others are still learning.

Hannah shared some upcoming HUB events; on April 1st a Webinar open to the public will be held covering the Worker Safety Act.

March 3rd Community Conversations held at the HUB is an educational networking event, continuing on Mondays from 5-7pm each week.

April 15th Quick Books 101

May 12th Leadership Education talk

June 9th Make-A-Sale event, an art exhibit of sorts allowing local artists an opportunity to showcase and sell their art.

BUY Madison - Sam Field

Sam reports meeting last month with C&D Marketing to plan out the marketing

strategies for 2025. They're currently working out the logistics to send local businesses a survey seeking interest of inclusion in a "Yellow Pages" type of web page for all county businesses on the county website. This project could take the better part of the year making sure it is well assembled and maintained properly. She would also like to add a blog for local businesses. If you have any ideas, bring them to Sam.

MCPLUS - Update

Marks reported about the progress being made on the Re-Connect project, saying that the pole attachments are so far over 50% ready throughout the county. Approvals are coming in for more pole attachments, allowing further progress to carry on. Phase 1 and Phase 2 will now run concurrently to stay on track for an October 2026 completion. Syracuse utilities are great to work with as a vendor. The biggest setbacks have been Verizon, National Grid and the state guidelines.

Planning Update - Scott Ingmire

Scott states there is no Planning update right now he went on to review the resolutions presented to the board today.

Resolutions

1. Authorizing the Chairman to Enter Into an Agreement with National Grid Approved Contractors (Divergent Alliance)

On motion by Supervisor Wicks, seconded by Supervisor Reger, the motion was made to Approve. The motion was Passed. John Pinard had left the meeting prior to resolution voting.

2. Authorizing the Chairman to Enter Into a License Agreement with ACCESS-VR.

On motion by Supervisor Reger, seconded by Supervisor Jones, the motion was made to Approve. The motion was Passed. John Pinard had left the meeting prior to resolution voting.

3. Resolution Approving the Issuance of Certain Obligations by Madison County Capital Resource Corporation to Finance a Certain Project for Colgate University

John Pinard had left the meeting prior to resolution voting. On motion by Supervisor Wicks, seconded by Supervisor Reger, the motion was made to Approve. The motion was Passed.

4. Adopting the Inclusion of Certain Parcels of Predominately Agricultural Land in Certified Agricultural Districts

On motion by Supervisor Jones, seconded by Supervisor Reger, the motion was made to Approve. The motion was Passed. John Pinard had left the meeting prior to resolution voting.

5. Authorization to Submit a Grant Application to the New York State Office of Community Renewal

On motion by Supervisor Wicks, seconded by Supervisor Reger, the motion was made to Approve. The motion was Passed. John Pinard had left the meeting prior to resolution voting.

Other Committee Business

Preferred Agenda

Next Meeting

1. March 26, 2025

Adjourn

On motion by Kyle Reger, seconded by Dave Jones, the Board adjourned at 12:14 pm.