

MINUTES

PLANNING & RESEARCH COMMITTEE MEETING

Fred Lightfoote, Chairman

Tuesday, June 7, 2016

4:00 PM

Conference Room 205

Municipal Building

Members Present

Chair – Supervisor F. Lightfoote
Vice Chair – Supervisor R. Green
Supervisor J. Gallahan
Supervisor D. Marshall
Supervisor D. Vedora

Members Excused

Supervisor N. Teed

Staff and Guests:

Jack Marren, Chair of the Board
Brian Young, Deputy County Administrator
Tom Harvey, Planning
Reliefia Kramer, Planning
Mike Manikowski, Economic Development
Sue Vary, Economic Development
Tim Davis, OC CCE
Maggie McHugh, OC CCE

TIME	TOPIC	NOTES & DISCUSSION
4:00 p.m.	Opening of Meeting Approval of Minutes	<p>Chair Lightfoote opened the June 7, 2016 Planning and Research Committee meeting at 4:00 p.m. Supervisor Teed was necessarily absent.</p> <p>Chair Lightfoote requested a motion to approve the May 17, 2016 minutes.</p> <p><i>A motion was offered by Supervisor Green, and was seconded by Supervisor Gallahan to approve the May 17, 2016 minutes. All in favor, motion carried.</i></p>
4:02	Cornell Cooperative Extension	<p>Chair Lightfoote welcomed Tim Davis and Maggie McHugh.</p> <p>Mr. Davis introduced Maggie McHugh to the committee. She is helping to lead one of the regional teams doing the Eat Smart NY Program. He explained that they have agricultural teams and nutritional teams. Ms. McHugh is leading the regional team that is programming in the City of Geneva as well as expanding it out during the summer to the rest of the county.</p> <p>Ms. McHugh discussed Finger Lakes Eat Smart NY Program with the committee. They work through the SNAP Nutrition Education and Obesity Program. It is for SNAP or food stamp eligible individuals in the Finger Lakes region. Wayne County CCE is the lead and their subcontractors are Food Link and other CCE offices in Chemung, Monroe, Steuben, and Tompkins County. They cover eleven counties, but they do not serve every town in these counties. The program is focused on high risk</p>

		<p>areas. In Ontario County they only serve Geneva because they have very high poverty rates as well as obesity rates. Ms. McHugh told the committee that they currently have two Nutrition Educators that are bilingual in Spanish working in Geneva. She said the primary behavioral outcomes of Eat Smart NY are to:</p> <ul style="list-style-type: none"> • increase fruits and vegetables • balance physical activity and calories • reduce sugary beverages <p>Ms. McHugh said that some of the ways they deliver the program are:</p> <ul style="list-style-type: none"> • Educators do a one time workshop for a group on “Thirst Quenchers” to reduce the sugar intake through beverages by doing food demonstrations and providing recipes. They take what they have learned home and teach their children • Do a series of workshops working with same group over 4-6 weeks and deliver intensive food prep skills including food demonstrations and cooking skills • Attend Health Fairs <p>Ms. McHugh showed the materials used for the program to the committee. She said that they are currently working at the Geneva Library where an Educator is teaching nutrition education at the summer meal site to participants. They have also been working at the Salvation Army in Geneva doing food demonstrations and nutrition education for the local food pantry. Ms. McHugh said that they are working with the Geneva Garden Coalition which is supported by the Finger Lakes Institute at Hobart & Wm. Smith College providing nutrition education and supporting the three gardens at Mt. Olive Church, Geneva Peeps, and Geneva Boys and Girls Club. Ms. McHugh said that they are also working alongside of Food Link Curbside at four different sites: Geneva Hospital, Elm Crest Apartments, Elizabeth Blackwell Apartments, and the Geneva Housing Authority. She said that Newark hosted a CATCH training (Coordinated Approach To Childhood Health) at the community center. This is the curriculum that will be used in the Elementary Schools to promote physical activity and nutrition.</p> <p>Ms. McHugh answered the committee member’s questions. She distributed some recipes.</p> <p>Chair Lightfoote thanked Mr. Davis and Ms. McHugh.</p>
4:15	Tourism	<p>Chair Lightfoote welcomed David Lee.</p> <p>Mr. Lee discussed and distributed the Visitors Guide of Ontario County to the committee. He told the committee that Tourism has launched their new website.</p> <p>Chair Lightfoote thanked Mr. Lee.</p>
4:18	Economic Development	<p>Chair Lightfoote welcomed Mike Manikowski and Sue Vary.</p> <p>Mr. Manikowski told the committee that he and Ms. Vary have been looking at their resources to give you better and timely data, and not be as complex as the economic dashboard. Ms. Vary distributes samplings of reports that were created by Mike</p>

		<p>Woloson of the Workforce Investment Board using the program Chmura Jobs EQ Database. Mr. Manikowski asked if the reports looked like something that would be useful for the committee, Deputy County Administrator Young, and Mr. Harvey. He explained that he could do the report twice a year. He asked if anyone had any suggestions or changes. Mr. Manikowski reviewed the reports and answered questions from the committee.</p> <p>Chairman Marren added that we will also be looking at jobs and the educational opportunities we can provide in the health care field as it is and is expected to continue as a high job growth sector of our local economy.</p> <p>Mr. Harvey remarked that the agricultural community is heavily dependent on the viability of our food processors. It is a low margin business. Our focus in working with that industry is how we can partner with them to increase their competitiveness through measures such as incorporating new technology to make them more efficient. Success in these efforts will likely not be measured just by the number of jobs in that industry, but by the amount of raw material that are processed through those facilities. When you look at the statistics and reports, the number of jobs and job growth are not the only measure of success. The food processing industry is especially important in Ontario County because so many of our residents base their perception of our high quality of life and tourism appeal is based on our rural character; the local food processing industry provides an important market for our agricultural producers that are so vital to maintaining that rural character.</p> <p>Mr. Manikowski agreed with Mr. Harvey and again asked for comments and feedback on the draft reports and what other information they would find useful about the status of industry within the county.</p> <p>Discussion took place regarding economic development side of work force development. Mr. Manikowski will be bringing to the committee the idea of adding a Workforce Development/Economic Development position to provide an interface between our industries and the primary and secondary schools to ensure they are teaching the types of skills needed by industry. For example, Mr. Manikowski said that code writing and writing software should be taught in primary schools at an early age. Writing code spans every industry sector.</p> <p>Mr. Manikowski envisions the proposed position would reach out to the parents and bring together primary and secondary school programs. He said that MCC has an economic development department at the college. Mr. Manikowski said we have to look at how the county can grow its revenue and opportunities for its residents.</p>
4:22	Planning	<p>Mr. Harvey reviewed and discussed the Community Well Being Report with the committee. Mr. Harvey said the ACT report looks at the region in comparison with the state and nation, and then compares the City of Rochester and the counties on how they are doing. In Ontario County, from 2000-2014 there was a 9 ½% population growth, while the City of Rochester declined in population. On most factors, Ontario County either leads or is close to the top, and compares well with the state and nation. One of the reasons is that Ontario County is thriving is because of our spirit of cooperation and coordinating its activities through such measures as the County's Economic Development Strategy; something unique in our region. Mr. Harvey felt the most important statistic in the report is the one about the number of people aged 18 –</p>

		<p>25 in our community. While the percentage of our population that are young adults hasn't grown, compared to every other county and the City of Rochester, Ontario County has retained more young people than any other entity in the region. That isn't an accident, and people in that age group are the ones you need to attract and retain. They are the next generation of entrepreneurs; the ones with the earning growth potential that need to become part of and attached to our local communities to ensure their stability and growth. What this statistic shows is that there are opportunities for employment and housing for this age group so they can get a start in the community. That's one of the reasons we always tell communities updating their comprehensive plans and zoning that they need allow for some multi-family development as we need to have housing for people starting out. Mr. Harvey said that Ontario County and Rochester have the highest scores for educational attainment in the region. 63% of residents age 25 and older had attended some college which is 5 points above the state and national average. We have significantly increased the number of college graduates since 2000. That reflects the nearly one hundred million dollars of investment the County and SUNY have made in FLCC facilities, and enrollment there is up. Further discussion took place regarding Ontario County compared to the region.</p> <p>Mr. Harvey told the committee that Tourism is bigger part of our local economy than this study reflects. The rankings are based on attendance at professional sports attendance, hotel bookings, major attraction venues, and fuel purchases. He said that there are many tourists that come here and rent out private cottages and none of that data is included. The study does not include attendance at our parks, trails, fishing, and lake recreation; all of which visitors come to enjoy. As a result, Mr. Harvey believes that the report significantly under reports the income derived from tourism for our County.</p> <p>Mr. Manikowski said that study only looks at the United Way for philanthropy and does not look at the huge amount of private philanthropy that goes on in this county. Mr. Manikowski felt if that was taken into account, Ontario would likely lead the region as many individual philanthropists have helped Ontario County.</p> <p>Mr. Harvey discussed a resolution that will likely be proposed by the Environmental Quality Committee concerning the newly proposed state regulations on solid waste (Part 360 regulations). While advertised as mostly a reorganization of existing regulations to make them more user friendly, there are many new measures proposed that would impact local municipal transfer stations, lawn and yard waste chipping and composting activities, and even road milling projects.</p>
5:15	Adjournment	<p>There being no further business for discussion, Chair Lightfoote requested a motion to adjourn.</p> <p><i>Motion to adjourn made by Chair Marshall, seconded by Supervisor Green at 5:15 p.m. Motion carried.</i></p>

Respectfully Submitted,

Reliefia Kramer