

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

Meeting Agenda - Wednesday, May 28, 2025

Call Meeting to Order

Meeting called to order by Supervisor Shwartz at 11:00am.

Attendees: Cindy Edick, Eve Ann Shwartz, Scott Ingmire, Candy Morgan, Melissa Felton, Joe Wicks, Jamie Kowalczyk, Pete Walrod, Sam Field, Ryan Chaires, Hannah Reece, Kaytlynn Lynch, Mara Horan, John Pinard, Kyle Reger, Kipp Hicks, John Pinard, Larkin Podsiedlik, Katie Livingston, Thomas Daviau, Jim Cunningham, Mark Scimone, Jenny Keville, Keith Lummis, Ellen Bowe.

Online Attendees: Town of Lincoln

Approval of Minutes

1. April 23, 2025 Minutes

Sales Tax Update - Cindy Edick

Cindy reported a positive 6% increase compared to 2024.

1. Sales Tax Thru May 2025

Real Property Update - Ryan Chaires

Ryan reported continued work on the tax collections for this year. As well as continued work on the foreclosed properties within the county.

Career Center Update - Ellen Bowe

Ellen reported for the Career Center, their next Job fair is scheduled on 6/18/25 from 1:00PM – 3:00PM, may vendors will be in attendance such as:

1. The Grand
2. Colgate University
3. Oneida Nation Enterprises, LLC
4. Madison County Personnel Dept.
5. CCI Companies
6. Oneida City School District
7. Madison County Court
8. Liberty Resources
9. Gem Agency, Inc
10. Madison Cortland Arc

This years' Summer Youth program has approximately 30 kids currently signed up. She has hopes of more but is happy with the turn out so far. There is word of the State Labor Relations being out in full force this year checking on Working Hours, Working cards,

and making sure Child Labor Laws are being strictly followed. The Orientations are scheduled for June 16, 23rd and 24th. Funding is on track to continue the program; but they're still unsure about 50% training requirement.

June 3rd; Kipp and Ellen will meet with CPP to see how best to assist them.

There will be a NY Workforce Industry Connect event on June 10th

IDA Update - Kipp Hicks

Kipp reported today for the IDA on announced projects related to the Canastota NY Forward investment by NYS Restore NY grant of \$1MM was announced for downtown Oneida on Madison Street

Chittenango NY Forward local planning committee (LPC) had their first of many meetings

NYS budget is complete; CFA applications for state grant funding is now open – deadline for most funding (except ESD and HCR) is 7/31/2025.

Met recently with SMM and Balding Services. Both could see expansions to their business in the next couple of years.

Toured The Kendrick – new downtown mixed-use building in the Village of Hamilton, sponsored by Colgate University

Loan request for from Madison County's Revolving Loan Fund for the Poolville / T.

Hamilton Restore NY grant recipients Foster and Wilburn

Resolution introduced, reviewed, and approved for consideration by the full Board of Supervisors

CCE Update - Larkin Podsiedlik

Larkin reported for the CCE that the AG and AED are currently working with 15 farms to improve their production health, land leasing and helping amish farms with logo designs for Open Farm Day. The newest grant will work on farm land preservation.

Larkin has heard mixed feedback about the new Chobani coming, some think there's already enough milk being produced in the area while others think more is needed.

Colgate and SUNY Morrisville are working out the details of a Kitchen Remastering program.

CCE recently had an event held at Sorbellos; offering behind the scenes and hands on opportunities for 20 participants, Larkin has hopes to continue that with other businesses.

In early May, CCE offered Tractor Safety for Youths living on family farms.

NYS AG and Markets issued 20k grant fund to send youths to the county fair to attend the full day festivities.

Again this year they are offering Poltry Processing at the Thisle Dew Farm.

And finally, Larkin introduced new staff member Katie Livingston a recent graduate from Perdue College with a Bachelor's in AG Marketing; she's originally from West Windfield and grew up on a farm, she is here to learn and hopefully help extend CCE's outreach.

Tourism Update - Kaytlynn Lynch

Kaytlynn reported for Madison County Tourism, here today is the newly hired

Operations Manager, Mara Horan. Mara joined MCT in early April and Kaytlynn is lucky to have her on the team.

She went on to share that the 3-month strategic marketing planning process with Travel Alliance Partnership, or TAP, is now complete. This document will ultimately help gain a greater understanding of who Madison County Tourism is. The challenge at hand is: How do we strengthen Madison County Tourism and position the county for visitation in years to come?

It was determined that:

From a brand perspective: Madison County is a craft latte served in a vintage mug.

From a competition perspective: Madison County wins people over with her “younger sister” charm.

From a consumer perspective: Visitors seek an escape where they can feel at home in the rhythm of small-town life.

And the overall insight boiled down to: Madison County is where “local” comes to life.

It’s essential to note that these perspectives and insights are designed to help focus our internal work, ensuring that consumer-facing campaigns and projects align with a common goal of increasing visitation as a county.

From June 6th–9th – Madison County will be hosting United Kingdom travel writer, Ellie Seymour, as part of an I LOVE NY opportunity. She’s writing for The London Times about the real-life inspiration behind The Wonderful Wizard of Oz, tying into the 125th anniversary of the book.

While the main focus of her itinerary with us is centered around Oz-Stravaganza, Ellie will also visit: Owerla Vineyards, YBR Casino & Sportsbook, All Things Oz Museum, Nina’s, Serendipity, Chittenango Landing Canal Boat Museum, Lincklaen House, Dave’s Diner, The Wild Animal Park, Mad Tacos, Delphi and Chittenango Falls, Meier’s Creek, and H. Grey Supply Co.

Oz-Stravaganza and I LOVE NY, the I LOVE NY Experience will be making its Madison County debut in Chittenango June 6-8

Join in on free, family-friendly fun including unique photo ops and games for your chance to win exclusive I LOVE NY swag!

It’s time for another full day video shoot with Black Cub Productions out of Syracuse, this time, focusing on golfing and water activities like fishing, kayaking, and boating. The content captured will be both evergreen for promoting tourism in the summer months generally, but will also be included in this summer’s ongoing I LOVE NY campaign, managed for us by Paperkite out of Cooperstown. The campaign is titled Summer’s Best Kept Secret and many parts of it are already running across Meta and YouTube

Lastly, a quick reminder to visit madisontourism.com, click on the Events tab, and browse the many upcoming events throughout the county scheduled for the coming months. Tourism will be out and about nearly every weekend this summer across so many events. The busy season is here.

PCD/HUB Update - Jocelyn Gavitt/Hannah Reece

Jocelyn was not in attendance today, so Hannah reported for the HUB; Coming up soon a Master Your Sales Craft seminar on June 9th will be offered. Hannah has been working with a local girl Ryan to share her story so that maybe she can help others with Succession Planning in order to help with the Rural Equity Group Leaders.

The Village Art Walk in Hamilton at the Palace Theater will showcase local Artisans, on June 13th, July 11th, Aug. 8th and Sept. 12th.

Hannah is working on the Farmers Market Tour, weather depending, she is going out and capturing reels to attract people to the markets. Any reels made will be offered as reusable content, for business owners to use for marketing as well.

BUY Madison - Sam Field

Sam reported for the BUY Madison that they are always looking for opportunities for education programs. Sam recently worked on catering list template for Delphi Falls, to show patrons the offerings of local businesses. Recently Sam taped a Milk House Podcast with Melissa Davis from EDC that can be found on the website. And finally funding applications are due on June 17th for small businesses looking for funding opportunities.

MCPLUS - Update

Mark reported today on the MCPlus project, saying that Phase 1 and 2 are looking good by timing standing. Both are running concurrent, with completion expected the of end of this year. A Phase 3 budget has some issues, Mark is looking for solutions but costs are hard to cover due to inflation. In order to service the remaining about 210 homes; mostly of Brookfield, Phase 3 cost would be about \$6 million. Talk of a possible one time fee for those residents at about \$2100 could be an option to way. In the interim work is continuing at an expected rate.

Planning Update - Scott Ingmire

Scott was happy to announce the receipt of Chittenango's NY Forward Grant award of \$4 million. The local committee put together with the Madison County Planners a plan to work on a submission for the final projects. Jamie's on going Pocket Neighborhood Project is currently part of Canastota's NY Forward grant project and they're looking to move forward with planning. Currently, there is \$1 million of funds available but in trying for more funding the application was denied, an exit interview to review the application will be coming up soon.

Resolutions

1. Authorizing a Contract with Madison-Oneida BOCES for the 2025 Summer Youth Employment Program

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

2. Authorizing to sign an Extension Agreement with the Central New York

Regional Planning and Development Board to Administer a Local Waterfront
Revitalization Program Grant for Oneida Lake

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

3. Authorizing an Economic Development Loan

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

Other Committee Business

Preferred Agenda

Next Meeting

1. June 25, 2025

Adjourn

On motion by Joe Wicks, seconded by Kyle Reger, the Board adjourned.