PLANNING & ECONOMIC DEVELOPMENT COMMITTEE
AGENDA
October 17, 2018

1. Approval of Minutes
   - September 19, 2018

2. Craig Clark, Economic Development/Industrial Development Agency
   - Monthly Report

3. H. Kier Dirlam, Planning Director
   - Monthly Report

4. Gretchen Hanchett, GACCC Executive Director
   - Monthly Report

5. Reita Sobeck-Lynch, Employment & Training Director
   - Monthly Report

6. Land Bank Appointment

7. Old Business
   - Old Turnpike Road Tourist Map

8. New Business

9. Questions from the Media

10. Good of the Order

11. Adjournment
October 2018 Report

Long Term Projects

Crossroads project
- Submitted a Consolidated Fund Application in July.
- Discussing ESD funding with WNYREDC chairs.
- Allegany County IDA planning for site development work.
- Met with Developers on Sept 28th to discuss next steps
- Construction of hotel now delayed until Spring 2019.

Waterline
- Waterline moved to assure easements are acceptable to landowners.
- One last easements in process of being developed.
- Continue to work with Engineer for late 2018 project.
- Allegany County IDA approved bidding the project.
- Friendship reviewing contract and continues to work cooperatively on project.

PM Research
- ACIDA Pilot has been signed by PM Research and they continue to grow.

Bioenergy Development and Commercialization Center (BDCC)
- BDCC has state and federal funding for $12.2 million required for the project.
- Developing partners for the project – Talking to SUNY College of Environmental Science and Forestry, Sunstrand Sustainable Materials in Louisville, Kentucky and Southern Research in Birmingham, Alabama.
- Sunstrand visited Alfred State and SUNY ESF and Sunstrand submitted letter to be a partner.
- Sunstrand one of the largest hemp processing companies in the US also discussed working on the Industrial Hemp Initiative (IHI) being developed by Cornell Cooperative Extension of Allegany County.
- Finalizing MOU on the last $6.6 million needed for the project.

ANGEL fund
- Continue to have weekly discussions on progress.
- Securing investors to fund up to $1 million.
- Shares are now available.
SIEMENS – Dresser Rand
- Hosted workshop “Starting & Managing Your Own Business” by SCORE Oct 10th at Crossroads.
- Continue to talk to ESD, local, state, and federal legislators on project.
- Continue to talk to SIEMENS and Curtis Wright on future prospects.

Clean Energy Projects
- Visited with Prowind about community solar and wind projects in the county.
- EDF Renewables still working on large scale PV system in Burns but with permitting would not start until 2022.
- Alle-Catt wind project of 380 megawatts with 120 turbines that include Centerville and Rushford are progressing and now anticipate a 2020 start at this time.

Fulmer Farms
- Senator Young has secured $300,000 in funding for Alfred State for the Fulmer farms project that includes equipment for growing greens using greenhouses and electricity produced from natural gas.
  - Project to include Cornell University and Alfred State college students working together.

Community Colleges of Appalachia
- Currently board chair of the CCA as of June 2018 for two years.
- Attending the Fall conference and board meeting Oct 31st to Nov 2nd at Beaver County Community College.
- CCA will be involved in a Technical Assistance grant to develop a plan on entrepreneurship and addressing the opioid crisis across the region.
- CCA will be a partner in a proposed large Department of Labor Grant on developing curriculum related to professionals addressing the opioid crisis across the region.

Other Projects
- New York STEM Education Collaborative (NYSSEC) has decided to have Alfred State host the 2019 Summer Institute again because of past successes.
- The Downtown Revitalization Initiative grant for Alfred was submitted and was not funded.
- Canaseraga is investigating developing grants to improve downtown, based on a plan developed by Alfred State Architecture students that was presented at the Appalachian Regional Commission Teaching project in Washington, DC in December 2017.
- This year’s Appalachian Regional Commission Teaching project that is being developed by Alfred State students is a plan for Andover and will be presented in Washington, DC in December 2018.
- Continued work with the Seneca Nation on filling the Tracewell facility near Cuba.

Travel
- September 10th-12th attended the Site Selectors Guild fall forum in Greenville, SC and connected with another 7 site selectors.
- Attended Invest Buffalo Niagara meeting at Northland on September 14th.
- Visited SUNY ESF in Syracuse September 26 with Sunstrand to review the BDCC and the lab facilities at SUNY ESF.
Meetings

- Presented at the New York State Association of Counties Fall meeting in Rochester on September 25th regarding grant writing with Vincent Esposito who is the Empire State Development Regional Director, Finger Lakes Regional Office and Executive Director, and Finger Lakes Regional Economic Development Council.
- Next Allegany County Economic Development Steering committee set for Oct 29

Advertising

Three Expansion Solutions Magazine ads

- Next Ad is in the Nov/Dec Issue.
- Issues focusing on manufacturing, distribution, and advanced manufacturing.
- Results in leads when they attend trade shows.

Other activities

- Developed new ad for Buffalo Business First Book of Lists for Allegany County.
- Developing article for annual Business in Focus highlight on economic development in Allegany County to highlight Workforce Development in December print and online magazine.
- FDI Alliance International September 2018 ad was placed and same will be in January with editorial on the county.

Digital Advertising

- Assistant Director of Economic Development & Planning is conducted Facebook and other digital marketing on economic development activities and Allegany Young Professional activities.
- Reviewing for future plans for digital marketing.

Marketing

- Site Selectors will be visiting Oct 29th and 30th to meet with Allegany County Economic Development Steering Committee to discuss the next phase on attracting companies to the county.
- We respond to notices from Invest Buffalo Niagara when they are looking for property and leads for companies that want to reside in Western NY.
- Continuing to improve the list of potential buildings and land for development in the county.
- Maker City recommended Allegany County Economic Development Committee to develop a program to engage students and alumni at the three colleges regarding employment and economic development in Allegany County.
- Allegany County Young Professionals now have a web presence on the Allegany County Economic Development page.
- Continuing to revise and improve Allegany County Economic Development page using best practices and other websites as models.
- PR Communications Plan being developed along with integrated Marketing Plan that includes regular articles and press releases.
**Maker City**

- Young Professionals mentoring event held September 20th at the Wellsville Country Club.
- Maker City Project funded by the Allegany County Economic Steering Committee members.
- Innovation based economic development to renew and reinvent local economies.
- Work started to include additional work on Branding, Young Professionals, Improving Communities, and Developing Entrepreneurship culture working with the community.

**2018 Goals**

- Monthly positive press and stories for Allegany County and from Allegany County.
- Crossroads Development – Hotel construction revised to start construction in 2019.
- Crossroads waterline – start and continue construction in 2018.
- Tracewell building – fill with a working company.
- BDCC - continue engineering, planning and start rehabilitation building.
- Develop adequate last mile providers for internet access.
- Current business – monthly positive stories and support expansion/retention.
- Travel – continue state, national and international connections.
- Meetings – Invest Buffalo Niagara to visit Allegany County.
- Meetings - regular input from Allegany County Young professionals.
- Marketing – continue to improve economic development section on website and social media.
- Marketing – fully develop plan to keep current college graduates and attract alumni to return.
- Site Selectors – labor shed demographics and implement their proposed plan to attract companies.

**Needs**

- Develop resources for additional incentives.
- Develop project ready sites as per site selector’s suggestions.
- Review and improve ease of fast tracking permits on sites.
- Investigate development of spec building.
October 2018 Report

Office of Planning Projects:

A. General Planning:
- There is a County Planning Board meeting scheduled for tonight October 17, 2018.
- Continued background research on the development of lakes and impoundments. Preliminary Report expected later in the fall.
- Comprehensive Plan Review prep work: formatting, reorganization, edits and additions. This is a primary project that is currently taking significant effort by staff.
- Director Kier Dirlam was selected as the Chairman for the Southern Tier West Regional Planning and Development Board at the September meeting of the board for a one year term.
- Staff attended Alfred State preliminary presentation of Community Visualization Study of Andover. The students' presentation is open to the public and will be held at 6:30pm on Monday, October 29 at the Town of Andover Community Center, 22 East Greenwood Street.

B. Shared-Services:
- A vote was held on September 25th regarding the plan. It was approved with only one Nay recorded. The plan was officially presented to the public at the October 3rd meeting of the Legislature. The final plan was submitted to New York State and is currently under review. The County effort on this moves to the implementation phase in late 2018 and into 2019.

C. Administrative
- Reviewed audits for Planning, Development and Tourism as well as Payroll.

D. Meetings
- Attended meeting at the Alma Fire Hall related to the TACDO for restarting their efforts and improving the Town of Alma.
- Staff is continuing to work on learning a new economic impact modeling software through a Webinar series from REMI 2.2; and participated in IEDC Webinar on Websites of the Future for Economic Development Organizations.
- Participated in Website Update Conference Calls and the ADA compliance conference calls.
- Staff prepared for and attended meetings for Comprehensive Plan Implementation Group; the Comprehensive Plan Review Committee, County Planning Board, Town of Alfred Town of Angelica Board meeting. Attended meetings including: Board of Legislators, Budget Hearing, IDA, Planning and Development Committee, Land Bank, GRW, STW, County Administrator, County Department Heads.
- Held Development Team meeting, participated in Young Professionals Group Conference Calls, and the County Planning Directors Quarterly meeting.
- Staff attended the Upstate Chapter of the American Planning Association Conference in Ithaca.
Development Projects:
A. County Website:
   • Added events to the website for September/October
   • Mason Digital is moving forward with the design and data transfer process for the Tourism website.
   • Participated in conference calls to discuss the County website and the Tourism migration.

B. Business Development
   • Sites: Responded to Buffalo Niagara site requests. Responded to Empire State Development Site location requests.
   • Marketing & PR: Created Buffalo Business First Ad; Outreach to marketing communications professionals in Allegany County to form Marketing Communications Campaign Committee – objective is to create marketing communications campaign directed at attracting young professionals to live and work in Allegany County; finalized sponsorship agreements with Alfred University and Houghton College. ASC still in works.
   • General Business: Hosted Allegany County Young Professionals Mentor Mixer Event; Created Young Professionals Newsletter; Notified by the IDA that they had approved putting out the bid to install the waterline from Friendship to Belvidere.

Sincerely,

H. Kier Dirlam
DIRECTOR - OFFICE OF PLANNING
Projects

- Tourism packages; Tourism committee package planning meeting. Deb Root leading the work meeting. We came up with several packages that will be developed over the winter.

- **Erie Cannel Boat Company, Excursion Pods (ExPods)**
  Peter J Abele, owner of the Erie Canal Boat Company. He is very interested in investing his company’s ExPods in Allegany County. He is hoping to roll out three ExPods in Allegany County in 2019
  Met with Peter 10/9/18. We met with Brian Edmister at Healing waters before Peter and his son took a kayaking trip from Riverside Campgrounds to transit bridge, Angelica. We then traveled to the Belfast, Caneadea assess parks and finished in Filmore. It was a beautiful day to sell the Genesee River!

- **Visitor Engagement Academy next steps**
  **Phase 1 - Research & Planning: Weeks One to Six**

  The **Visitor Engagement Academy™ (VEA)** team will collect information on your destination to include:
  
  - Web-based research of available resources
  - Discussions with Tourism staff to uncover common questions asked by visitors (Scheduled September 17th)
  - Requests for hard copies of resources, such as Visitor Guides, maps and brochures, to be mailed to the VEA team (done)
  - The VEA team will also provide Allegany County Chamber of Commerce with a questionnaire to collect destination-specific tourism statistics, such as annual visitors, economic impact, community amenities, etc.

- **Working with Josiah Brown, New Yorks Travel Expert, branding consultant, and public speaker.** He will review our marketing plan, destinations and recommend next steps for a customized plan of action for tourism in Allegany County. Josiah’s planned visit is October 24th with site visits throughout Allegany County. October 25th he plans to meet with the Tourism committee in the morning then with County Leaders and stakeholders in the afternoon.

  **Project Scope of Work with consultant**
  
  - Destination Visit: We want our perspective to be as raw as possible so we will come with very little preparation.
  - This will allow us to see this truly through the eyes of a first time, uninformed visitor. We will approach our time in
  - Market the same as a “Secret Shopper” would, keeping our eyes on the “first time visitor” perspective.
  - Marketing Assessment: We will look through the website, marketing materials, any and all research, master plans etc. to create a marketing assessment based on best practices in the tourism industry as well as how your marketing compares with competitive destinations.
  - Stakeholder Interviews: We will spend a portion of a day while we are in market to meet with a few stakeholders who are hopefully from diverse perspectives. We will ask questions to further our understanding and give us a fully rounded view of the destination.
  - Presentation: We will prepare our observations and analysis from the destination visits, stakeholder interviews and the marketing analysis into a presentation. We will also leave time for an ideas session to help keep fresh ideas flowing.
• Working with Mason Digital with content for the Tourism website to County Website  
  o Basic format has now been approved and Mason Digital is transferring  
  o Working with EquaTEK on our digital marketing plan  

• 2019 I Love NY matching funds grant is in process

• “Discover Allegany video” Campaign  
  Click on link below for playlist of all 4 videos  
  https://www.youtube.com/playlist?list=PLFqSl0jiDH546omuoduibL2B7SN6N3DJ

• Travel/Events  
  Check out the website calendar for more information  
  www.discoveralleganycounty.com
  o September 24-23 Civil War weekend
  o September 24-30 Allegany County History week  
  o October  "The Brick" Haunted House, Andover NY  Info: 607-661-6784  
  o October 12-14 Allegany Artisans 31st Studio Tour, throughout Allegany County NY
  o October 21 Ridgewalk and Run, Wellsville NY  
  o Oct.18th and 19th NYSTIA annual meeting  
  o October 20 Belmont Tractor Rodeo

• Advertising
  o Monthly Radio spots
  o Digital activity on the web site
  o Weekly Facebook posts
  o Half Page ad in the Olean Timed Herald Venture Out insert  
  o Full page in the October All That Jazz magazine
  o October 20 Swain Beer Festival, Swain Ski Resort www.swain.com
  o October 25 Halloween Family Night, Riverwalk Plaza, Wellsville NY
  o October 27 The Great Pumpkin Hunt, Tall Pines ATV Park, Andover, NY
  o November 10 & 11 Holly Trail  
  o November 17 A Many Splendor Evening (Cuba)

• Economic Development Team efforts:  Support efforts/projects when/where needed.
  • Maker City Core group

Respectfully submitted  
Gretchen

Gretchen Hanchett, Executive Director/ Tourism Coordinator  
Greater Allegany County Chamber of Commerce & Allegany County Tourism  
(W) 585-268-7443 (C) 585-610-9529 ghanchett@alleganychamber.org  
www.discoveralleganycounty.com
October 2018 Report

General Information
- Front Door Traffic: 493
- Employment: 1 new full time and 4 new part-time jobs with 5 employers
- Unemployment: August rates: Allegany County 5.2%; NYS 4.1%; US 3.9%. Locally 6 new unemployment claims opened~ 3 fired, 3 layoffs from several employers
- Veterans: 2 Veterans utilized our services for job search and training information.
- Business Services: 20 services provided to 13 businesses (1 new business contact) for outreach, job listing, follow-up, job matching, referrals and youth work experience. Administered 34 TABE(Test of Adult Basic Education) tests~ 15 DSS, 17 private industry, Training and 1Youth
- Meetings: Workforce Development Board

Department of Social Services Contract
- 529 services provided: Family Assistance 81; Safety Net Family 4; Safety Net 230 and SNAP 214
- Safety Net/Family Assistance Employment Assessment Class (EAC): 20 assessed; 8 completed; 13 denied; 1 exempt and 3 re-applied
- Non-Custodial Parent Program: 31 active participant, 1 employed and 1 receiving Unemployment Insurance benefits

WIOA (Workforce Innovation and Opportunity Act) Program Year 7.1.2018-6.30.2019
- Youth: 30 enrolled youth, 15 in unsubsidized employment and 1 in a training program
- Training: 3 in training for Dental Assisting and 1 training employment as a Phlebotomist/Lab Assistant
- Trade Act: 13 Outreach contacts; 1 appointments and 3 in training

Respectfully submitted,

Reita Sobeck-Lynch, MPH, Director
Memorandum

TO:       Planning & Economic Development Committee

FROM:     Brenda Rigby Riehle, Clerk of the Board

DATE:     September 20, 2018

RE:       APPOINTMENT TO THE ALLEGANY COUNTY LAND BANK CORPORATION BOARD OF DIRECTORS

The Chairman of the Board plans to reappoint Brian Loucks as a member of the Allegany County Land Bank Corporation Board of Directors for another two-year term commencing October 1, 2018, and expiring September 30, 2020, subject to confirmation by the Board of Legislators:

If the Committee approves of these appointments, please have a motion to that effect included in your minutes, along with a request to the County Attorney to prepare a resolution.

In addition, the Chairman should sign the attached pink appointment form, where indicated, and return them to me.

Thank you.
Visit Allegany County, N.Y.

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HISTORIC
OLD TURNPIKE ROAD
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(About 25 miles)