Economic Development & Tourism Committee

411 Main St.
Catskill, NY 12414

Committee Meeting
http://greenegovernment.com/

~ Agenda ~

Monday, July 13, 2015 | **6:00 PM** | **Caucus Room 468**

Economic Development and Tourism Members: Chairperson Handel; Legislators Overbaugh, Hitchcock, Gardner, Van Slyke and Seeley

Call to Order

Proposed Agenda Items:

1. Authorizing Community Development Loan Homage Restaurant Group, LLC
2. Authorizing Submission Of 2015 Market NY CFA Grant Application Mountain Bike Adventure Trails And Ride Center
3. Authorizing Submission Of 2015 Small Cities Community Development Block Grant Application Microenterprise Assistance Program

Information Items

Business Advisory Committee Meeting Minutes April 7, 2015

Business Advisory Committee Meeting Minutes June 9, 2015

Greene County Planning Board Meeting Minutes June 17, 2015

Quantum Fund Committee Meeting Minutes July 1, 2015

Tourism Advisory Committee Meeting Minutes June 23, 2015

Adjournment

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DOC ID: 1763

Resolution No.

Authorizing Community Development Loan Homage Restaurant Group, LLC

WHEREAS, Greene County has received a grant from the State's Office of Community Renewal (NYS CDBG Project ME #477ME9-14) for Community Development Block Grant funding; and

WHEREAS, the County's procedure for making loans from these loan funds requires that the Quantum Fund Committee review all loan applications and develop appropriate conditions for each of the loan proposals; and

WHEREAS, the Quantum Fund Committee met on July 1, 2015 and recommended that a loan be made to the Homage Restaurant Group, LLC, a start-up business that will be located on Second Street in Athens.

NOW, THEREFORE BE IT RESOLVED, that the Greene County Department of Economic Development, Tourism & Planning be authorized to make a loan, subject to the availability of funds, the loan approval requirements and stipulations of the Greene County Quantum Fund Committee, the terms and conditions of the State grant, and approval by the Greene County Attorney, to Homage Restaurant Group, LLC in an amount not to exceed $25,000; and be it further

RESOLVED, that if, the project is complete, job goals have been met, and the Borrower has complied with all applicable state and federal statutes and program rules covering this project, and the Borrower shall have fully complied with all of the covenants, conditions, and obligations of the agreement executed between the Borrower and Greene County, then 100% of the loan shall be forgiven; and be it further

RESOLVED, that this resolution shall expire on October 15, 2015 and the loan approval thereby be rescinded, unless the Director of Economic Development, Tourism & Planning, in consultation with the Greene County Attorney, thereafter determines that there is sufficient reason to extend the term for loan closing and/or draw down of funds.

ATTACHMENTS:

- Community Development Loan Cover Memo (PDF)
- Homage Restaurant Group, LLC Summary (PDF)

Meeting History

Current Meeting

07/13/15 Economic Development & Tourism Committee

MEMORANDUM

TO: Patty Handel, Chairperson, Economic Development and Tourism Committee
Shaun Groden, County Administrator

FROM: Warren Hart, Director W.H.

DATE: July 13, 2015

SUBJECT: Quantum Fund Committee Recommendations; Authorizing Community Development Loan; Homage Restaurant Group LLC

The Quantum Fund Committee met on July 1, 2015 and reviewed a grant request being made under the 2014 Microenterprise Assistance Project #477ME9-14.

The Committee recommended that one Microenterprise deferred principal & interest loan (100% grant) for $25,000 be made to Homage Restaurant Group, LLC.

At the end of the loan term, if the project is complete, job goals have been met, and the borrower has complied with all of the covenants, conditions, and obligations of the agreement executed between the Borrower and Greene County, then the deferred principal and interest loan shall be converted to a grant and forgiven according to the schedule in the lending agreement.

Attached is a resolution that will authorize the loan.

Homage Restaurant Group, LLC

Location

7 Second Street, Athens.

Project Summary

Homage Restaurant Group, LLC is a start-up business owned by Joe Landa, a well known Manhattan chef, and part time Athens resident. Mr. Landa recently purchased a primary commercial building (the former Cameo's Restaurant) at 7 Second Street in Athens. Mr. Landa, with partner Brooke Lynski, intends to open a restaurant featuring artisanal French country cuisine, his professional specialty. They intend to source products from local farms as much as possible. Mr. Landa proposes to use Microenterprise Funds to buy equipment, furniture and fixtures for the restaurant.

Financing

National Bank of Coxsackie	$ 160,000
Greene County Microenterprise Fund	$ 25,000
Bank of America Credit	$ 18,000
Cash	$ 50,000
	$ 253,000

Jobs

One full-time position will be created to fulfill Microenterprise regulations, but a number of other full and part time jobs will be created that we expect to document as they are created.

Security

UCC's on equipment, furniture and fixtures, and any additional collateral required by the County Attorney.

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DOC ID: 1774 A

Resolution No.

Authorizing Submission Of 2015 Market NY CFA Grant Application Mountain Bike Adventure Trails And Ride Center

WHEREAS, New York State has announced the availability of Round V funding through the 2015 Regional Economic Development Council Consolidated Funding Application (CFA) Initiative; and

WHEREAS, the Greene County Department of Economic Development, Tourism & Planning has identified a priority tourism project in furtherance of the County's economic development goals; and

WHEREAS, the Market NY grant program makes funding available to strengthen and encourage tourism growth by promoting tourism destinations, attractions, and special events for projects intended to create economic impact by increasing tourism within the region; and

WHEREAS, it is the intent of the County of Greene to make application to the Capital Region Economic Development Council for Market NY Program funding for a Regional Tourism Marketing Project, "Greene County Mountain Bike Adventure Trails and Ride Center".

NOW, THEREFORE, BE IT RESOLVED that the Director of the Department of Economic Development, Tourism and Planning is authorized to file a Market NY Program grant application for a Regional Tourism Marketing Project, "Greene County Mountain Bike Adventure Trails and Ride Center"; with a total budget of $100,000 and designating a County local cash match in the amount of $25,000; and be it further

RESOLVED, that in the event of funding, the Chairman is authorized to execute, as necessary, a state contract to accept said financial assistance, subject to review and approval as to form by the Greene County Attorney, and to execute all additional assurances and forms as required by the state, including the designation of Warren Hart, Director of the Department of Economic Development, Tourism and Planning, as the Environmental Review and Compliance Officer, as necessary.

ATTACHMENTS:

- 2015 Mountain Bike CFA Grant Application Cover Memo (PDF)
- Mountain Bike Adventure Trails and Ride Center Description 070815 (PDF)

Meeting History

Current Meeting

07/13/15 Economic Development & Tourism Committee

MEMORANDUM

TO: Patty Handel, Chairperson, Economic Development and Tourism Committee
Shaun Groden, County Administrator

FROM: Warren Hart, Director

DATE: July 8, 2015

SUBJECT: Round 5 of the NYS Regional Economic Development Funding Applications (CFA); Market NY Regional Tourism Marketing Competition; Greene County Mountain Bike Adventure Trails and Ride Center

New York State recently launched Round V of the Regional Economic Development Council (REDC) initiative, officially kicking off the 2015 Consolidated Funding Applications (CFA), which are due by July 31, 2015. The Department of Economic Development, Tourism and Planning is preparing a tourism grant application for state funding available through the Market NY Grant Program. Market NY was established to strengthen and encourage tourism growth by promoting tourism destinations, attractions and special events. The Market NY program and each funded proposal will work to support the Capital Region Economic Development Council long term strategic plan for economic growth in our region, as well as attract visitors to New York State. Funding is available for projects intended to create economic impact by increasing tourism within a region.

In 2013, Greene County was the recipient of Market NY Funds for it Kaaterskill Clove Experience tourism campaign. The County's 2015 application will support another themed destination campaign supporting our growing mountain bike industry and supporting attractions and venues.

The Greene County Department of Economic Development, Tourism and Planning is recommending that the County authorize submission of the 2015 CFA Market NY grant application supporting the "Greene County Mountain Bike Adventure Trails and Ride Center".

The Greene County Tourism Advisory Committee at their June meeting reviewed the goals of the project and supports the submission of the CFA application. Empire State Development, the state agency that administers the Market NY program provides no more than 75% of the funding for Regional Tourism Marketing projects. A cash match of at least 25% is required. The cash match for this CFA grant application will come from the 2016 Tourism Budget that is annually designated in support of our adventure, travel, and event campaigns.

A resolution authorizing the submission of the 2015 CFA Application and Budget, along with a Project Description is attached as supporting documentation.

Greene County Mountain Bike Adventure Trails and Ride Center

Project Description:

The Great Northern Catskills of Greene County is the Capital District's ride center for mountain bike enthusiasts. It includes down-hill adventure for the experienced riders and flat terrain for those who are new to the sport. Greene County not only has trails for all abilities, it includes breathtaking views that make it a unique tourism adventure for mountain bicyclists found only in the Capital Region.

Greene County Mountain Bike Adventure Trails and Ride Center includes many trail locations:

The Roundtopia Mountain Bike Trails consists of over 20 miles of single-track and fire roads built by the Roundtop Mountain Bike Association. With beautiful views, streams and waterfalls most trails have easy access from local lodging facilities and eateries. This trail is home of the Annual Round Top Enduro Race.

Opening in July 2015, the Windham Mountain Bike Park has partnered with Gravity Logic, known for developing Whistler-Blackcomb Park in Canada, to design a lift serviced mountain bike park for riders of a wide variety of skills, ages, and interests. The host of the only US stop of the UCI Mountain Bike World Cup (Aug. 7-10), the park features flow style trails accessible from "A-Lift," a detachable quad serving the peak of Windham Mountain. New intermediate level terrain complements the existing UCI World Cup and Race the World trails. The bike park also includes a pump track, rentals, lessons, guided tours, retail and food and beverage.

Elm Ridge Bike Path and the Windham Path are great trails for beginner riders. The Elm Ridge Bike Path is located in the Elm Ridge Wild Forest with a network of mountain biking and hiking trails. These single track trails are good for beginners to intermediate and leisure riders, with over 20+ miles of scenic trails for mountain bikers. The Windham Path is a 1.5 mile single track loop, with a newly constructed bridge over the Batavia Kill making direct access to South Street in Windham, which enhances the Ride Center concept as a cycling community and destination.

Huckleberry Trail located in Tannersville uses the old railroad right-of-ways once owned by Ulster-Delaware, Canajoharie and Catskill lines that once transported tourists from NYC to the Catskills. This 2.3 mile stretch is great for family rides as its proximity is close to park near Rip Van Winkle Lake / Tannersville Lake.

According to the Potential Economic Impact of Outdoor Recreation in the Barre Town Forest study completed in 2010, Vermont researchers projected economic impact based on current use of the Millstone Trail System using two growth rates: 10 percent per year and 29.5 percent per year. Their projections include:*

Attachment: Mountain Bike Adventure Trails and Ride Center Description 070815 (1774 : Authorizing Submission Of 2015 Market NY CFA Grant

- *20 new jobs created in the region in 2015, which is 0.4 percent of Barre's employed population. Thirteen of these jobs would go to the restaurant and lodging sectors.*
- *$269,084 in new income, which is 0.1 percent of Barre's current labor earnings*
- *$629,624 in new visitor spending by 2015 (additional to total annual spending in 2011)*
- *$42,414 in new state sales tax revenue in 2015*

The Greene County Mountain Bike Adventure Trails and Ride Center will be supported with an aggressive Advertising and Marketing campaign directed at steering traffic that normally goes to Vermont (Milestone Trail System and Kingdom Trails) for a recreational mountain biking experience to come to Greene County for a better, closer experience. The creation and implementation of a comprehensive campaign to promote the project is the first step to shift to a target segment of mountain bike day-trippers and overnight stays from the NYC metro and surrounding areas, as well as outside New York State. The Advertising and Marketing Plan will include digital advertising, social media advertising and Pay-Per-Click advertising to make the most of the budget and target the right demographics.

The Advertising and Marketing Plan will also include creative production for ads, brochure, logo, and a microsite with a map. Designing and launching an adaptive microsite dedicated to promoting the ride center and its trails is paramount to this marketing plan. All ads placed in the mediums mentioned above will direct traffic to this website, where visitors will see beautiful imagery and read about the variety of trails Greene County has to offer.

Project Budget:	**$100,000.00**
Adaptive Promotional Website	$13,000.00
Media Buy	$50,000.00
Digital & Print Ad creation	$5,000.00
Pay-Per-Click Advertising	$13,000.00
Social Media Advertising	$7,000.00
Other Creative Production	$12,000.00

*Source: Posner, S. and M. Ceroni. 2011. *Potential Economic Impact of Outdoor Recreation in the Barre Town Forest, Vermont.* Gund Institute for Ecological Economics, University of Vermont. Funded by The Trust for Public Land.

Attachment: Mountain Bike Adventure Trails and Ride Center Description 070815 (1774 : Authorizing Submission Of 2015 Market NY CFA Grant

DOC ID: 1765 A

Resolution No.

Authorizing Submission Of 2015 Small Cities Community Development Block Grant Application Microenterprise Assistance Program

WHEREAS, Greene County has identified a refunding of its Microenterprise Assistance Program through the 2015 Small Cities Community Development Block Grant (CDBG) program as a community development priority; and

WHEREAS, Greene County has successfully administered microenterprise assistance projects using CDBG funds in the past; and

WHEREAS, Greene County is an eligible applicant under the New York State Community Development Block Grant Program and is therefore eligible for financial assistance; and

WHEREAS, the New York State Office of Homes and Community Renewal (HCR) has placed microenterprise assistance funding in the 2015 Consolidated Funding Application.

NOW, THEREFORE, BE IT RESOLVED, that the Greene County Legislature authorizes the Director of the Department of Economic Development, Tourism and Planning to prepare an application to the New York State Office of Homes and Community Renewal, in an amount up to $200,000 for the 2015 Greene County Microenterprise Assistance Program, and be it further

RESOLVED, that the Greene County Legislature authorizes the Chairman of the Greene County Legislature to sign and submit said CDBG Application; to act in connection with the submission of the applications; and to provide such additional information as may be required, and be it further

RESOLVED, that the Chairman of the Greene County Legislature is hereby authorized to enter into agreements with the New York State Office of Homes and Community Renewal regarding the use of these funds, subject to approval as to form by the County Attorney, and to provide such assurances and all certifications as required to accept said financial assistance should the grant be awarded, including the designation of Warren Hart, Director of the Department of Economic Development, Tourism and Planning, as the Certifying Officer for the Environmental Review Record for this grant if awarded.

ATTACHMENTS:

- 2015 CFA Microenterprise Grant Application Cover Memo (PDF)

Meeting History

Current Meeting
07/13/15 Economic Development & Tourism Committee

MEMORANDUM

TO: Patty Handel, Chairperson, Economic Development and Tourism Committee
Shaun Groden, County Administrator

FROM: Warren Hart, Director

DATE: July 7, 2015

SUBJECT: Authorizing Submission of 2015 Small Cities Community Development Block Grant Application; Microenterprise Assistance Program

The attached resolution authorizes Greene County to submit grant applications to the New York State Office of Community Renewal in the 2015 Small Cities Community Development Block Grant Program as part of the Consolidated Funding Application process. The County is applying for $200,000 in new funding for its Microenterprise Assistance Program (MAP) funding. The funding will be used to assist with job creation and retention projects at eight (8) microenterprises throughout the County. According to State rules, at least four (4) of them must be startup businesses.

Funding for program delivery and administrative expenses is also included in the application. Eleven new full-time equivalent jobs are projected as part of the expansion project. This resolution may be approved once the required Public Hearing is completed. The Public Hearing is scheduled in advance of the meeting on July 15th.

Once municipal approval is received, a Consolidated Funding Application will be submitted on behalf of this project.

Attachment: 2015 CFA Microenterprise Grant Application Cover Memo (1765 : Authorizing Submission Of 2015 Microenterprise Assistance

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BUSINESS ADVISORY COMMITTEE MEETING MINUTES

April 7, 2015
411 Main St. Catskill, NY
10:30 a.m. - 12:00 a.m.

Committee Attendance – Jeff Friedman, Greene County Chamber of Commerce; Kay Stamer, Greene County Council on the Arts; Lisa Jaeger, Windham Chamber of Commerce; Ted Banta, Columbia-Greene Board of Realtors; Liz Kirkhus, Lovely.

Staff –Warren Hart, Teri Weiss, Karl Heck, Frank Alguire

Others in Attendance - Kathleen McQuaid, KathodeRay Media Inc.

Kathleen opened the meeting with the March advertising report. We have seen a dramatic increase in the number of likes and shares to our Facebook page, due to our advertising efforts. "Our posts are attracting new organic views, and a good mix of business owners and consumer page likes". We have an array of fans that we're attracting, not just locally, but we're seeing a large increase of people from the NYC area and the Hudson Valley viewing our pages. Additionally, a majority of our pages are viewed by women.

Our website has also seen a huge increase in traffic due to our advertising campaign as well. A considerable amount of those increases were organically driven. From March of 2014 to March of 2015 we have seen a 218% increase! Our website page views have also increased over 200%

Jeff asked the question "are we seeing a correlation between the success stories that we post on the website versus the page searches that people are looking at"? Kathleen supported that by identifying the article placed around St. Patrick's Day, and the number of clicks that the retail store Guaranteed Irish received around that same period.

Kathleen next reviewed the March Search Engine Optimization report with everyone. Once again in this report we saw a significant increase in visitor traffic, especially the display ads, direct traffic, and organic traffic was at an all time high. KathodeRay Media monitors this website daily and reviews all the analytical data, and one of the items she noticed with visitors to the site, was a higher than average bounce rate, and while people were viewing the site, we weren't keeping them at the site very long. In order to combat this issue Kathleen suggested

Attachment: BAC Meeting Minutes 040715 (1759 : Business Advisory Committee Meeting Minutes)

adding an "E-book" link to our pages. This E-book allows us to create "a book" of pertinent information such as, information to start a new business, into this one link. Having readily available information right on the site, entices the visitor to research a bit further and engages them deeper into the site. "It's also good added attraction strategy, and allows us to capture additional emails for our database", said Kathleen.

Ted felt that the E-Book was a great idea and would be very successful and would possibly engage people to actually call for more information. Kathleen said that the first E-book will be very general, and further on down the road, when we determine what each region specifically identifies as their business goals, we'll create them to suit each goal.

Kathleen talked about some additions to our marketing campaign. We will now be producing two E-blast newsletters once a month. One will focuses on the consumer and the other for the business owner. "Each month we will feature a business or two, announce new business openings or expansions and promote our coupon specials and discounts offers", said Kathleen.

Warren mentioned that these E-blast newsletters will also enhance our local marketing efforts and we'll additionally feature our best success stories, but in order to create these we need each BAC representative to forward any current business openings, relocations or expansions to us and we'll produce content for the e-newsblast.

Kathleen then reviewed the Facebook posts, and encouraged everyone to forward her stories that would be good to post, and she will get them into the schedule.

Warren next tasked the BAC members with an assignment; he asked them to review their towns within their regions and to think about what each town's business/investor goals would be. This will help guide our advertising efforts towards certain sectors; we need each town to help identify the unique opportunities each provides for investors. For example, Catskill could be considered to have a "cool cluster" of retail shops with historic waterfront spaces. For every negative we need to turn that into a positive opportunity. Every month we'll have a quick update regarding new businesses and opportunities which will help steer the direction for our advertising. Another example is Tannersville; the town reviewed their inventory of shops along the main street corridor, and decided on a specific sector of business to focus their advertising efforts on, and determined that a pharmacy would be a good fit for the community, and successfully with the help of Greene County one will be opening up very soon.

Teri spoke about the collateral distribution, and at the last meeting packets were given to everyone for distribution to their designated business regions. Everyone said that distribution was going very well, and the feedback that they are receiving has been very positive. She also advised them to let her know if they need help with distribution to businesses, and she'll gladly assist them.

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Lisa Jaeger from the Windham Chamber, said that the response she has been getting is very good, businesses are very cooperative in accepting the collateral and displaying it. "The business community is very excited that the County is supporting this program and that they see the need and the significance of the project". She has been distributing her collateral at all of her chamber meeting, this is proven to be a great strategy and she feels that it's visually starting to connect.

Ted Banta from Premier Realty, our representative for the Cairo area, said that the program has been well received. He has been speaking about it at all the town board meetings and distributing the collateral at those also. Ted would like to see more involvement from Cairo businesses.

Jeff will be hosting the Greene County Chamber of Commerce Business after Hours event at the National Bank of Coxsackie in Cairo in May, at which time Teri be attending on behalf of Buy and Invest in Greene, talking about the program and handing out the collateral. Teri has also been attending most of the Chamber After Hours events with Jeff and speaking about the program and distributing collateral. She's attended events in Coxsackie at the Downtown Bistro, the Catskill Community Center, the Catskill Public Library, and will be at the Women in Business event in a couple of weeks and at the National Bank of Coxsackie in May. Teri has received very positive feedback from attendees of all of the events she's attended. Teri, Warren, Karl, and Jeff will be attending the Durham Chamber meeting on April 14th and speaking about the campaign, main street revitalization and tourism activities.

Liz Kirkhus spoke about upcoming items and changes that will be taking place in and around Catskill. The Catskill Area Business Owners Group will be hosting a local merchant meeting on April 9th at which time they'll be previewing the new website. She also spoke about the new shuttle system that will be picking up from the Amtrak station in Hudson, coming to the Thomas Cole House, then dropping people off at the Community Center on Main St. in Catskill, and then going to Olana in Columbia County and back to the train station. Currently they plan on running this shuttle from May until October on Saturdays and hopefully extending it to Sundays too. This will help increase visitors to our Main Street and our local businesses. In addition, the Community Center will also be hosting a local farmers market within the center on Sundays starting in May.

Lisa Jaeger mentioned that distribution of the collateral has been going great and well received in the Windham area too. She also talked about the Windham Shuttle and how successful it is,

Attachment: BAC Meeting Minutes 040715 (1759 : Business Advisory Committee Meeting Minutes)

and it has helped alleviate the parking issues on Main St. in Windham. She explained that it was a collaborative effort between the Windham Chamber, Windham Mountain and Majestic Mountain Taxi. Signage, a map and schedules were also created to help advertise the shuttle. Additionally, Lisa mentioned that the local businesses, approximately thirty-five of them contributed $100 each, which helped pay for the driver and gas of the shuttle. There was a minimal ridership fee of Three to Five dollars collected depending on one-way or round trip service. This year the Chamber is hoping to receive some grant funding to offset the costs of the shuttle.

Teri asked everyone their opinion for regularly schedule meetings or organically scheduled, and the consensus was to schedule one approximately every six weeks. She will set up the schedule and send it via email to everyone.

The meeting ended at 12:10

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BUSINESS ADVISORY COMMITTEE MEETING MINUTES

June 9, 2015
411 Main St. Catskill, NY
9:30 a.m. - 11:00 a.m.

Committee Attendance – Jeff Friedman, Greene County Chamber of Commerce; Kay Stamer, Greene County Council on the Arts; Ted Banta, Columbia-Greene Board of Realtors; Liz Kirkhus, Lovely; Mike McCrary, Hunter Chamber of Commerce; Anita Buyers, Broadway Marketing.

Staff –Teri Weiss, Karl Heck, Frank Alguire

Others in Attendance - Kathleen McQuaid, KathodeRay Media Inc.

Kathleen opened the meeting with the May advertising report. We continue to see an overall increase in visitor traffic to our website; it's increased to the highest number of visitors yet. Our organic traffic remained consistent and was the primary source of traffic. Our Google display ads continue to increase each month, and direct traffic was up 12.5% in May. Our coupon offers brought 106 visitors in May vs. 23 visitors in April. Social traffic has increased significantly up 9.79% in May to an all time high. The posting of Greene County 2015 Business Woman of the Year award was shared twice organically and reached 530 views. Our referral traffic also increased in May. Kathleen was very happy with the results that we've had with our marketing efforts, and the New York City Metro area continues to be a good reach for us. She also reviewed the top Organic landing pages and search queries for the site with everyone.

Our Facebook page continues to draw a lot of interest for our program and we continue to see a dramatic increase in the number of likes (currently over 2,300) to our page. We will continue to target both the consumer and the business owners, locally and in the Hudson Valley area and Metro NYC area. It remains that almost three-quarters of our Facebook users are women.

Kathleen then spoke about the new on line e-book that we published in April on our website. This e-book focuses on assisting the small business owner or the entrepreneur that may consider opening or expanding their business within the County. It has additional pertinent information that they access once they supply us with their email address and information pertaining to their business plans. The e-book also captures their interest and keeps them on the website longer. Once they have signed up with the e-book their business information is

Attachment: BAC Meeting Minutes 060915 (1760 : Business Advisory Committee Meeting Minutes)

forwarded onto the Economic Development department in which Karl, Teri or Frank then follow up with a phone inquiry, and mailing of business incentive material and inventory listings to the client. This provides us with the opportunity to establish a personalized businesses relationship with them.

Ted Banta commented on how nice the entire website looks, the design of the collateral, and all of the marketing ads. He's received very good feedback from fellow colleagues and town supporters.

Kathleen then spoke about some of our other advertising efforts, including the ad placed in *Chronogram* Magazine in collaboration with the Catskill LDC. This is a monthly periodical, and we committed to it for six months through November, in which we can change the ad monthly if we chose too. She also brought copies of our consumer and business e-newsletter that were sent out for the month of May, "we're seeing a good open and click through rate from both e-newsletters. Additionally, more businesses are adding coupons to the site too."

Teri shared copies of the June edition of *Chronogram* magazine with the ad placement, everyone was pleased with it and liked the message it portrayed for the Town of Catskill.

Kathleen also shared a copy of what the new Catskill landing page and map looks like, explaining that In an effort to increase content and relevant information of the "communities" we are adding this module to the website, additionally we'll be doing the same for each town along with a map of the main street shopping corridors. Teri asked everyone to compile a listing of store front properties, with the name of the business, or vacancy and the address. It's needed to create the map for the communities homepage and to forward that information to her.

Teri then spoke about the 2016 budget and asked the committee to think about the direction each of the towns envisioned themselves. "Each community has its own uniqueness or a special niche that we should focus on, I need to know what those are." She also asked them to consider the type of businesses each region would like to see within their community, as an example, the Village of Tannersville determined they were in need of a pharmacy, and they geared their search and marketing efforts on behalf of that goal. Having input from each of the communities with help us align our 2016 marketing plan on those long term objectives.

Ted Banta mentioned a couple of the businesses that Cairo would like to attract, a micro brewery, restaurants, and he added that the old Yonkers Hotel is currently vacant and would be a great spot to consider for either business.

Teri also talked about this year's round of NYS Consolidated Funding Applications(CFA), and mentioned that we may be applying again this year under the same program. We did apply in

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2015 but were not funded. At the moment we are waiting to hear from the State if we are eligible to re-apply under the same program. She also mentioned that most of the 2016 budget will comprise of online advertising both digitally and print, along with social media postings, press releases and local business promotions.

Kay Stamer asked the question if we could apply for a CFA in combination with a business, in which Karl explained the steps in the application process.

Teri asked Kathleen what changes or additions would she be recommending for the campaign in the 2016 budget. One of the items she suggested was to add additional e-books to the website, especially with the success we are seeing with the current one. She'll be developing a 2016 scope of services to review very shortly.

Another item that Teri and Karl asked of the committee was to provide a listing of vacant commercial buildings within their regions, especially if the site isn't listed on the MLS. Karl also mentioned that we are currently working on a Second Homeowner's Study for the County along with an Infrastructure Study being done by Delaware Engineering previously funded through the CFA and municipalities will be contacted soon.

The meeting ended at 11:00 a.m.

Greene County
Economic Development,
Tourism & Planning

411 Main Street, Suite 419
Catskill, New York 12414

Warren Hart
Director

GREENE BUSINESS

DiscoverGreene.com

GREENE COUNTY PLANNING BOARD

Minutes of June 17, 2015 Meeting

Attendance was taken at 6:30 PM. Members present and absent were:

Present:	Absent:
Thomas Poelker, Windham	Anthony Paluch, Athens T
Erik Allan, Ashland	Arnie Cavallaro, Greenville
Eva Atwood, Catskill T	Mitchell Smith, Catskill V.
Jim Dymond, Prattsville	Jennifer Cawein, Lexington
Elizabeth Hansen, Cairo	Lee McGunnigle, Tannersville
George Carroll, Durham	
John Cashin, New Baltimore	
Peter Alberti, Athens V.	
Harold Goldberg, Hunter V.	
Josephine Michaud-Uhrik, Hunter T.	
Cynthia LaPierre, Jewett	

Also in attendance was Ed Diamante of the Greene County Department of Economic Development, Tourism & Planning.

Chairman Allan called the meeting to order at 6:30.

On a motion by Mr. Poelker, seconded by Ms. LaPierre, and with all in favor, members approved the minutes of the May 20, 2015 meeting.

The Board considered the following planning and zoning referrals:

15-24 Town of Cairo, Approve with Comments: new zoning law. On a motion by Mr. Dymond, seconded by Mr. Alberti, and with all in favor (except Ms. Hansen, who abstained), members approved the referral with comments as follows:

1. These zoning regulations have been developed to reflect goals and objectives of the Town of Cairo Comprehensive Plan. The Town of Cairo is to be commended for its efforts to develop these zoning regulations.

2. Some comments:

- Pages 17-24 Table 1. Schedule of Uses: Question: Why are restaurants, retail uses, small offices, and service businesses listed as special uses in the Main Street district? Why not list as permitted?
- Table I. Schedule of Uses on page 20 includes the use "Farm in NY Ag. District" but indicates that the use is prohibited in the MS, HC, MS-COM, C-32S, C-23, C23E, C-MU, and M districts. Please note: the use of local zoning to prohibit farm operations within agricultural districts may be in conflict with NYS Agricultural Districts Law Section 305-a of Article 25-AA.

- The proposed "Commercial Island Overlay District" includes just two small areas: one with two tax parcels and the other with one tax parcel. Caution is advised with regard to possible spot zoning. In addition, careful consideration should be given to potential impacts on neighboring residential parcels.
- Pages 33-36 Section V. B. Regulation of Lot Dimensions: Note: Minimum Lot sizes in MS Main Street district for commercial are much higher than many existing uses and likely too high for many uses that would be desired in this district.
- Page 47 Section VIII. A. 8. Typo: "medicate waste" should be "medical waste"
- Page 47 Section VIII. B. a Agricultural Buffers: This is an odd requirement that basically says since you are locating near a farm operation you are required to screen yourself from it so you will not be bothered by it.
- Page 89 Section XV. F. 2. d: Why would the residential units of a senior housing facility need to be "buffered" from recreation areas by "trees, hedges, dense plantings, earth berms, and other changes in grade"?
- Page 90 Section XV. F. 2. f. 1: Not clear what is required or why a "looped road system" would be needed for a senior facility with more than three units. Not clear what is meant by "looped road system".
- Page 90 Section XV. F. 2. f. 3: Says that "The local fire department and ambulance service shall review and approve all access to ensure adequate safety and access for emergency services." This section is attempting to assign a responsibility to agencies that may or may not be town agencies. Has the Town consulted with these agencies regarding this planned provision?
- Page 91 Section XV. F. 3. a.: Requires that "Filling stations" and "portions of a convenience store that may have gas facilities" be permitted only on lots having at least two acres. Note: this would make several exiting facilities non conforming such as Stewarts (0.87 acres) and Cumberland Farms (0.55 acres)
- Page 92 Section XV. F. 3. m.: says that "The Planning Board shall require a traffic impact analysis" for proposed gas stations. Might want to consider changing "shall" to "may" since a traffic analysis may not always be necessary.
- Page 92 Section XV. F. 3. q.: Requires applicant to consider use of above ground tanks. Since this type of use would be getting gas storage permits from NYS agencies, it would be better to leave this determination to those agencies.
- Page 92 Section XV. F. 4. a.: Says "bed and breakfasts up to five (5) units must be consistent with all New York State Uniform Fire Prevention and Building Code standards. Note: the town already has a local law to enforce the building code.

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- Page 93 Section XV. F. 5.i.: Says that the hours of operation of a convenience store may be restricted. Does the town intend to have the planning board determine the hours of operation of convenience stores on a case by case basis?
- Page 93 Section XV. F. 5. k.: Says that "Parking shall not be in the front yard (unless impractical)". How would this be determined?
- Page 99 Section XV.F.9: Mentions "Department of Health" standards for animal waste but does not specify if it is NYS Department of Health or some other level of government.
- Page 99-100 Section XV. F. 10: Requires that the bay doors of car repair operations not face any public right of way and prohibits exterior display of new or used automobiles. Note: this would limit siting and operational options for many of these uses.
- Page 100 Section XV. F. 11: Requires door openings of storage units to face the interior of the site (unless impracticable). How would this be determined?
- Page 100 Section XV. F. 11. f: Requires that the roof shape of storage facilities be "compatible with the design and materials of neighboring buildings." Would seem to be better to specify what roof type the town requires.
- Page 101 Section XV. F. 12. a: Requires that the roof shape of car wash facilities be "be similar to design styles of building in the area." Same issue as above.
- Page 105 Section XV. F. 17.a.2: Prohibits kitchen facilities in the guest rooms of Hotels and Motels. Note: this would prevent the location of extended stay facilities in the town.
- Page 105 Section XV. F. 17.b.3: Says "The Town promotes adaptive reuse of buildings, and encourages the preservation of any historic buildings." Not clear what this provision is trying to require. What is the town requiring from the applicant?
- Page 109 Section XV. F. 21: Prohibits bars/taverns within 500 feet of other bars/taverns. Prohibits bars/taverns within 500 feet of church or school. Would this provision include restaurants that have bar areas? Note: This would potentially prevent the reopening of some existing business sites.
- Page 112 Section XV. F. 25.d.: Prohibits outdoor storage in connection with a warehouse. Note: this could prevent some common business types from locating in the town.
- Page 116 XVI. Administration and Enforcement: Indicates that the "This Article provides for the administration and enforcement of this Zoning Law and New York State Uniform Fire Prevention and Building Code (the Uniform Code) and New York State Energy Conservation Code (the Energy Code). Note the Town has a separate law to enforce New York State

Uniform Fire Prevention and Building Code (the Uniform Code) and New York State Energy Conservation Code (the Energy Code).

- Page 116 XVI.A.1: Provides for the ZEO's powers and duties. In addition to zoning, requires that ZEO enforce the Subdivision, Adult Use and Site Plan Review law. Note: these laws already provide for enforcement.
- Page 123 Section XVII.A.1: This section provides for a seven (7) member ZBA "in accordance with Article 16, Section 267". Note: Town Law Article 16, Section 267 (2) provides that a ZBA may have 3 or 5 members.
- Page 130: Definition of Applicant: The persons, corporation, agency, or other legal entity responsible for submitting site applications for review by the Planning Board. This definition needs to be broadened to include other applications authorized by this law (such as the Zoning Board of Appeals).
- Page 155: Definition of "Workforce Housing" notes to "See Moderately-Price Housing" but there is no definition of moderately priced housing.
- General comment on standards section: Some requirements duplicate what is already in other laws (Mobile Home, Telecommunications Tower, Noise). Other provisions would be better as separate laws (i.e. Mass Gathering). To provide for better organization, the town might consider codifying its laws.

3. The Town should consider developing applicant instructions and other guidance documents to explain the new features of this law and the Town's expectations. Technical assistance and guidance should also be provided to local planning agencies to explain the new features of this law and how they should be implemented.

4. The Town should also consider offering, or requiring, pre-application meetings to review the Town's requirements and expectations. For larger projects, the Town should consider involving county planning staff early on in the project at pre-application meetings and during the SEQR scoping process to insure that important countywide and inter-municipal concerns are addressed.

5. We request that copies of all text and maps be provided to the Greene County Department of Economic Development, Tourism & Planning in both PDF and original digital formats (Word, GIS data layers, etc.) for archiving.

6. Please note: An approval and/or local decision designation by the County Planning Board should not be construed as a recommendation that the referring agency approve the referral in question. An approval does not indicate that the County Planning Board has reviewed all local concerns; it indicates that the referral has met certain countywide considerations. Evaluation of local criteria is the responsibility of the referring agency.

<u>15-25 Town of Hunter, Approve:</u> Site plan regarding construction of new Mountaintop Arboretum visitor's center at County Route 23C and Maude Adams Road. On a motion

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by Ms. Hansen, seconded by Mr. Carroll, and with all in favor, members approved the referral with the standard local concerns disclaimer:

> Please note: An approval and/or local decision designation by the County Planning Board should not be construed as a recommendation that the referring agency approve the referral in question. An approval does not indicate that the County Planning Board has reviewed all local concerns; it indicates that the referral has met certain countywide considerations. Evaluation of local criteria is the responsibility of the referring agency.

On a motion by Mr. Goldberg, seconded by Mr. Poelker and with all in favor, the meeting was adjourned at 7:20 PM.

Respectfully Submitted,

Ed Diamante, Secretary

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GREENE COUNTY QUANTUM FUND COMMITTEE MEETING

Minutes of July 1, 2015

Those present were Allen Austin, Brad Cummings, Karen Deyo, Patty Handel, Mark Maraglio, Steve Nelson, and Linda Overbaugh. Rick Rasmussen was excused. Ed Kaplan, from the County Attorney's office, also attended. Staff present were Warren Hart, Karl Heck and Frank Alguire. The meeting began at 4:05 p.m. in Room 427 at the Greene County Office Building.

The minutes of the April 1, 2015 meeting were unanimously approved on a motion by Ms. Deyo, seconded by Ms. Overbaugh.

Microenterprise Application from Homage Restaurant Group, LLC. The committee reviewed a proposal from the applicant to purchase equipment and furnishings for their renovation of the Athens property formerly occupied by Cameo's. Ms. Deyo moved to approve the application, seconded by Mr. Nelson. Motion carried, with Mr. Maraglio abstaining. This is a state-funded project, with a deferred principal and interest $25,000 Microenterprise loan (essentially a "grant").

National Bank of Coxsackie	$ 160,000
Microenterprise Fund	$ 25,000
Bank of America Credit	$ 18,000
Owner cash	$ 50,000
Total	$ 53,000

Term 5 years

Security: The loan will be secured by UCC's on new equipment, and any additional collateral required by the County Attorney.

Personal guarantee: Joe Landa.

Subordination Agreement, Crossroads. Mr. Alguire noted that he had received an email from Mr. Nelson on June 18 requesting a subordination agreement for Crossroads. Crossroads principals are re-mortgaging a property we have as collateral on our Quantum Fund loan. The new mortgage is not for more money. Rather, it is to take advantage of lower interest rates, for a lower payment, which essentially puts the County in a better position. Mr. Maraglio moved to approve the request, seconded by Ms. Deyo. Motion carried, with Mr. Austin and Mr. Nelson abstaining.

Mr. Maraglio requested that the minutes reflect email actions by the committee to have the same effect as actions at meetings. Such actions would then be brought forth to the next meeting of the committee to be ratified and placed in that meeting's minutes. All agreed to the proposal.

There was brief discussion of other clients. Mr. Hart noted that quarterly financials would be available at the next meeting.

Ms. Overbaugh moved to adjourn the meeting at 4:40, seconded by Ms. Deyo. Motion carried unanimously.

Attachment: QF Committee Meeting Minutes 070115 (1764 : Quantum Fund Committee Meeting Minutes July 1, 2015)

GREAT NORTHERN CATSKILLS OF GREENE COUNTY

Greene County Tourism Advisory Committee Meeting Minutes

Date: Tuesday June 23, 2015 - 9:30 a.m.
Historic Catskill Point

Attendance:

Committee Members Attending –Carol Schreiber, Baumann's Brookside; Suzanne Oldakowski, Bavarian Manor County Inn; Denise Kerrigan; Zoom Flume; Russ Coloton, Hunter Mountain; Betsy Jack, Thomas Cole House; Chuck Tomajko, Fairlawn Inn; Brian Christman, Christman's Windham House; Beth Stewart, Windham Mountain Resort

Legislators in Attendance – Kevin Lewis, County Chairman; Joe Kozloski; Gene Hatton

Staff –Warren Hart, Heather Bagshaw, Nancy Petramale, Teri Weiss, Karl Heck, Patty Austin

Heather Bagshaw thanked everyone for attending the meeting which was being held at the Historic Catskill Point. She also spoke about the asset that the Point is to the County and the economic impact it brings to the Village of Catskill and Greene County. In addition, she spoke about Dick Brooks who is the Museum and Point Manager and how instrumental he is in keeping the place open and running during every event. He will also be available to give everyone a tour after the meeting if they would like. The Tourism Advisory Committee approved the March TAC minutes.

Patty Austin, Sales and Marketing Coordinator for the Tourism office, oversees the daily operation of the Point and handles all the event scheduling, including the Freight Master Building, Warehouse, Docking, and Grounds. Patty gave a brief history and update of the property. She encouraged everyone to meet Dick Brooks and take a tour of the museum, stating that he is a wealth of information. In addition, Warren also spoke very highly of Dick Brooks and the asset he is to the Point.

Heather then proceeded with a PowerPoint presentation on the 2015 County Beverage Campaign. She previewed the web landing page along with the map highlighting the beverage locations and listing output of all properties. The site will also feature local beverage events that take place throughout the year.

Continuing with the Beverage Campaign, Tourism has purchased print advertising in the Wine Enthusiasts in the July 2015 edition, along with digital advertising in the same magazine for the

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months of July through November 2014. The digital advertising targets both desktop and mobile users. In addition, Tourism will be purchasing pay-per-click advertising during the same time period. We'll be targeting our regional market areas with all of our advertising.

Heather then showed examples of our spring and fall banner ads for the campaign, with the County now showcasing our craft beverage producers and now representing the County as the up and coming craft beverage tasting venue.

Additionally, Heather also spoke about the broadcast production for the beverage campaign. To enhance the website listing and creative production a photo shoot took place in May. It included shots of brewery locations, the owners, brewing facilities, and several beverage shots throughout the County. These photos and videos will enhance our photography library, and will be used on all future beverage campaigns and promotional items.

Heather also spoke about the Drop Box feature on our website that is now available to our tourism properties, partners and the Legislature. She explained the steps to gain access to all our media files and photos. It's free for everyone's use and she encouraged everyone to take advantage of it. She also showed examples of what exists in Drop Box on campaigns.

Warren informed everyone that Karl Heck has been working with Jeff Friedman from the Greene County Chamber in the preparation of the Craft Beverage Grant Application to be submitted to ILNY. The Chamber will be the official applicant and County Tourism will be lead on advertising and marketing components. The Chamber/County has requested $45,000 in grant funds for 2015, and $47,000 in 2016. The matching funds are coming from the County tourism budget, with funds that have already been allocated for the 2015 county craft beverage campaign and planned for 2016. The County funds allow us to leverage state funds.

Heather then continued with the PowerPoint presentation for the motorcycle campaign. Heather reviewed the landing page and the map that highlights three different tours; the Emerald Isle Tour, Mountain Clove Run, and the Grand Tour of the Catskills. Additionally, it will feature motorcycle events with a link to the listing page. She also passed around the motorcycle map that was "hot off the press" for everyone to see. Ride sheets for each of the designated routes are also being finalized.

Kevin Lewis commented that Greene County should consider working with CATS to determine if there is interest in producing a Catskill Region motorcycle/driving map that depicts driving tours, GPS locations, and gas station and amenities throughout the Catskills, noting as an example, that the Adirondacks has a great motorcycle map product.

Heather spoke about Jimapco and that we've partnered with them to produce a riding map with details on must see stops, gas station locations, distances and much more. The use of Jimapco was very inexpensive and we received the rights to files to make future changes.

Heather also talked about the paid media part of the motorcycle campaign. Print advertising will be placed in American Iron Magazine in July and Backroads Magazine in October. Digital advertising will be running from July through November within those same publications. And Pay-Per-Click will also be supplementing the media from July through November too.

She also showed examples of both print and web creative production that will be placed in Backroads Magazine and American Iron Magazine. Additionally we'll have available the brochure map outlining the three tours and downloadable PDF ride sheets for each tour. We will also be producing videos of each motorcycle tour in its entirety (high speed mode).

Chuck liked the idea of incorporating 3-5 day motorcycle tours with surrounding counties and including overnight stays at local B&B's, Inn's and other facilities.

Heather spoke about mountain biking, and that the interest in the sport has substantially grown in Greene County over the years, especially since Windham Mountain has hosted the World Cup. She also announced that the Roundtopia Mountain Bike Trails has recently opened, and provides single and double track riding trails for the more experienced rider. She also mentioned that the Tourism office will be applying for a 2015 CFA grant on behalf of the County's mountain biking attractions and amenities. These funds will be used to enhance the webpage, possibly do a market analysis comparing Greene County riding trails to Kingdom Trails in Vermont. "We continually compete with Vermont for riders, and yet we're much closer in proximity for most of the cyclists." "Our focus is to increase traffic to our area that would normally be heading to Vermont."

Warren added that our mountain biking efforts will support: Windham Mountain Resort and the new Bike Park; the Town of Windham and their efforts to designate Windham as a MB Ride Center; the Round Top Mountain Bike Association and the Roundtopia Mountain Bike Trail; Windham Area Recreation Foundation (WARF) representing the Windham Path and the Elm Ridge Forest MB Trails; The Village of Tannersville and Town of Hunter on the Huckleberry Trail and Kaaterskill Rail Trail.

Suzanne mentioned that NMBA had a group of about one hundred kids that stayed at the Bavarian Manor, and biked throughout their trails around the property, and they were the best group of kids and parents ever. They loved the trails, they were clean, and their families were very involved with them. It's a very clean industry and she will always welcome them back.

Warren mentioned that our CFA grant applications are focusing on recreation, trails, events and activities and amenities for tourists, such as, the beverage trail, the motorcycle and biking trials. We then align these with places to stay, which brings lodging revenue and visitor spending, allowing us to stay ahead of the competition.

Russ added that "we are light years ahead in all of our advertising efforts, and it's paying off."

Betsy then asked Warren if she could speak regarding their meeting with the NYS Bridge Authority, Olana, Scenic Hudson, and the Village of Catskill and the County. Their goal is to make the Rip Van Winkle Bridge into a tourist attraction, just like they did with the Walkway Over the Hudson. Scenic Hudson did a study to connect trials to the historic sites on both sides of the bridge and to also promote the bridge as a walkway. Betsy stated that the entities are working towards submission of a 2015 CFA grant application. Since the Bridge Authority is improving the walkway and making an eight million investment to upgrade bridge, this is a great opportunity to partner and use the Bridge Authority investment as the match for the grant.

Warren added that the County Tourism Trail Plan was recently completed, and one of the recommendations was to create a "skywalk" on the RVW, leading to infrastructure improvements, such as parking and sidewalks, to ultimately make a connection from the RVW to the Thomas Cole House. The working team on the project still needs to decide who the lead applicant will be, the sources of funds for grant writing, and tasks for each of the partners. There would need to be safe access to the Thomas Cole House. Parking also needs to be addressed along with the "octopus" of roads on the Columbia County side of the bridge.

Joe Kozloski mentioned that several years ago the intersection just over the bridge on the Columbia County side was addressed with D.O.T and basically they said no to making any changes or improvements.

Warren agreed that we have hurdles to meet, and said that Columbia County was not at the table, but will be at next meeting and that a follow up with D.O.T. is necessary. The deadline for the 2015 CFA application is July 31st.

There will be no meeting for the months of July and August and the next one will be in September.

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