

# Economic Development, Tourism, Housing, Planning & Transit Committee

## Regular Meeting Minutes

**DATE & TIME:** February 3, 2015, 6:30 PM  
**LOCATION:** Karen L. Binder Library, 6<sup>th</sup> Floor, COB, Kingston, NY  
**PRESIDING OFFICER:** Chair Thomas J. Briggs  
**LEGISLATIVE STAFF:** Krista J. Barringer, Deputy Clerk  
**PRESENT:** Legislators Lynn Archer, Tracey Bartels, Herbert Litts, III, and Mary Beth Maio  
**EXCUSED:** Legislators Chris Allen and James F. Maloney  
**QUORUM PRESENT:** Yes

**OTHER ATTENDEES:** Legislators Manna Jo Greene, Jeanette Provenzano, Kenneth Ronk, Jr., and Ken Wishnick; Focus Media Representatives Whitney Bowers and Tony Morino; Department of Tourism Director Rick Remsnyder; Department of Information Services Director Sylvia Wohlfahrt; Department of Planning Director Dennis Doyle; Department of Planning Deputy Director Chris White; Deputy County Executive Ken Crannell; Ulster County Trails Advisory Committee Member Kathy Nolan and League of Women Voters of the Mid Hudson Valley Representative Vic Melville.

Chair Briggs called the meeting to order at 6:30 PM.

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**Motion No. 1**                      **RESOLVED to Approve the Minutes of December 4, 2014 and January 7, 2015**

**Motion Made By:**              Legislator Litts

**Motion Seconded By:**      Legislator Maio

**Discussion:**                      Legislator Bartels noted she was not a member of the Committee for these two meetings and would abstain from the vote on the minutes.

**Roll Call Vote:**                      No

**Voting In Favor:**                  Legislators Archer, Briggs, Litts and Mary Beth Maio

**Voting In Abstention:**          Legislator Bartels

**Voting Against:**                      None

**No. of Votes in Favor:**              4

**No. of Votes In Abstention:**      1

**No. of Votes Against:**              0

**Disposition:**                          Carried

**Motion No. 2                      Resolution No. 73 – February 17, 2015**

**Motion Made By:**            Legislator Archer

**Motion Seconded By:**    Legislator Maio for discussion

**Text of Motion:**            **Resolved to approve Resolution No. 73** - Approving The Execution Of A Contract In Excess Of \$50,000.00 Entered Into By The County – National Business Equipment– Department Of Information Services

**Resolution No. 73 Summary:** This Resolution asserts the Ulster County Legislature has examined the contract for execution by the County with National Business Equipment, and hereby approves the contract in the form as filed with the Clerk of the Ulster County Legislature or as modified with the approval of the County Attorney and Legislative Counsel.

**Discussion:**

Department of Information Services Director Wohlfahrt noted this Resolution amends an existing contract to add more devices. She stated the additional \$62,380.44 over the course of the three-year contract would include 22 devices at three locations and 19 additional finishers.

**Roll Call Vote:**            No

**Voting In Favor:**        Legislators Archer, Bartels, Briggs, Litts and Mary Beth Maio

**Voting Against:**        None

**No. of Votes in Favor:** 5

**No. of Votes Against:** 0

**Disposition:**            Carried

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**Motion No. 3                      Resolution No. 69 – February 17, 2015**

**Motion Made By:**            Legislator Archer

**Motion Seconded By:**    Legislator Litts

**Text of Motion:**            **Resolved to approve Resolution No. 69** - Authorizing The Chairman Of The Ulster County Legislature To Execute An Agreement With The New York State Office Of Information Technology Services – Department Of Information Services

**Resolution No. 69 Summary:** This Resolution authorizes the Chairman of the Ulster County Legislature to execute an agreement (NYS Contract# X000370), and any amendments thereto, in the amount of \$31,656.00 with the New York State Office of Information Technology Services for the purpose of Ulster County’s securing managed

security services for the term October 1, 2014 through September 30, 2015, in the form as filed with the Clerk of the Ulster County Legislature, or as modified with the approval of the County Attorney.

**Discussion:**

Legislator Archer confirmed this contract was for security services. Director Wohlfahrt noted the service would constantly check the external facing parts of the County's internet, including the firewalls. She noted the County currently had the service for free through a grant which funded the service for a couple of years.

Legislator Bartels confirmed the Department went out for RFP. Director Wohlfahrt replied it was a State contract and that no RFP was needed.

Legislator Maio inquired as to the length of the contract to which Director Wohlfahrt replied the contract was for October 3, 2014 to November 2015.

**Roll Call Vote:** No  
**Voting In Favor:** Legislators Archer, Bartels, Briggs, Litts and Mary Beth Maio  
**Voting Against:** None  
**No. of Votes in Favor:** 5  
**No. of Votes Against:** 0  
**Disposition:** Carried

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**Motion No. 4**                      **Resolution No. 45 – February 17, 2015**

**Motion Made By:**              Legislator Maio for discussion

**Motion Seconded By:**        Legislator Bartels

**Text of Motion:**                **Resolved to approve Resolution No. 45** - Supporting A Budget Line Item For The Catskill Park And Catskill Forest Preserve In The New York State Environmental Protection Fund (EPF)

**Resolution No. 45 Summary:** This Resolution urges the New York State Governor and it's Legislative leaders to establish a budget line item of \$4 million for the Catskill Park and Catskill Forest Preserve within the counties of Ulster, Delaware, Sullivan and Greene in the New York State Environmental Protection Fund, beginning fiscal year 2015-16 and ongoing. The Resolution also directs the Clerk of the Ulster County Legislature to forward certified copies of this resolution to Governor Andrew Cuomo, New York State Department of Environmental Conservation Commissioner Joseph Martens, Senator John Bonacic, Senator James Seward, Senator Thomas Libous, Assemblymen Clifford Crouch, Assemblyman Pete

Lopez, Assemblywomen Claudia Tenney, as well as the Clerks of the Sullivan and Greene County Legislatures.

**Discussion:**

Legislator Archer confirmed this was a memorializing resolution to which Chairman Briggs indicated it was.

Ms. Nolan noted this Resolution was supported by the Catskill Park Coalition, a group of not for profits in the area. She noted the funding would preserve the parks for future recreational activities and that the Resolution was urging the State to establish a budget line in the New York State Department of Environmental Conservation (New York State DEC) budget. She noted it was the largest number they thought they could ask for. She noted the Adirondack Park just received \$50 million and the Catskill Park, which does not have a line, often receives whatever is left over. She noted the no recent funding provided for the Hudson Valley and the Southern Tier, both of which the Catskill Park is a part of. She noted this was an attempt to bring dedicated funding to the Catskill Park; which does not have an agency or other resources as exist in other regions.

Chairman Briggs and Deputy Clerk Barringer clarified the whereas indicating there is \$400,000 was strictly for the allocation that is currently being made available by the New York State DEC.

Legislator Bartels inquired into the movements and/or current support of the State leaders. Ms. Nolan noted the Resolution is being requested as the Coalition is holding a Catskill Park Awareness Day on February 10, 2015 to lobby the State leaders in Albany. She noted they wanted the Resolutions in hand for when they speak with the State leaders. She indicated there has been some advance discussion with all the State Legislators in the Catskill Park region.

Legislator Archer asked if the list of State Legislators was focused on those in the Catskill Park region. Ms. Nolan replied she believed it was.

**Roll Call Vote:** No  
**Voting In Favor:** Legislators Archer, Bartels, Briggs, Litts and Mary Beth Maio  
**Voting Against:** None  
**No. of Votes in Favor:** 5  
**No. of Votes Against:** 0  
**Disposition:** Carried

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**Motion No. 5**                      **Resolution No. 70 – February 17, 2015**

**Motion Made By:**              Legislator Litts

**Motion Seconded By:**      Legislator Archer

**Text of Motion:** **Resolved to approve Resolution No. 70** - Authorizing The Chair Of The Ulster County Legislature To Call A Public Hearing As Required Under Article 25AA Of Agricultural Markets Law Regarding The 8-Year Review Of Agricultural District No. 2 And Providing Direct Notice To Affected Municipalities – Department Of Planning

**Resolution No. 70 Summary:** This Resolution authorizes the Chairman of the Ulster County Legislature to call such Public Hearing no later than March 23, 2015 and directs the Clerk of the Ulster County Legislature to cause a legal notice of said Public Hearing to be published according to law. In addition, the Resolution directs the Clerk of the Ulster County Legislature to provide, in writing to all affected municipalities, a copy of the hearing notice.

**Discussion:**

Legislators Archer and Litts noted this was the typical review of the Agricultural Districts.

**Roll Call Vote:** No  
**Voting In Favor:** Legislators Archer, Bartels, Briggs, Litts and Mary Beth Maio  
**Voting Against:** None  
**No. of Votes in Favor:** 5  
**No. of Votes Against:** 0  
**Disposition:** Carried

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**Motion No. 6**                      **Resolution No. 71 – February 17, 2015**

**Motion Made By:**              Legislator Maio

**Motion Seconded By:**      Legislator Litts

**Text of Motion:**              **Resolved to approve Resolution No. 71** - Re-Appointing Member And Appointing Alternate To The Ulster County Planning Board – Town Of Plattekill

**Resolution No. 71 Summary:** This Resolution re-appoints Thomas Wilkin of Gardiner, NY, representing the Town of Plattekill, to the Ulster County Planning Board and appoints as an alternate to this position, Darryl Matthews of Wallkill, NY to a term to end December 31, 2018.

**Discussion:**

Legislators Bartels and Ronk confirmed the Gardner address listed was for a property located in the Town of Plattekill. Department of Planning Director Doyle confirmed it was.

**Roll Call Vote:** No  
**Voting In Favor:** Legislators Archer, Bartels, Briggs, Litts and Mary Beth Maio  
**Voting Against:** None  
**No. of Votes in Favor:** 5  
**No. of Votes Against:** 0  
**Disposition:** Carried

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**Disposition: Motion No. 6                      Resolution No. 72 – February 17, 2015**

**Motion Made By:** Legislator Archer

**Motion Seconded By:** Legislator Maio

**Text of Motion:**                      **Resolved to approve Resolution No. 72** - Approving The Execution Of A Contract In Excess Of \$50,000.00 Entered Into By The County – Barton & Loguidice DPC– Department Of Planning

**Resolution No. 72 Summary:** This Resolution asserts the Ulster County Legislature has examined the contract for execution by the County with Barton & Loguidice DPC, and hereby approves the contract in the form as filed with the Clerk of the Ulster County Legislature or as modified with the approval of the County Attorney and Legislative Counsel.

**Discussion:**

Legislator Litts confirmed this contract was for both alternates.

Chairman Briggs confirmed the funding was 80% Federal, 20% State and no county funding.

Legislator Bartels inquired if the contract was approving categories of work indicated but not included in the contract provided. Director Doyle replied the Department had split the contract into two separate portions; the first being a scoping document to examine the alternatives for the project and the second being a contract to approve the work based on the alternative selected.

Legislator Bartels noted this allows the same contractor to be used for the entire project. Director Doyle replied the consultant was selected for the entire project through a qualifications based process. He noted this was a standard procedure for looking at the design of the two corridors.

Legislator Litts inquired if the MAPP covered the detailed design. Director Doyle replied the IPP included the detailed design. He noted the \$90,000 only covered the scoping portion and there was an additional \$155,000 in the TIP for funding.

Legislator Archer confirmed the Department would come back to the Committee with the preferred alternative. Director Doyle agreed. Legislator Archer discussed the need for the Committee to receive a heads up before the final alternatives are selected. Director Doyle noted there are at least two public meetings included in the contract.

Deputy Director White noted the two very different options that are being reviewed include a bridge or no bridge.

Chairman Briggs requested the public hearing notices be channeled through Deputy Clerk Barringer to ensure the Legislative body is aware.

**Roll Call Vote:** No  
**Voting In Favor:** Legislators Archer, Bartels, Briggs, Litts and Mary Beth Maio  
**Voting Against:** None  
**No. of Votes in Favor:** 5  
**No. of Votes Against:** 0  
**Disposition:** Carried

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#### **New Business:**

Legislator Archer suggested the Committee hold discussion in regards to the various elements to which the Standing Committee is responsible. She noted the Committee has had lots of work on Economic Development in the last few months and suggested the Committee look equally at technology and tourism. She suggested having the Department Heads discuss with the Committee their plans and direction for the future.

Chairman Briggs discussed the planned schedule for presentations by the respective Department Heads.

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#### **Old Business:**

Director Remsnyder reviewed the tourism activities from 2014. He distributed and reviewed a handout of a powerpoint compiled by Focus Media (attached to the minutes).

Legislator Litts suggested the Department's participation at the Empire Farm Days typically held the first week in August. He noted other Counties participate.

Mr. Morino reviewed the website enhancements.

Legislator Archer inquired into the membership of the Tourism Advisory Board. Director Remsnyder replied there are twenty (20) people appointed by the County Executive. He noted major and small tourism venues are represented on the Board.

Legislator Archer inquired if the Department is utilizing statistics and data on the various website activities to assess impact levels. Mr. Morino replied the properties are getting leads from the system and they are getting positive feedback from the venues. He noted the goal of adding more properties to the online reservation system.

Legislator Bartels asked if statistically they would be able to see the number of bookings from the site. Mr. Morino replied only the property has access to the booking information.

Legislator Archer asked why have the system as an interface if they could not collect any data from it versus a link to the property's reservation system. Mr. Morino replied they were not able to link to the venue's reservation system. He noted their system is an aggregator of various venue opportunities based on dates desired.

Legislator Archer asked if the number of referrals made from the site could be collected. Mr. Morino replied they could see the number of referrals made to a participating venue and noted the prior system of referrals.

Legislator Archer highlighted the desire for measurements and indicators to determine successful marketing tools on the subscription services. Mr. Morino noted their future focus on developing a mobile component and increasing the number of venue users of the system. He discussed the use of google analytics to review the websites and the increased number of users. Director Remsnyder noted the Tourism Advisory Board was meeting on March 5<sup>th</sup> at 4:00 PM at Honors Haven in Ellenville and he indicated he would bring this discussion to the Board.

Chairman Briggs asked what the cost of the subscription for the service. Mr. Morino replied it was \$5,700 per year.

Legislator Bartels stated she would like to see the numbers overtime. She noted the benefits to the smaller bed and breakfast venues and asked how the Department was getting the word out to them. Director Remsnyder noted these venues were sent invitations to Ulster County Lodging Coalition meetings at which these opportunities were discussed.

Legislator Bartels asked what percentage of the Lodging Coalition was represented on the site. Mr. Morino replied there were 120 venues on the database. Director Remsnyder estimated 20-25% of the Coalition were on the database and indicated they could do better as this is a free service. Mr. Morino noted they have done three e-blasts to the venues and 2-3 appearances to present the opportunity.

Legislator Bartels noted the active participation of these venues at the local business organizations, associations, and chambers. Mr. Morino and Director Remsnyder noted they have been to the New Paltz Regional Chamber of Commerce, the Kiwanis clubs and the Rondout Valley Business Association. Deputy County Executive Crannell suggested Legislators encourage their local property owners to participate.

Legislator Wishnick noted the difficult business the County Tourism marketing efforts face and the key of funding the right mix that reaches the measureable results. He noted the tourism spending 6.1% increase to 50.5 million and asked how this amount is measured. Mr. Remsnyder stated they utilize the research of Oxford Economics, which is hired by the I Love NY Tourism office to look at various elements, such as gas, food, and lodging. He noted this report indicated Ulster County just passed Dutchess County in tourism spending. He stated he would be happy to share the 30 page report with the Committee. Legislator Archer indicated she would appreciate the executive summary and Legislator Bartels also expressed interest in the report.

Mr. Morino presented the fair/festivals video from the [ulstercountyalive.com](https://www.youtube.com/watch?v=SpJtcPwqIoU) website. [<https://www.youtube.com/watch?v=SpJtcPwqIoU>]

Director Doyle and Mr. Morino reviewed the rest of the powerpoint presentation.

Chairman Briggs requested the Committee be informed regarding the meetings of the Ulster County Tourism Advisory Committee.

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**Adjournment**

**Motion Made By:** Legislator Litts  
**Motion Seconded By:** Legislator Maio  
**No. of Votes in Favor:** 5  
**No. of Votes Against:** 0

**TIME:** 7:35 PM

**Dated the 10<sup>th</sup> day of February, 2015**  
**Krista J. Barringer, Deputy Clerk**

**Minutes Approved on: March 11, 2015**