

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

Meeting Agenda - Wednesday, October 22, 2025

Call Meeting to Order

The Board convened at 11:03 am in the Supervisors Chambers, second floor, County Office Building, Wampsville, NY. All Supervisors were present except for Joe Wicks.

Attendees: Mark Scimone, Eve Ann Shwartz, Scott Ingmire, Melissa Felton, Jamie Kowalczyk, Emily Burns, Sam Field, Cindy Palmer, Candy Morgan, Hannah Reece, Kaytlynn Lynch, Ryan Chaires, Kyle Reger, John Pinard, Dave Jones, Larkin Podseidlik, Katie Livingston, Ellen Bowe, Tom Daviau, Loren Corbin, Mary Cavanaugh, Keith Lummis, Ryan Coe.

Approval of Minutes

1. September 24, 2025 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 Thru 10-14-2025

Cindy shared that the numbers have continued in positive moves, up 6.85% ahead of last year of this same time. 1st and 2nd quarter reports are ahead by about 8%, this quarter is reported at 5% higher than last year with the 4th quarter looking to follow the same.

Real Property Update - Ryan Chaires

Ryan reported for the Real Property department, saying that the collection of unpaid village taxes is proceeding to the next steps in the process. They are working to prepare the collection of annual school taxes. He went on to say that two orders are expected for distribution of tax profits from last year's auction. And work is starting to prepare for next year's auction. Melissa mentioned an upcoming resolution for a quit claim deed to clear up old matters on a property deed. It seems in doing a search of the deed history, because current property owners now want to sell, it was found that the original deed was not filed in the County Clerks Office. Therefore, to rectify the title issue, the county is issuing a Quit Claim Deed giving all interests to the current owner so that they can proceed with a sale.

Career Center Update - Ellen Bowe

Ellen reported for the Career Center that they're working on a path for CDL training. The program works directly with SUNY and could help locals with funding for classes. Additional training options are also being reviewed for the best options available locally. There will be another Job Fair coming up in December, more details to come.

IDA Update - Kipp Hicks

Kipp was unable to attend today; Mark did mention that the Hoffman Falls project asked for a PILOT that the IDA is going to look into the details to potential start that process.

CCE Update - Larkin Podsiedlik / Katie Livingston

Larin was happy to report their Annual CCE Meeting at Delphi Falls went well. There are 3 new board members starting in January 2026. She went on to say that it is 4-H enrollment season! Enrollment is open on the CCE website for anyone interested. Katie reported for Ag.; she recently hosted a table at the Hamilton Inn for the Cazenovia Farmers Market for outreach purposes. There is a major freezer locker unit that is closing in Utica soon leaving a large group of farmers searching for new freezer options. Therefore, if anyone knows of others, please share that info with Katie. With the winter months here, CCE will be hosting many indoor education programs.

Tourism Update - Kaytlynn Lynch

Kaytlynn was excited to share that they are on track to launch Madison County Tourism's new brand in 2026.

The overall objective of the project was to develop a visual identity for MCT which reflects the county's unique blend of nostalgic, rustic charm and modern experiences, where visitors can connect with life's simple pleasures in a refreshed, meaningful way. A key consideration that carried through the creative process with designer Hannah Barley, was a sentiment from our Board of Directors' marketing committee chair, Evans Adrian. He shares "We are imperfect, we don't fit in a box! We are natural. Sometimes the back roads are a little rough around the edges."

For the first time ever in the organization's 34-year history, it will have a true visual identity and brand guidelines to elevate the marketing program in a strategic, thoughtful, and engaging way.

The current plan is to launch the new brand with a new 2026 visitor guide, being created now with the hope to print in late December or early January.

Over about 4 months, Tourism worked through: a situational analysis, determining goals and strategies for the plan, developing target audiences and key audience personas based on key metrics, generating a tactical plan, how to fully evaluate the success of a campaign, and solidifying an action plan that works for the organization.

Finally, Kaytlynn shared some of the latest visitor insights—

Madison County's most popular places based on percentage of repeat visitation include: Downtown Cazenovia, The Lincklaen House, The Brewster Inn, and Downtown Hamilton

Visitors stay an average length of 40.6 hours per trip with the average distance traveled to reach Madison County is 251 miles.

PCD/HUB Update - Jocelyn Gavitt / Hannah Reece

Jocelyn was not in attendance today, Hannah reported for the HUB that they've had a good turn out for client intake recently; with 19 one on-one in total. 1 from the Town of Eaton, 9 from the Town of Hamilton, 1 from Munnsville, 2 from Chittenango, 1 from Cazenovia, 1 from Oneida, and 4 TIA students. Hannah is looking for business mentors in the area that may be interested in sharing their knowledge to up-and-coming business owners. She is thinking of putting out posts for a call for mentors that perhaps

are retired from the business but have lots of knowledge to share. Hannah is trying more outreach to the entire county not just Hamilton and Cazenovia. Pete says he would like to see her make an appearance at the monthly town meetings, to introduce herself and the HUB to others throughout the county.

BUY Madison - Sam Field

Sam reported a BUY Madison focus for the upcoming holidays with new signs going up across the county, and specifically at Parry's in Hamilton showcasing their BUY Madison section in store. This year's Calendar Contest for 2026 received 150 submissions. The winner will be announced later, and the calendars will be available for purchase. She asked the county departments to make an ornament for the main lobby Christmas tree.

MCPLUS - Update

Scott reported both projects running congruently. The fiber is being placed as now for the first project sections. The second portion of the project being the MIP State funded project, the county will continue working with ECC. There have been some new reclassified prevailing wages that the State has set, if the projects had to follow the new laws the costs would have gone up by about \$5 million, in doing so it would cut half the costs expected for the entire project and make it nearly impossible to complete. Thankfully, due to the timing and already existing contracts, this project does not have to follow the new prevailing wage guidelines and will be able to complete the project without the extra wage costs.

Planning Update - Scott Ingmire

Scott shared that the rental rates at Cascades Hall would be increased with the new year reservations and that, due to cleaning restrictions and to help with the ease of scheduling, there will be only one reservation made per day.

Resolutions

1. Authorizing an Agreement with Madison County Tourism Inc.

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

2. Authorization for Board of Supervisors to Approve the Conveyance of Real Property

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

3. Appointing a Member to the Madison County Industrial Development Agency

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

Other Committee Business

Preferred Agenda

Next Meeting

1. TBD if needed, Annual Sessions in Progress

Adjourn

The motion was Passed. On motion by Kyle Reger, seconded by John Pinard, the Board adjourned.