

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

Meeting Agenda - Wednesday, February 25, 2026

Call Meeting to Order

The Board convened at 9:48 a.m. by Supervisor Wicks in the Supervisors Chambers, second floor, County Office Building, Wampsville, NY. All Supervisors were present except for Dana Krueger and Melissa During.

Attendees:

Jim Cunningham, Matt Roberts, Mary Cavanaugh, Tom DaViau, Katie Livingston, Kipp Hicks, Kaytlynn Lynch, Chelsea Scheuerman, Jocelyn Gavitt, Emily Burns, Candy Morgan, Ellen Bowe, Ryan Chaires, Loren Corbin, Melissa Felton, Scott Ingmire, Joe Wicks, Mark Scimone, Cindy Edick, Ryan Coe, Keith Lumis, Rex Vosburg.

Approval of Minutes

1. January 21, 2026

On motion by Jim Cunningham, seconded by Supervisor Daviau, the motion was made to Approve. The motion was Passed.

Sales Tax Update - Cindy Edick

1. Sales Tax as of February 13, 2026

Cindy reported on the February sales tax stating the County is ahead of last year by about 6%. Overall its hard to show any predictions being so early in the year but so far things are going well.

Real Property Update - Ryan Chaires

Ryan was in attendance today, he reported no new updates for the Real Property Department.

Career Center Update - Ellen Bowe

Ellen reported today for the Career Center:

1. Dolomite (Callahan Industries) grant has been approved; will begin to train their employees on 03.09.2026.
2. For the month of January/February we have funded residents for the following programs
 1. Paramedic Refresher
 2. OCM Boces: Welder/Fitter
 3. CDL A (3)
 4. Clothing: to assist a customer to begin employment with a local employer
3. We are seeing a request for additional applications for our Summer Youth Program
 1. Awaiting funding from NYS.
4. Current unemployment rate for January 2026 is 4.1%; seasonal employees

collecting unemployment have driven the rate increase.

IDA Update - Kipp Hicks

Kipp reported today for the IDA:

- The Madison County IDA board met on January 22nd, the Hoffman Falls Wind project application was formally accepted with a presentation from company representatives
- In downtown Oneida, the Hotel Oneida and Devereaux buildings are still moving forward; the Lerman building is off the table for consideration.
- The proposed residential development at the former Moose Club is going back to the drawing board. Oneida City officials met with investors and lawyers to review their initial plan.
- Met with representatives from the CNY Go-Semi team - shared relevant land and buildings for their database. CenterState CEO is building a similar database too.
- Crouse Hospital's nursing home facility in Morrisville is looking at potential financing to help them diversify. Some very preliminary talks have begun.
- Our annual audit and PARIS Reporting are underway.
- Ryan Powell is in the process of re-shoring some manufacturing.
- Kipp had some discussions about ESD's County Infrastructure Grant Program. Both Colgate University and Caz College have potential projects that could fit this funding.
- The Madison County economic development strategic plan has launched their RFP seeking qualified consultants. It was launched on February 23rd, questions and answers are due on March 9th, responses are due by March 23rd, and decisions should be made on final selection by April 13th.

Jim Cunningham stated knowing of 3 or 4 towns that have resolutions in place to not accept the PILOT for the Hoffmans Falls Wind project. Kipp is working on real numbers to show taxpayers the reality of having such a project in the area.

CCE Update - Larkin Podsiedlik/Katie Livingston

Larkin was unable to attend today, Katie reported for CCE:

CCE has been working with NYSEG to explore grant opportunities for farmers and small businesses, a joint session to include NYSEG and National Grid is being planned. CCE has also been having conversations with Melissa Davis to better align agricultural priorities and collaborate on upcoming ag-focused economic development projects. The office is hosting more agricultural groups, such as the Mid York Beekeepers and Maple Hill Farmer Education.

Agriculture programming has been busy, with workshops on Nut Growing in the Northeast, Pesticide Test Prep, Greenhouse Growers, Cut Flowers, Scaling and Diversifying, and Marketing. CCE also continues to collaborate with other organizations, including SUNY Morrisville for a Tour the Kitchen Night and Madison County Tourism for a maple campaign.

Upcoming programming events include Master Gardener Volunteer programs, Seed to Supper, apple grafting, berry growing, an equine roundtable, and Annie's Project Marketing. Open Farm Day planning is officially underway, with an official two-day event this year, giving farms the option to participate on Sunday.

In 4-H, youth are engaged in workforce preparation programs and attending state and national events. Dairy in the Classroom is active in ten schools, and Agricultural Literacy Week will take place the week of March 16 across the county. CCE is still looking for readers!

Tourism Update - Kaytlynn Lynch

Kaytlynn reported today the Madison County Tourism update:

PR efforts for the past month or so have centered around 3 key areas: hosting a table at the Rochester Wedding Expo, an earned media campaign for Cazenovia's Winterfest, and the ongoing media monitoring with visibility growth.

The Rochester Wedding Expo, took place on January 31 and welcomed about 500 attendees and 50 vendors. Madison County was the only Tourism Promotion Agency represented, creating a distinct competitive advantage for us in the market. PR rep, Nikita, and MCT Operations Manager, Chelsea, captured the attention of couples seeking destination options outside Rochester. They identified the strongest opportunities in: Bachelor/Bachelorette travel, craft beverage trails, outdoor recreation opportunities, and guest road trips and extended stays. Positioning Madison County in the wedding venue market, as a multi-day experiential destination for high-spending travelers. The wedding market for us at the end of the day, is a catalyst for increased spending in the county.

The Cazenovia Winterfest Campaign from February 5–8.

The Media Strategy included: securing a broadcast interview for Caz Life representatives on Bridge Street, maintaining direct newsroom coordination with Channels 3, 5, and 9, distributing press releases to 119 targeted Central NY media contacts, and achieving strong TV and digital placements.

On that bitterly cold weekend, we were also on location with Black Cub Productions over 2 days, capturing content both outdoors and indoors as we continued to build out our asset library for future promotions.

On March 27th they are offering a free, fun, hands-on Social Media workshop led by C&D Advertising from 10a - 12p at the Oneida Public Library.

Attendees will have an opportunity to learn best practices for Facebook, Instagram, & more, content trends, as well as simple strategies to maintaining a presence on social.

Madison County Tourism Annual Meeting

Invites went out last week via Paperless Post for our upcoming Annual Meeting to be held at Ray Brothers BBQ on April 8 from 5-7 p.m.

A big thank you to Chelsea for leading the coordination of this event and all its moving parts so thoughtfully. We're looking forward to a great celebration of everything accomplished in 2025!

Visitor Insights

So far in 2026, out-of-state visitors rank at 36% of our overall visitor pool and 17% of that visitor spend is going toward local businesses.

Our top 5 visitor origin markets most interested in outdoor winter recreation experiences include: Albany, NYC, Watertown, Buffalo, and Rochester.

And money spent on overnight accommodations is averaging \$337 per visitor so far in 2026.

PCD/HUB Update - Jocelyn Gavitt

Jocelyn reported today for the PCD that they've hired two new people using the new funds from the county: the community coordinator and the economic development person. Also, Melissa During was re-hired to be the director of the HUB. And finally, with construction complete, the PCD and HUB offices moved into their new space yesterday. They're working to get settled.

Jocelyn recently spoke with a representative from NYSEG about opportunities for small businesses to save on energy costs.

The upcoming deadline for application submission for the Micro Enterprise Grants funds is due March 3rd. Some applicants are already getting help to complete those forms properly. There will be a small business summit offered at the HUB on March 19th.

BUY Madison - Samantha Field

Sam was not able to attend today, Scott mentioned recently meeting with the C&D team for review of this years marketing plan, and that work will continue as set forth.

MCPLUS - Update

Scott reported work is ongoing with the fiber being put in place. The MIP project details are still being completed. The County requested additional funds from the State to complete the project. Therefore, the State wants to know what they get for providing the funding. The additional funds would allow, essentially, a tie on to the fiber lines so that the state can have a pick-up line for further fiber services after the County is done.

Matt Roberts asked what to tell the constituents of their areas. Scott says the projects need to be done by the end of this year and fully operational. Therefore, the roll-out to the customers is slowly starting to happen now. More information will be shared once known.

Planning Update - Scott Ingmire

Scott reported today that the new employee, Natalie, came and left within 3 weeks. She was offered a position with the DEC that she chose to accept. Therefore, Planning is back to one open position. Work is continuing towards the completion of a few upcoming grant submissions. The Re-Imagine project in Canastota is a good candidate for one of the housing grant opportunities that will be applied for. Recently, the Ag District 1C surveys were sent out to parcel owners. So far, the returns have been higher than expected.

Resolutions

1. Appointing Members to the Madison County Capital Resources Corporation

On motion by Supervisor Cunningham, seconded by Supervisor Daviau, please add Eve Ann Schwartz per Kipp Hicks. Motion as amended, the motion was made to Approve. The motion was Passed.

2. Authorizing A Modification and Extension Agreement with the Madison County Rural Health Council for a Mobility Management Program

On motion by Supervisor Roberts, seconded by Supervisor Daviau, the motion was made to Approve. The motion was Passed.

Other Committee Business

1. Executive Session

A motion was made by Supervisor Roberts to enter into Executive Session. Supervisor Daviau seconded the motion, and it was unanimously carried.

Preferred Agenda

Next Meeting

1. March 25, 2026 at 9:30 a.m.

Adjourn