

**INTERGOVERNMENTAL AFFAIRS COMMITTEE**  
**KENNEDY, OBERACKER, MARIETTA, FARWELL, SHANNON**  
**February 26, 2019**

**OTSEGO NOW –JODY ZAKREVSKY**

Representative Marietta moved for approval to enter into an executive session to include Jody Zakrevsky to discuss purchasing property. Seconded, Oberacker. Total: 2,393; Ayes: 2,393. Motion carried.

The committee reconvened.

**DESTINATION MARKETING- JIM MILES, KEN MEIFERT, CASSANDRA HARRINGTON**

Jim Miles, Ken Meifert, and Cassandra Harrington discussed the following including but not limited to:

- Currently in the 3<sup>rd</sup> year of the 2<sup>nd</sup> contract with the County
- Total Lodging Income and Occupancy Tax collected for 2009-2018- there has been an increase every year
- Occupancy Tax Revenue/County Tourism funding by year-\$1.97 million in bed tax was collected for 2018 and 29% of that went toward marketing
- 3 revenue/funding sources: share of bed tax, selling partnerships, and yearly grant from I LOVE NY
- Total Occupancy Tax for 2017 and 2018: up 4.5% from 2017-2018 with Quarter 2 (Mar-May) and Quarter 4 (Sept-Nov) having the largest gains
- Tourism Economic Impact in Otsego County: Visitor spending- \$198,298,000 Tourism Wages- \$97,941,000 Employment- 3,440 jobs, Local Taxes- \$14,726,000
- Impact of tourism on Jobs and Taxes: Tourism generated 9.9% of all labor income in 2017, 14.6% of all jobs in Otsego County are directly or indirectly dependent on tourism, and local taxes generated by tourism save local tax payers \$1,089 per household
- Visitor Spending Breakdown: lodging- \$60,576,000, recreation- \$10,186,000, food and beverage- \$56,752,000, retail/service stations- \$37,362,000, transportation- \$4,171,000, second homes- \$29,252,000
- The idea of expanding staff to be more responsive and attend more shows
- FAM Tour in May- Beer, Boats and Goats
- Representative Shannon asked that the day visitors of the County not get left out
- Cassandra Harrington noted that they are developing an interactive map for their website that should be up in April or May

Jim Miles distributed and discussed a draft of a 3 year tourism promotion privatization agreement noting that nothing has changed in the agreement from the last one and that they have spoken with the Treasurer, Allen Ruffles and they are a single source procurement so no bid is required.

Representative Farwell moved for approval of the draft 3 year DMCOOC proposal/contract renewal as presented. Seconded, Marietta. Total: 2,393; Ayes: 2,393. Motion carried.

Jim Miles distributed the Otsego County/This Is Cooperstown 2018 End of Year Report April 1, 2018- December 31, 2018 as presented by BBG&G Advertising including web performance, digital media campaign, social media campaign, email marketing campaign and 2018 successes.

**PLANNING/MICROENTERPRISE GRANT- KAREN SULLIVAN, RICH CUNNINGHAM, LINDA ARMSTRONG**

Representative Marietta moved for an executive session to discuss the medical, financial, credit or employment history of a particular person or corporation. Seconded, Shannon. Total: 2,393; Ayes: 1,859; Absent: 534-Oberacker. Motion carried.

The committee reconvened.

Representative Oberacker moved to come out of executive session. Seconded, Shannon. Total: 2,393; Ayes: 2,393. Motion carried.

Representative Shannon moved to approve the following MicroEnterprise Assistance Program applications:

- Cooperstown Equestrian Park, Ltd- \$17,000
- Green Earth Southside Health Food Market- \$15,000
- Richfield Springs Community Food Cooperative- \$32,000
- Chicory Creek Farms, LLC- \$26,000
- Windy Hill Goat Dairy- \$35,000
- Mill Street Stables, LLC- \$15,000
- Mill Hollow Maple- \$15,000
- Painted Goat Farm- \$15,000

Seconded, Oberacker. Total: 2,393; Ayes: 2,393. Motion carried.

Karen Sullivan gave an update on the Farm Restore program noting that contracts should be signed later this week for 2 of the projects and they have identified some additional properties that qualify.

Representative Marietta stated that a newspaper story should be done on this project to show what the County has been doing. The committee agreed that a positive press release would be a good thing.

Karen Sullivan stated that she received a letter from Peyton Carter, a trustee for the Village of Richfield Springs noting his concerns with not being part of the outreach for program funding for an Infrastructure Feasibility Study for Richfield Springs for stormwater drainage and for Canadarago Lake water and sewer district. The committee noted that it was recently discussed that Delaware Engineering was planning on doing these studies for Richfield/Canadarago Lake.

Karen Sullivan discussed the Empire State Development Main Street funding.

## **OTHER –COUNTY GOVERNANCE**

The committee discussed the following, including but not limited to:

- Job description completed by Representative Farwell- distributed and discussed
- Time frame and the need to pass a local law
- Having the Personnel Director and County Attorney review job description
- Giving the job description to the Department Heads and Board Members as well as seeking input from NYSAC
- Consider the budget and staff impact of a County Administrator
- Reach out to other Counties that have gone to a County Administrator and identify any problems
- have a conversation with 2 Town Supervisors from Schoharie County
- have a public information session
- Long term capital projects (jail, highway) and moving them forward
- Next step is to finalize job description and have Personnel Director come to the next meeting to discuss

## **OTHER**

Representative Shannon discussed the County's membership with Southern Tier East and Mohawk Valley Economic Development District (MVEDD) noting there is no policy or procedure to appoint to these boards and there are no written agreements with Otsego Now to have them pay half of the membership dues. The committee discussed ways to formalize this including having the County invoice Otsego now for the dues in the future.

There being no further business to discuss, the committee adjourned until Tuesday, March 12<sup>th</sup> at 9 a.m. at the County Office Building.