Committee members: Bill Holgate, Doug Paddock, Tim Cutler, Mark Morris (Zoom), Dan Banach

Others present: Bonnie Percy, Dick Harper, Terry Button (left at 4:26 p.m.), Carlie Chilson, Leslie Church, Pat Killen, Nonie Flynn, Emilee Miller, Meghan Kincaid, Jeff Ayers, Marian Walrath (Zoom), Jesse Jayne (Zoom), Jessica Mullins, Marsha Devine

Bill & Tim will do the audit this month.

Minutes of the October meeting were approved as presented.

Public Comment

Teresa Hoban, representing the Downtown Business Council, stated that they just had two very successful events; Trunk-or-Treat and the Fall Festival. They had over 2,500 people for Trunk-or-Treat, and it was really hard to gauge at the Fall Festival, but they are guessing 3,000. She is there today because she wanted to talk about financing. She wanted to say that rising tides raise all boats. Her question for the Finance Committee is who are they going to fund next? The wineries, the distilleries, and everything they have are tremendous, but wineries close at 5 p.m., what else is going to drag people there? If the County funds more people, they can all do better, and that's all the Downtown Business Council are trying to say. They are trying to get a place at the table because they are working so hard to raise the tide. So they can all do better.

Sue Povory & Matt Hoffnagle, from the Finger Lakes Tourism Alliance, were present. Sue stated that she was there last month to ask them to consider funding their application for the Tourism Money. The request was for $22,860 and they are there today because the board and their staff wants to demonstrate and stress the importance and the value that they have for their long term relationship with Yates County. They are there this month to again, to request that the County consider funding their application. The County’s investment in 2021, for the one program that they can monitor, the rate of return was $11.40, the commitment for funding in 2022, was less than requested, but they maintained the same level of service. They are on track for that rate of return to be $11.45, so they can demonstrate a rate of return for the County’s investment. And again, we all want to do. What they want to do is raise the tide and support all of the tourism businesses in Yates County.

Tourism Advisory Committee (TAC): Marla Hedworth & Jessica Bacher

Jessica presented the following:
Highlights of 2022

- Administrative - 8% of the budget
- Reprint of Travel Guide using Matching Funds
- Revisiting of travel planners & bloggers
- Blog Posts
- Email Marketing
- User Generated Content - Crowdfund
- Research component - STR Report, ROIC cell phone Data, and Airbnb
- New Video Creation
- Contracted Support
- New Calendar of Events

Website - Maintaining, building content, event listings, and managing the database.
Visitor Center - Welcoming visitors and having the proper materials on hand for their needs.
Partnerships - Actively participating and attending regional and state meetings, maintaining, reporting, and accounting for required relationships.
Social Media - Content creation and maintaining digital campaigns.
Advertising - Creating and handling of county placements.
Public Relations - Communication with tourism partners in helping to tell their story, content creation, and meeting deadlines.
FAM Tours - Establishing relationships, hosting writers, itinerary creation, accommodations bookings, meals showcasing the “best” of our area.
Hike & Bike Guide

Due to popular demand... reprint in 2022

- Created in collaboration with Cornell Cooperative Extension of Yates County.
- Printed 10,000 guides
- Distributed locally
- Accommodations partners
- Local retailers
- Yates Visitors Center
- Chronicle Express office / Main Street PY
- CCE Yates
Blogs

- **Weekend Brew Tours In the Finger Lakes**
  - **Share your story!**
  - **October 14, 2022**
  - **Plan a Fall Date Day in the FLX Countryside**
  - **READ MORE ▶**
  - **Top Things to do in Yates County, NY | June 2022**
  - **READ MORE ▶**
  - **Sustainable Businesses To Support in Yates County, NY**
  - **April 24, 2023**

User Generated Content

User Generated Content Cont’d

Through this platform we are able to link the specific business website through a google link. This is an added benefit for our Tourism Partners.
Crowdriфф Benefits

- We have been able to secure over 5,000 images to use for our marketing efforts: social media, website, travel guide, and hike & bike guide. Saving time and money by not having to secure professional imagery for projects.
- Ability to track 30 hashtags and local businesses.
- Built-in legal requests to the photographer or user.
- Be able to create galleries on our website (see previous slide).
- The ability to also grow our following through Instagram.
- Access to images of diverse visitors.

Digital Flip Book

- Digital version available on [Crowdriфф](https://www.crowdriфф.com) with links to all listings/businesses.
- Ability to link to Social Media for more of marketing efforts.
- Share to 100% Social Media.
- Navigate to page 73 sect of read time
• Tracking of Overnight Visitors to Yates County through cell phone GPS tracking.
• In partnership with NYSTA, New York State Tourism Industry Association.
• Ability to track 15 locations throughout Yates County as a Point of Interest.

Important Information

- Who are your Tourists vs. Non-Tourists?
  - A tourist is defined as follows:
    • Appears in the study geography for 4 hours or more (allowing for drive-through time)
    • Does not appear exclusively within an Exclusive geography (i.e., if designates
    • Travels a minimum distance, if designated
  • Follows the common evening and common daytime logic (stays overnight). Mobile devices are seen for more than one consecutive day.

<table>
<thead>
<tr>
<th>Secondary Study Geographies</th>
<th>Tourists Defined As</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tourism Region</td>
<td>I stay and work in the Tourism Region</td>
</tr>
<tr>
<td></td>
<td>I stay and work in the Tourism Region and one or more of the Tourism Region</td>
</tr>
<tr>
<td>County</td>
<td>I stay and work in the County</td>
</tr>
<tr>
<td></td>
<td>I stay and work in the County, and operate within 50 miles of the County</td>
</tr>
<tr>
<td>City / City Region</td>
<td>I stay and work in the City Region</td>
</tr>
<tr>
<td></td>
<td>I stay and work in the City Region and operate within 50 miles of the City Region</td>
</tr>
</tbody>
</table>

Notes and Considerations:

- People who work at a Tourism Experience
- People who work in a Decker

Mobile Device Visits

Reflections of a representative sample of total visitors. Samples are obtained from resident mobile devices that recorded a ping within the tourism region or county and is a distinct count of the devices seen. Sample sizes greater than 30 yield a 95% level of confidence.

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of Overnight Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>81,800</td>
</tr>
<tr>
<td>2020</td>
<td>102,600</td>
</tr>
<tr>
<td>2021</td>
<td>119,900</td>
</tr>
<tr>
<td>Subtotal of all 3 years</td>
<td>340,300</td>
</tr>
</tbody>
</table>
Variety of Videos

- Sample 15 second vertical video.
- Use on Social Media

Award Winning

- 2021 Video – Silver International Award at the Davy Awards
- 2022 – Platinum Award Winner, dotcom awards (over 2500 entries)
YATES COUNTY
A TASTE OF THE LOCAL FLAVORS

Contracted Services

ADVANCE MEDIA NEW YORK
Cares
NYup.com

NEW WEBSITE IMPROVEMENTS

EXCITING EVENTS & HAPPENINGS – ALL YEAR ROUND!
Browse and filter happenings happening in and near Yates County. New ideas from family-friendly activities and fun music to community festivals and workshops – there's no shortage of things to do.

Don't see your event listed? Check out our guide on how to promote your events.
Regional efforts

**Finger Lakes**

- Finger Lakes Vacation Region 14 counties
- Combined efforts of Public Relations
- Yates is a paid member of FLRTC, as required by NYS Matching Funds

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Recent visit of With Sunshine Sol

SUM OF THINGS TO DO IN FINGER LAKES REGION

ON THE ROAD TO FINGER LAKES BEST PLACES TO VISIT IN FINGER LAKES REGION

Beauty of Lake Geneva

- Finger Lakes Golf Course
- Finger Lakes Winery
- Finger Lakes Brewery
- Finger Lakes Market

SUM OF THINGS TO DO IN FINGER LAKES REGION

---

Economic Impacts for Yates County

<table>
<thead>
<tr>
<th>Item</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
<th>2021 Growth</th>
<th>% relative to 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Traveler Spend</td>
<td>$64</td>
<td>$68</td>
<td>$70</td>
<td>$62</td>
<td>$83</td>
<td>34.2%</td>
<td>117.9%</td>
</tr>
<tr>
<td>State Taxes</td>
<td>$3,537</td>
<td>$3,678</td>
<td>$3,857</td>
<td>$3,800</td>
<td>$4,485</td>
<td>27.5%</td>
<td>125.0%</td>
</tr>
<tr>
<td>Local Taxes</td>
<td>$4,811</td>
<td>$4,906</td>
<td>$5,045</td>
<td>$4,920</td>
<td>$5,365</td>
<td>29.4%</td>
<td>126.2%</td>
</tr>
</tbody>
</table>

In 2021, 3.0% of all labor income in the Finger Lakes region was generated by tourism, compared to 2.6% in 2020. Yates County was the most dependent upon tourism wage income with 11.7% of all labor income in the country was generated by visitors.

**Amounts in millions of nominal dollars**

**Information provided by Tourism Economics in partnership with I Love New York.**
Traveler Spending

<table>
<thead>
<tr>
<th>Lodging</th>
<th>Recreation</th>
<th>F&amp;B</th>
<th>Retail &amp; SVC</th>
<th>Transport</th>
<th>Second Homes</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>$23.0</td>
<td>$0.9</td>
<td>$24.9</td>
<td>$9.2</td>
<td>$1.0</td>
<td>$23.1</td>
<td>$83.0</td>
</tr>
</tbody>
</table>

**Amounts in millions of nominal dollars

Tourism Spending saves each Yates County household: $1,259

Tracking Tourism ROI

- Travelers spent $83 million in 2021 in Yates County.
- The TAC funding for 2021 was $305,000.
- Therefore, resulting in a return of 1:272.

There was a return of $272 per every $1 spent with 2021 TAC investments.

The TPA received 61% of the TAC funding. Therefore, resulting in 1:163.

**These calculations do not show the direct impacts that the county also receives due to sales tax revenue.

2023 PROJECTS

In addition to annual tourism activities, special projects aim to renew authentic ways to experience our county, people and culture.

Videos: New promotional videos will be produced to highlight experiences of Yates County.

Instagram Campaign: Exceptional scenic photography will be captured in partnership with travel media and shared in Instagram in order to enhance and grow our profile and the Finger Lakes Countryvisuals brand in the marketplace.

Website Enhancements: Enabling user-generated content, the home page will be more dynamic and new pages will be enhanced to feature key experiences. Continued alterations to the new website. Improving Search Engine Optimization (SEO).

Strategic Planning: Research will be reviewed in data collected by partnerships with Finger Lakes Tourism Alliance and Finger Lakes Wine Country. Compiling our own data based on studies of cell phone usage, along with hotel and vacation rental occupancies.

Advertising: In partnership with I Love New York and our many partners, Yates County will be represented in many digital and print opportunities.

Niche Guides: to promote hyperlocal to visitors once they are in the area. Distribution will be local with small print amounts.
Proposed 2023 Budget

<table>
<thead>
<tr>
<th>Expense</th>
<th>Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>Administration</td>
<td>106,600.00</td>
</tr>
<tr>
<td>Website Development</td>
<td>24,800.00</td>
</tr>
<tr>
<td>Cuts &amp; Subscriptions</td>
<td>600.00</td>
</tr>
<tr>
<td>Advertising</td>
<td></td>
</tr>
<tr>
<td>Public Relations</td>
<td>12,500.00</td>
</tr>
<tr>
<td>Email Marketing/Software</td>
<td>1,500.00</td>
</tr>
<tr>
<td>Sales/blogs/facebook</td>
<td>2,900.00</td>
</tr>
<tr>
<td>Digital Marketing</td>
<td>0.00</td>
</tr>
<tr>
<td>Cooperative County</td>
<td></td>
</tr>
<tr>
<td>Housed History Trail</td>
<td>1,500.00</td>
</tr>
<tr>
<td>Draft Your Adventure T</td>
<td>0.00</td>
</tr>
<tr>
<td>RJ Farm Country</td>
<td>1,500.00</td>
</tr>
<tr>
<td>County Advertising, digital, video, print</td>
<td>52,900.00</td>
</tr>
<tr>
<td>Regional Program</td>
<td>17,700.00</td>
</tr>
<tr>
<td>Audio/Visual</td>
<td>0.00</td>
</tr>
<tr>
<td>Collateral Materials, Guides</td>
<td>45,000.00</td>
</tr>
<tr>
<td>Mail &amp; Distribution</td>
<td>10,000.00</td>
</tr>
<tr>
<td>Research/Research</td>
<td>10,000.00</td>
</tr>
<tr>
<td>Visitor's Center Expense</td>
<td>5,000.00</td>
</tr>
<tr>
<td>Total Expense</td>
<td>300,000.00</td>
</tr>
</tbody>
</table>

New or upgraded services in 2023

- Updates to the Website
- Public Relations
  - Growing our reach with more hosted writers.
- County Advertising
  - Enhanced seasonal campaigns. Inclusive of digital, print, and visual.
- Niche Guide
  - Art Guide of Yates County

Thank you
Jessica and Marla were able to answer questions from the Committee.

**Real Property: Meghan Kincaid**
Meghan reported that she attended the Fall Real Property Director’s Conference and highlighted some topics: tax law updates, functions of the treasurer’s office as it pertains to Real Property, Air BNB Properties, GIS for Land Record Maintenance, and updates on the development of the New Real Property software.

Meghan reported that that the Village of Penn Yan has begun the process to adopt the new increased limits for the Alternative Veterans’ Exemption and will be matching the County’s new limits.

Meghan reported that Pamela Bukys has been appointed to the B.A.R. for a 5-year term in the Town of Jerusalem. Several towns need to appoint/reappoint members and there are still additional vacancies in Potter and Torrey.

Meghan reported that she has requested that the Town Assessors have their files and totals to her no later than November 10th.

Meghan reported that she will be working with Town & County tax bill preparation.

Meghan reviewed the following resolutions that would be needed. After discussion the Committee approved.

- Authorize Chairwoman to sign Contract (GST BOCES)
- Authorize Chairwoman to sign Contract (VHB)

**ReConnect: Marian Walrath & Jeff Ayers**
Marian reviewed the main paths of project activity leading to construction and the project phases:

![ReConnect Steps Diagram](image)
Marian reviewed the financial reporting:

<table>
<thead>
<tr>
<th>Report approved 10/7/2022</th>
<th>Total advances to date</th>
<th>Advances now requested</th>
<th>Invoices paid and waiting RUS contract</th>
</tr>
</thead>
<tbody>
<tr>
<td>Make Ready</td>
<td>$316,473</td>
<td>$57,119</td>
<td>$0</td>
</tr>
<tr>
<td>Engineering</td>
<td>$360,536</td>
<td>$46,266</td>
<td>$0</td>
</tr>
<tr>
<td>Materials</td>
<td>$0</td>
<td>$369,938</td>
<td>$1,084,341</td>
</tr>
<tr>
<td>Bidding Costs</td>
<td>$503</td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td>Total</td>
<td>$654,329</td>
<td>$23,184</td>
<td>$451,868</td>
</tr>
</tbody>
</table>

Balance in Pledged Deposit Acct.: $2,854,536
Project Total: $13,956,500 which includes $3,631,625 County match

Marian reported that Yates County continues to apply for grants as announced, see table below.

<table>
<thead>
<tr>
<th>Funding</th>
<th>Opportunity (Mbps download / upload)</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>ReConnect 1 (current project) - $10.4M with $3.6M match</td>
<td>~1635 Premises &lt;10/1 Mbps plus other USDA rules</td>
<td>Awarded 2020 Proceeding on schedule</td>
</tr>
<tr>
<td>ReConnect 4 Grant – Funding category - if 90% of households lack access &lt; 100/20 Mbps, no matching funds required.</td>
<td>Access if ≥ 100/20 Mbps fixed broadband. Identified 680 unserved households across 58 PFSAs</td>
<td>Application submitted Nov. 2, 2022 Requested $9,087,389 with no match</td>
</tr>
</tbody>
</table>
Jeff reviewed the following resolution that would be needed. After discussion the Committee approved.

- Yates County Commitment to Rules Regarding Net Neutrality for all Grant Applications

**Planning: Jeffrey Ayers**

Jeff reported that the Yates County Planning Board received 10 applications in October. All applications were determined to have either a positive county-wide impact or no significant county-wide impact.

Jeff reported that the County should receive full points for the first NYSERDA trainings. The County still needs people to participate in the upcoming trainings:

- 11/14 at 5:00 p.m. - Clean Energy and Your Comprehensive Plan
- 11/30 at 3:00 p.m. - Overview of the Model Battery Energy Storage Law
- 11/30 at 5:30 p.m. - Battery Energy Storage for First Responders

Jeff reported that if they get 5 municipalities to attend all the trainings the County should receive $10,000 through the NYSERDA Clean Energy Communities High Impact Action Grants.

Jeff reported that Rushville’s first Comprehensive Plan update since 1965 is getting close to completion.

Jeff reported that the 2021 awardee, Friends of the Outlet Project, has submitted their final invoice. The 2022 awardees, Fulkerson Winery and Village of Dresden have submitted their final invoices, the Torrey Beach Project will meet the end of year deadline to have the project completed.

Jeff reported that LaBella has been doing the monitoring of the Penn Yan Marine Site. Details around recent changes to the Site Management Plan are still being worked out.

Jeff reported that the Highway Department is saying that the property in Benton is not going to be usable for the Household Hazardous Waste Day 2023, alternatives need to be explored.

Jeff reported that the project to get all towns and villages zoning online continues.

Jeff reviewed the following resolution that would be needed. After discussion the Committee approved.

- Reappoint Member to the Yates County Planning Board (Amber Degner, Town of Milo)

**Finance: Jessica Mullins**

Jessica reported that the Year-to-date interest earnings as of 11/1 was $36,432 with an interest rate of 3.4112%.

Jessica reported that she moved the infrastructure reserve ($7.3 million) from Lyon’s National Bank (LNB) to Five Star Bank. LNB is offering .50% and Five Star is offering 3.10% on a checking account and 4.10% on a 3 month CD.
Jessica reported that Yates County will be submitting a shared service plan at the end of 2022. The plan will include a shared communications tower with Cayuga County and shared IT services/Personnel/cyber security training with the towns/villages.

Jessica reviewed the 2022 Appropriations, the Sales Tax Report, and the 3rd Quarter Expenditures Exceeding 75%.

Jessica reviewed the following resolutions that would be needed. After discussion the Committee approved.

- Authorize Chairwoman to sign Agreement for Actuarial Services (Finance)
- 2022 Budget Transfers
- Appropriate Additional Funds (Finance)
- Appropriate Additional Aid (Social Services)
- Appropriate Additional Aid (Social Services)
- Appropriate Additional Aid (Youth Program)
- Appropriate Additional State Aid (E911)
- Appropriate Additional State Aid (Sheriff)
- Authorize Chairwoman to Sign Contract for Cost Allocation Services (Finance)

**Treasurer: Marsha Devine**
Marsha reported that they had 3 former property owners redeem their properties and 13 properties went to auction Tax Enforcement. The bids totaled $206,050.00 with the delinquent taxes at $85,419.89, for a net return of $120,630.11.

<table>
<thead>
<tr>
<th>Delinquent 2022 Properties</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>507</td>
<td>374</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Delinquent 2021 Properties</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>85</td>
<td>75</td>
</tr>
</tbody>
</table>

Marsha reported that the required forms were sent out to the School District and Village Tax collectors with a requested return date of November 17, 2022.

Marsha reviewed the following resolution that would be needed. After discussion the Committee approved.

- Accept Bids on Tax Acquired Properties

**County Administrator: Nonie Flynn**
Nonie reported that the 2023 Budget Public Hearing will be November 17th at 6:00 p.m. in the Legislature Chambers.

Nonie reported that their USDA General Field Representative visited on November 1st for a tour of the fiber storage area and one of their proposed huts. He spoke positively on the chances of receiving funding for the ReConnect 4 grant application.

**Airport: Dick Harper**
Dick reviewed the following resolution that would be needed. After discussion the Committee approved.
Dick reported that NYS DOT has opened a grant availability for T Hangers. Applications need to be submitted in December and they will be asking C&S to complete the application. The grant is limited to $2.5 million and they are being told that having a waiting list for T hangers should be to their advantage.

Dick reported that the bid documents for the Fuel Trucks have been approved by NYS DOT. Passero is posting bid documents to their website, and Yates County has posted a link to Passero's website on the County website. Passero's website allows for tracking of potential bidders who have downloaded documents. Bids are being requested back by November 30th at 2 p.m. so they will have recommendations for the December legislature meeting.

Dick reported that the Consultant agreement for the Fuel Trucks was also approved by NYS DOT.

Dick reported that the emergency generator system was supposed to have been started in October, but they have not seen any progress from the vendor. The generator is not being delivered until January, but the contractor is supposed to install the pad prior to that.

Dick reported that they have worked with Ryan Wallace, who owns property to the north of the airport near the PY Flying Club, on a temporary easement to allow them to clear brush and trees from the north side of the airport fence.

Legislative Operations: Emilee Miller
Emilee reported that the County Attorney approved the bid documents for General Office Supplies. The bid documents have been posted on the website and the notice has been sent to the local papers.

Mr. Paddock moved to enter into executive session to discuss:
1. A basic report on parcels sold at auction, attendees being Committee Members, other Legislators present, the County Administrator, the Treasurer, and the Director of Finance.
Seconded by Mr. Killen.
VOTE: Unanimous

Meeting adjourned at 5:20 p.m.