PLANNING & ECONOMIC DEVELOPMENT COMMITTEE
AGENDA
September 19, 2019

1. Approval of Minutes  
   - August 21, 2019

2. Gretchen Hanchett, GACCC Executive Director  
   - Monthly Report

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

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

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

6. Russ Hall, Dispatcher  
   - 911 Enumeration Project

7. Old Business  
   - Broadband and 911 Equipment Maintenance Agreement Update

8. New Business

9. Questions from the Media

10. Good of the Order

11. Adjournment
Planning & Development Committee Tourism Report; Gretchen Hanchett

9/19

Top Priority Projects

1. Top 25 Allegany County Must-do’s publication.
2. Visitor Engagement Academy

Long term Projects

- Color brochure that will be attractive and also adaptable to social media and web use. “25 Allegany County Must-do’s”. Design completed.
  - Design completed
  - Waiting for state approval
  - Next steps are publication and web page landing page developed

- 2020 Travel Guide
Actively developing and updating content for next year’s travel which will include featured stories about Allegany County.
- Met with our graphic designer 9/11/19
- Print bids sent out 8/27/19

- The Greater Allegany County Chamber and the Wellsville Area Chamber are partnering to bring the “Allegany County Home and Sports Show” to Allegany County. October 5th and 6th at Alfred State campus in Wellsville NY. Beer, wine tasting. Room for over 50 vendors inside and more outside.

Projects

Visitor Engagement Academy (update)

Improvements currently being built-out include:
- Adding how-to videos to the Learning Center to make it easier to enroll and launch the online course.
- Upgrading the LMS platform and servers with an extra layer of security to protect users’ data.
- Redesigning the online course to simplify the navigation and add more intuitive activities.
- Updating the online course to better comply with Section 508 of the Workforce Rehabilitation Act making it even more accessible.
  - Final updates to our training program completed
  - Launch and market starting the end of October and beginning of November
  - Program change to all online

NY State “I love NY Matching funds” grant
• Part one of the matching funds grant is completed. Funding has increased at the state level for Tourism, but has decreased at the county levels. It is projected for 2020 matching funds $63,742.00. 2019 matching funds is $69,174.00.
• Received approval for Part 1 of the matching funds grant, will start Part 2 of Matching funds grant

Chautauqua/Alleghany Regional Tourism Projects

• Developing a regional website landing page that will take tourist to each of the county’s pages with county activities and visitors’ interests.
• Developing a video for the region for websites and commercials.
• First video coupled featuring kayaking on the Genesee River
  In Allegany County, we will also be featuring:
  • Moss Lake
  • Kent Farms
  • Wellsville Brewery
  • Evergreen camp grounds

Invitation to Albany

New York’s Legislative Commission on Rural Resource from Senator Rachel May New York’s 53rd District, Co-chair, sent an invitation to me to testify in a hearing in Albany to examine issues relating to rural broadband access in our state. Hosted in partnership with Rural Resources co-chair, Assemblyman Angelo Santabarbara, and the Assembly Committee on Local Governments, the hearing is Tuesday, September 17, from 11 a.m. to 3 p.m.

The purpose of the hearing is twofold: 1) to identify areas of need and to better assure broadband access for rural New Yorkers and 2) to spotlight successes and local opportunities. They are seeking a range of informed perspectives to help better understand the challenges and opportunities associated with rural broadband access to begin to formulate next steps.

Travel/Events

Check out the website calendar for more information www.discoveralleganycounty.com

• August 30th – September 2nd Rushford Labor Day event
• Sept 10th SBA workshop on “Getting your business out there on Facebook” at Crossroads
• September 13 & 14th Truck Show at Riverwalk Plaza in Wellsville
• September 17th Rural Broadband Hearing in Albany
• September 19th Ribbon Cutting for new office for New York Home Quest in Angelica NY
• September 21st and September 22nd Cuba Garlic Festival
• September 23rd through September 29th Allegany County History Week
• September 25th–September 27th NY State Tourism Conference in Auburn NY
• September 28th Willing NY Fall Harvest Festival
• September 28th & September 29th Angelica Civil War Reenactment
Advertising

Ads:
- I86 Fall Guide, half page plus an article.
- Explore New York: Back cover

Ads coming up:
- RidgeWalk, October
- Destinations of New York: article with photos. October
- Winter GuestQuest: Ad, article. Both web and in print
- Radio: Scheduled spots on three stations
- Social Media

Economic Development Team efforts:
- Support efforts of the ATV trail system project
- Allegany County Branding Project

New Name for the formerly known as “Tourism Trailer”.

“Allegany County Mobile Visitor’s Center”

Respectfully submitted
Gretchen
Gretchen Hanchett, Executive Director/ Tourism Coordinator
Greater Allegany County Chamber of Commerce & Allegany County Tourism
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September 2019 Report

Long Term Projects

Crossroads project
- Public hearing for fueling station held on August 29th for financial assistance application to ACIDA.
- Financial assistance including PILOT approved by ACIDA on August 29th.
- Fueling station developer working with Amity planning board and still proposing a start in October 2019.
- Another developer as a separate project proposing construction of hotel starting in 2020/21.

Waterline
- Waterline installation contract continues to proceed.
- Construction to be completed in 2019.

Bioenergy Development and Commercialization Center (BDCC)
- Reviewing with Appalachian Regional Commission revisions to grant.

ANGEL fund
- Continue to have weekly discussions on progress.
- Securing investors to fund up to $1 million.
- Shares are being sold, continuing to talk to partners

SIEMENS– Dresser Rand
- Continue to talk to ESD, local, state, and federal legislators on project.
- Working with developers on office space for Curtis Wright in Wellsville.

Clean Energy Projects
- Moraine Solar: 500 Acre, 80 megawatt project in Burns is moving forward and article 10 was filed with the state. Project will not start until 2021 or 2022.
- Alle-Catt wind project of 380 megawatts with 120 turbines that includes Centerville and Rushford has article 10 accepted and now under review. Financial assistance application now under review with ACIDA. Anticipate a 2020 or 2021 start at this time.
- Small solar project developers are beginning to meet with ACIDA on financial assistance applications.

Community Colleges of Appalachia
- Currently board chair of the CCA as of June 2018 for two years.
- Appointed to Appalachian Regional Commission Substance Abuse Advisory Council to develop plans on substance abuse solutions and workforce development programming. Appalachian Regional commission accepted the 14 recommendations of the Substance Abuse Advisory Council.
- CCA is involved in an Appalachian Regional Commission- Technical Assistance grant to develop a plan on entrepreneurship and addressing the opioid crisis across the region. The TA grant has
started using the National Association for Community College Entrepreneurship to review best practices for future funding of projects that will include Alfred State on entrepreneurship and addressing the opioid crisis.

ATV system in county
- Allegany County task force is meeting on Allegany County Trails to discuss the overall trails system in the county including both motorized and non-motorized systems.
- Goal is to increase awareness and fully utilize the trails including the Tall Pines ATV park as an economic development project in the county.

Other Projects
- Submitted CFA for CBDG grant for sub-award where ACIDA will create microenterprise grant program that is part of developing an entrepreneurship ecosystem. Arranged for Senator Schumer to visit Zippo – Northland Lights on July 3rd for welcome and support of Zippo to Wellsville.
- Met with Incubator Works new Alfred/Allegany County program manager and Alfred University economic development group on potential projects including federal grants, supporting start-ups and developing start up ecosystem in county with ACIDA director.
- Continue working with various commercial real estate contacts and LC Whitford regarding replacing retail store(s) in the Kmart area that has been vacated in Wellsville.
- The Downtown Revitalization Initiative grant for Alfred resulted in a $2.5 million Smart Growth grant, continuing to develop plans for implementation.
- Canaseraga submitted CFA 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.
- Last year’s Appalachian Regional Commission Teaching project developed by Alfred State students was a plan for Andover that was presented in Washington, DC in December 2018 and is also to be used for grant applications.
- Next Year’s Appalachian Regional Commission Teaching with Alfred State student project will include working with Bolivar.
- Continued work with the Seneca Nation on filling the Tracewell facility in Cuba.

Travel
- Attended annual Site Selectors Guild meeting in Dallas, Texas on September 9th to 11th.

Meetings
- First Allegany County Entrepreneurial steering Committee meeting August 22nd with Incubator Works and Alfred University Economic development partners.
- Meeting with Steuben County ACIDA on August 27th regarding a model of increasing business and retention program in Allegany County.
- Held public hearing for Crossroads fueling station for financial assistance application on August 29th.
- Next Allegany County Economic Development Steering committee meeting is September 23rd.
- Next Allegany County Young Professionals meeting is September 26th.
- Next Allegany County Entrepreneurial steering Committee meeting September 20th.
Advertising

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

Marketing
• Site Selectors reports being used to develop future activities to attract companies to Allegany County.
• Continue to reply to notices from Invest Buffalo Niagara when they are looking for property and leads for companies that want to reside in Western NY.
• Site selectors compiled a case for metal working companies in Allegany County which is posted to website and will be used to attract new companies.
• Continuing to improve the list of potential buildings and land for development in the county.
• Continuing to revise and improve Allegany County Economic Development page using best practices and other websites as models.
• PR Communications Plan is being developed along with integrated Marketing Plan that includes regular articles and press releases.

Maker City
• Maker City Project funded by the Allegany County Economic Steering Committee members being used to develop an innovation based economic to renew and reinvent local economies.
• Allegany County Branding meeting scheduled July 10th and 11th that will be used by Young Professionals, Improving Communities, Developing Entrepreneurship culture and county economic development.
• Land Bank continues to work on improving properties and communities as per report recommendations.

2019 Goals
• Regular positive press and stories for Allegany County.
• Crossroads Development – Hotel construction revised to start construction -changed to 2020.
• Crossroads waterline – start and finish construction in 2019.
• Tracewell building – fill with a working company.
• 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 – implement their proposed plan to attract companies.
• Develop additional retail at the Kmart plaza in Wellsville and throughout the county.

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.
PROJECTS AND ACTIVITIES: AUGUST 2019 REPORT

I will not be able to attend this meeting as it was moved to the same time as the Annual Southern Tier West RPDB meeting that is always scheduled for the 3rd Thursday in September and I chair this board. Sorry in advance.

A. General Planning:
   - Alfred Comprehensive Plan: The Alfred Comprehensive Plan under review by the municipalities and the public.
   - Bolivar Comprehensive Plan: The Alfred State College architectural students have begun work with the municipalities and the Planning Office.
   - Census 2020: The Complete Count Committee was created on September 9, 2019 by the Legislature. The Committee will be meeting shortly and has already been working with the local Census office. We received the LUCA data package and will complete a review prior to the beginning of October.
   - County Planning Board: The meeting is scheduled for September 18th at 7PM.
   - REDI Project: I previously e-mailed you information on the REDI Project through USDA that is being guided by the Letchworth Gateway Villages for Technical assistance. We will be participating in the kick-off meeting on October 4th.
   - Shared Services: A meeting was held on August 27th. We are currently gathering information on 2019 projects that are underway in the county.
   - Temporary Planning Intern: Nick Arquette has arrived to work with the department for the next three months and will be assisting with Trails Planning and Hazard Mitigation Plan updates.

B. County Comprehensive Plan:
   - SEQR was completed.
   - The County Legislature completed the approval process for the update to the Comprehensive Plan.
   - The Final Plan edits are completed and the document is being sent to the printer.

C. Business and Economic Development:
   - IDA: the waterline construction is now approximately halfway done. The IDA approved the Pilot agreement for a fueling facility at the CR 20/NY 19 intersection.
   - Business Outreach: staff is working to develop a plan to do outreach to midsize and smaller businesses in the county to better understand their needs and provide technical services to them for expansion and retention of our existing businesses.
   - Young Professionals: There is scheduled a Young Professionals - Mentor mixer for September 26th you can consider attending.

D. Administrative:
   - Submitted a request to create and fill position of TEMPORARY Secretary to the Director of Planning due to an impending retirement allowing for training from December to date of appointment to replace retiree. Looking for approval to fill at this month’s meeting.
   - Reviewed audits for Planning, Development and Tourism as well as Payroll.

E. Next Month:
   - Outreach to municipalities for the Shared Service Plan 2020.
   - Outreach to interested parties related to the Census 2020 – Complete Count effort.
   - Continue work on Trails Plan.
   - Continue gathering information for the annual update of Hazard Mitigation Plan projects.
   - Finalizing materials for the Re-branding effort.

Sincerely,

[Signature]

Kier Dirlam - DIRECTOR - OFFICE OF PLANNING
September 2019 Report

General Information

- Front Door Traffic: 422
- Employment: 2 customers reported full time employment
- Unemployment: July rates: Allegany County 5.1%; NYS 4.2%; US 4.0%. Locally, 11 new unemployment insurance applicants~ 5 fired, 6 layoffs from several employers
- Veterans: 4 Veterans, 3 new customers, utilized our services for the Department of Labor and Corrections officer recruitment
- Business Services: 18 services provided to 16 businesses (3 new business contacts) for outreach, job listing, follow-up, job referrals, youth work experience and Summer Youth Employment Program worksites. Administered 26 TABE(Test of Adult Basic Education) tests~ 6 DSS, 15 private industry and 5 for training

Department of Social Services Contract

- 400 services provided: Family Assistance 74; Safety Net Family 8; Safety Net 112 and SNAP 206
- Safety Net/Family Assistance Employment Assessment Class (EAC): August information is not available at this time
- Non-Custodial Parent Program: 33 active participants; 27 employed
- Summer Youth Employment Program (SYEP) ~ 61 Youth placed at 29 worksites and 9 attended the Cooperative Extension Boot Camp for learning life and work skills

WIOA (Workforce Innovation and Opportunity Act) Program Year 7.1.2018-6.30.2019

- Youth: 18 enrolled youth, 9, 3 new, in unsubsidized employment, and 2 in Work Experience, 3 in training and 40 Youth received services in August.
- Training: 2 in training~ 2 Dental Assisting, 14 inquiries
- Trade Act: 14 Outreach contacts; 2 appointments and 3 in training for Computer Information Systems, Culinary Arts & Electrical Engineering

Respectfully submitted,
Reita Sobeck-Lynch, MPH
Director