

AGRICULTURE, PLANNING, TOURISM & COMMUNITY DEVELOPMENT
COMMITTEE MEETING MINUTES – APRIL 18, 2016

AGRICULTURE, PLANNING, TOURISM & COMMUNITY DEVELOPMENT COMMITTEE MEMBERS
PRESENT: Fedler, Idleman, Shay, Haff, Armstrong, Moore, Skellie

AGRICULTURE, PLANNING, TOURISM & COMMUNITY DEVELOPMENT COMMITTEE MEMBERS
ABSENT: None

SUPERVISORS: Henke, Hicks, Gang, Shaw, O'Brien, Campbell, Hogan, LaPointe
Debra Prehoda, Clerk of the Board
Roger Wickes, County Attorney
Laura Oswald, Economic Dev. Director
Renee Bouplon, ASA
Public & Media

Al Nolette, Treasurer
Chris DeBolt, County Administrator
Jared Woodcock, SUNY Adirondack
Laura Chadwick, Real Property Director

AGENDA AS PRESENTED IN COMMITTEE NOTICE:

- 1) Call to Order
- 2) Accept Minutes – March 14 & 21 and April 4, 2016
- 3) Presentation – Dry Town Hops
- 4) TOURISM
 - A. Regional TPA – Michele Vennard
 - B. Discuss Website
- 5) AGRICULTURE
 - A. ASA – PDR Program Update
 - B. Ag and Farmland Protection Plan Update
- 6) PLANNING
- 7) Other Business
- 8) Adjournment

Chairwoman Fedler called the meeting to order at 1:00 P.M.

A motion to accept the minutes of the March 14, March 21 and April 4, 2016 meetings was moved by Mr. Shay, seconded by Mr. Skellie and adopted.

PRESENTATION – DRY TOWN HOPS by Jason Lloyd and Paul Labas – Jason Lloyd stated they have hit a little roadblock with some State legislation particularly with the Farm Brewers Act. There are several different license structures to be a brewery in the State and one is a farm brewery. The farm brewery is limited on how much beer they can produce and the type of ingredients that go into it. Specifically, they must use 20% of New York State grown hops and that percentage going forward increases. By 2024, 90% of the beer produced by someone holding a farm brewery license must be produced with New York State hops. Distributed the attached handout. Their problem is they are sitting on an inventory of hops when there is a hops shortage. Currently, there are 300 acres of hops with about 200 acres in actual production so if the 147 farm brewery licenses in NYS are supposed to be using New York State hops, why is there a surplus of New York hops and why are they not using them. They have made phone calls and sent emails trying to figure out why and they cannot get an answer. He has been working with Assemblywoman Woerner at the State level and trying to get a meeting with the State Liquor Authority to see who is enforcing this. The Liquor Authority and Ag and Markets are pointing at each other. They are \$250,000 into this and \$80,000 was a loan through the LDC. They are here today asking for some support at the County level to get to the bottom of this. He estimated it costs \$15,000 per acre to grow hops and the State is romancing that there is a hops shortage and brewers are not using the hops that are being grown now. The price per pound for NYS grown hops is \$21 verses \$8 to \$9 for hops grown in the Pacific Northwest. He does not know how else to market a NY hop to a NY brewer when the State says they are required to use them. He is

here today to ask for some support and what avenue should they go down. The County Administrator stated he though there was a provision in the law that allowed the Commissioner of Ag & Market to say the supply market is not there and issues a blanket waiver to the brewers and that they do not need to comply with the NY component. Mr. Lloyd stated only in a time of distress and Assemblywoman Woerner is working on that. Only the farm brewery licenses are affected by this. Close to 20 acres in production in Washington County. They are the only facility in the state; harvesting and processing facility. Make it known that there is an issue with this law and work at it to fix it before these hops planted now are harvested in a few years. Washington County has growers, brewers and the only facility in New York State. He stated there is a law on the books, State Liquor Authority law, talking about a food product. Who is responsible for that? He wants to raise the awareness at the state level that we have businesses formed off what they put into law here. A motion to have Chairman Henke advocate at the State level that the requirements to have that license be somehow examined by them was moved by Mr. Haff and seconded by Mr. Armstrong. Discussion. He has met with Assemblywoman Woerner and the Commissioner of Ag and Market in December and has yet to receive a response. Mr. LaPointe asked why he had not met with the other legislators that represent the County. He stated Assemblyman Woerner represents Argyle. A motion to move the question was moved by Mr. Shay, seconded by Mr. Haff and adopted. The motion to have Chairman Henke advocate at the State level that the requirements to have that license be somehow examined by them was moved by Mr. Haff, seconded by Mr. Armstrong and adopted.

TOURISM:

- Regional TPA – Michele Vennard, President of the Regional Tourism Association, addressed the committee. She stated it is real important to work as a region and provided several pamphlets on Capital Saratoga Region of the I Love NY Program. Also distributed a handout detailing Capital-Saratoga region amounts spent by travelers and tourism generated taxes for 2014 attached. She feels it would be wise to map our assets. She mentioned Washington County is the only place that has a fiber and cheese tour and we have assets to market. She stated there are counties that work with multiple I Love NY regions. Many of the county tourism programs are run by a chamber of commerce.
- RFP for Consultant – Tourism Asset Mapping and Impact Analysis RFP attached. This is a draft of a request for proposals looking for a consultant to deliver the tasks that are defined in the RFP. They have created a three pronged scope of work: asset mapping, impact study (financial) and recommendations. Questions: regarding asset mapping, we could just ask the consultant to update our website and regarding an average day trip, should we ask the consultant to come up with a financial model of an average day-trip. The RFP does include an anticipated budget. Mr. Haff suggested two day trip models possibly a north and south. The Regional Tourism TPA when asked about impact of mapping our assets and not keeping the list up to date stated if the assets in the County, businesses, were stake holders in this because without buy in this is going nowhere. Discussion ensued on what tours to include in the impact study. When would the project start and when would we get the report. Dates will be added in. Day trip amount in or out; in and it should be north and south. Leave maximum budget in at \$55,000. Website should be updated with asset mapping. Now that the questions on the RFP have been answered, it will be sent out.
- Discuss Website – Chairwoman Fedler asked how the committee wanted to proceed with the website for the next six months and what to put in the RFP. The Regional Tourism TPA did not recommend getting rid of the website. A motion to continue website was moved by Mr. Haff, seconded by Mr. Skellie and adopted.

AGRICULTURE: Renee Bouplon, Agricultural Stewardship Association (ASA), addressed the following items with the committee:

- ASA – PDR Program Update – In January submitted six projects, three from Washington County, for Hudson Valley one-time special State funding specifically to protect farms up and down the Hudson Valley and expect to hear any day now on awards. Statewide request for proposal was issued in the amount of \$26M and plan to submit five or six applications with some of those from Washington County by June 13th. She stated it appears the State is moving to a two year cycle which is disappointing. Currently, pre-applications are due by May 13th and recommended those farmers interested should get into this round because they may not ask for them again until the next funding cycle. No commitment with a pre-application.
- Ag and Farmland Protection Plan Update - Distributed attached handout, Washington County Agriculture SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis. The next stage is to identify goals for this plan and then strategies.

PLANNING: Laura Oswald, Economic Development Director, addressed the following items with the committee:

- Solar Training – Sixty registered for upcoming solar training. Charging for event and purchasing pizza.
- Planner – She has advertised twice for this position getting more applicants with the second advertisement but the majority of resumes were students about to graduate or narrowly focused not enough of a generalist. A candidate was selected and accepted the position only to decline four days later due to the salary. She has an intern in her office who transitioned into a part time Clerk who is very interested in becoming the County Planner however Ms. Oswald wanted to go out and find the applicable skill set to have someone with the requisite skill set to go out and hit the ground running. She thinks the intern/clerk has the capacity to do that but will need some guidance and care because she is just graduating from school. However with the investment of time, she feels she will likely do a good job and would like to give her a try recommending a provisional appointment for a specified length of time at a grade commensurate with where her skill sets are and see how it works. She stated what we were looking for was someone who had a lot of experience and could hit the ground running. She is recommending a Grade 12 at 35 hours per week. The County Administrator and County Treasurer both stated that setting the grade is the Personnel Director's job. With this appointment, she will lose her part time clerk. The County Administrator discussed leaving the Planner position on the exempt salary schedule at \$52,500 unfilled and create a new Junior Planner position on the grade schedule wherever the Personnel Director recommends it falls. A motion to move recommendation for Junior Planner position to Personnel for consideration was moved by Mr. Shay and seconded by Ms. Idleman. Ms. Oswald would like the Planning Department to be a resource to the County but she cannot deliver without the resources. The motion to move recommendation for Junior Planner position to Personnel for consideration was moved by Mr. Shay, seconded by Ms. Idleman and adopted. Mr. Haff opposed.

OTHER BUSINESS:

Snowmobiles – Roger Wickes, County Attorney, stated he has drafted a local law for designation of operation of snowmobiles on County roads of which requires concurrence of the Superintendent of Public Works in writing and will address at Public Works Committee.

Champlain Canalway Trail – A resolution will be prepared to as soon as he knows what sections we are designating.

Washington County Grasslands – Chairman Henke mentioned an upcoming dedication of a viewing center.

The meeting adjourned at 3:07 P.M.

Respectfully submitted,

Debra Prehoda, Clerk

Washington County Board of Supervisors



April 18, 2016 Agenda

1. Regulation and Enforcement of NYS Farm Brewer's Law (ideas, willingness to consult and develop)
2. Dry Town Hops, LLC compliance and transparency with **ALL** NYS agencies (became pioneer and the leader in NYS, procedural, educational, environmental)
3. Progress of DTH (SUNY Adirondack Business Central and Agricultural programs, grower and brewer seminars)
4. Estimated 2016 business.... Anticipated acreage, pounds, new relationships

Thank you for continued support!!

New York State Brewery Supply Chain Analysis

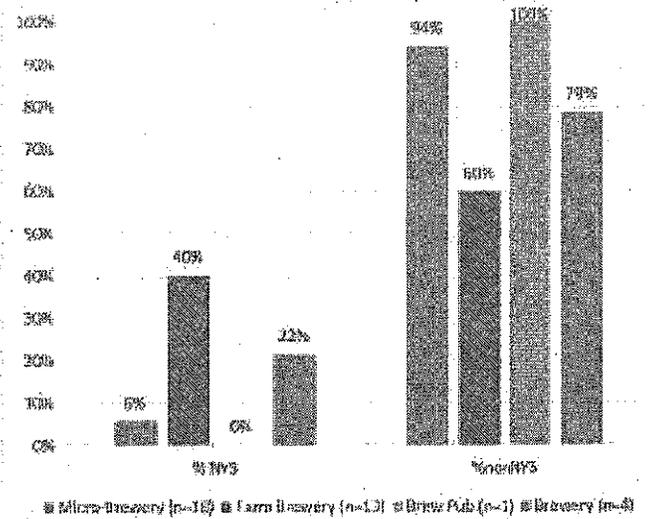
BREWERY RESPONSES

NEWYORK vs NON-NY HOPS BOUGHT BY BREWERS

While farm brewers have a requirement to purchase NY grown hops, other license holders are interested in sourcing local hops. When asked, 95% of brewers said that they already buy or plan to buy NY grown hops. Figure 24 illustrates the percentage of local hops bought by brewers across the state broken down by license type.

Given the requirement of the farm brewery law a high percentage response from the farm brewer is not unexpected.

Figure 24. Percentage of NY vs Non-NY Hops Bought by Brewers in 2015



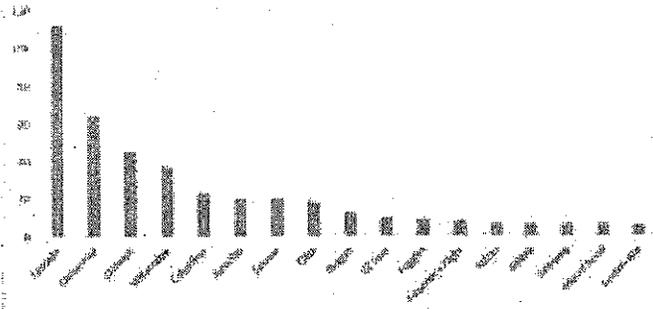
FORM OF HOPS USED BY BREWERS

Brewers use pelletized hops 88% of the time in their beer making process followed by whole cone at 10% and wet hops making up the smallest amount at 1%.

TOP RANKING AROMA AND BITTERING HOPS

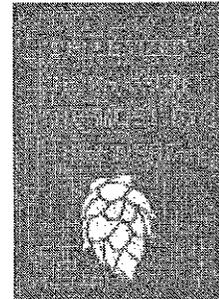
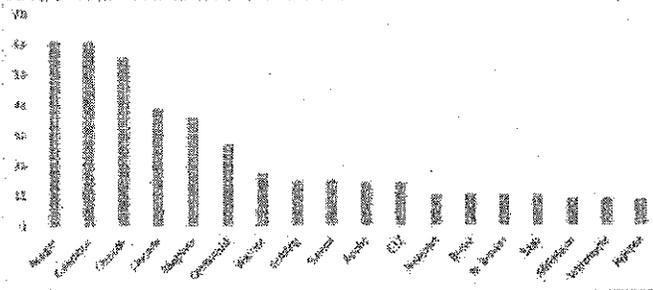
Brewers were asked to provide and rank their top six aroma hops. The results are illustrated in Figure 25. Cascade ranked 1st, followed by Centennial, Chinook, Willamette, and Columbus.

Figure 25. Ranking of Aroma Hops



Brewers were asked to provide and rank their top six bittering hops. The results are illustrated in Figure 26. Nugget, Columbus, and Chinook all ranked nearly the same, followed closely by Cascade, Magnum, and Centennial.

Figure 26. Ranking of Bittering Hops



NYS Farm Brewery's as of April 1 2016

County	Number of Farm Brewers
Albany	3
Allegany	0
Bronx	1
Broome	1
Cattaraugus	0
Cayuga	2
Chatauqua	2
Chemung	1
Chenango	0
Clinton	2
Columbia	4
Cortland	1
Deleware	1
Dutchess	4
Erie	4
Essex	2
Franklin	0
Fulton	0
Genesee	1
Greene	1
Hamilton	0
Herkimer	1
Jefferson	1
Kings	3
Lewis	1
Livingston	1
Madison	7
Monroe	6
Montgomery	0
Nassau	11
New York	0
Niagra	0
Oneida	2
Onondaga	7
Ontario	5
Orange	7
Orleans	0

NYS Farm Brewery's as of April 1 2016

Oswego	1
Otsego	3
Putnam	0
Queens	3
Rensselaer	4
Richmond	0
Rockland	0
Saratoga	1
Schenectady	0
Schoharie	1
Schuyler	3
Seneca	4
St Lawrence	2
Steuben	5
Suffolk	14
Sullivan	4
Tioga	1
Tompkins	1
Ulster	6
Warren	1
Washington	3
Wayne	0
Westchester	1
Wyoming	1
Yates	6
Total	147

Capital-Saratoga, traveler spending

2014 Traveler Spend '000s	Lodging	Recreation	F&B	Retail & Svc Stations	Transport	Second Homes	Total
Albany	\$229,130	\$28,565	\$196,705	\$152,941	\$341,987	\$9,392	\$958,719
Fulton	\$6,439	\$728	\$8,582	\$5,336	\$739	\$28,748	\$50,572
Rensselaer	\$17,830	\$6,612	\$44,640	\$22,957	\$15,589	\$11,146	\$118,773
Saratoga	\$127,971	\$31,896	\$143,344	\$98,446	\$23,980	\$36,437	\$462,075
Schenectady	\$9,901	\$11,523	\$112,098	\$45,927	\$19,010	\$3,377	\$201,837
Washington	\$1,540	\$1,140	\$3,758	\$2,444	\$116	\$19,608	\$28,606
TOTAL	\$392,812	\$80,464	\$509,127	\$328,051	\$401,420	\$108,708	\$1,820,582

Capital-Saratoga, tourism taxes

Tourism-Generated Taxes, 2014	Local Taxes	State Taxes	Total	Region Share	Tax Savings per Household
Albany	\$69,361,126	\$52,334,826	121,695,952	54.3%	\$985
Fulton	\$3,429,778	\$2,760,641	6,190,419	2.8%	\$270
Rensselaer	\$7,673,487	\$6,483,630	14,157,117	6.3%	\$223
Saratoga	\$29,755,961	\$25,223,886	54,979,846	24.5%	\$626
Schenectady	\$12,458,119	\$11,017,914	23,476,034	10.5%	\$403
Washington	\$2,078,613	\$1,561,527	3,640,140	1.6%	\$147
TOTAL	\$124,757,084	\$99,382,424	224,139,508	100.0%	\$589

- Were it not for tourism-generated state and local taxes, the average household in the region would have to pay an additional \$589 to maintain the same level of government revenue.

Request for Proposals

Tourism Asset Mapping and Impact Analysis

Washington County, New York



Background

Washington County is a rural county situated in Upstate New York, bordered by Saratoga County and the Adirondacks to the west and Vermont to the east. The region is rich in agri-tourism, and boasts a vibrant arts and culture community as well as many picturesque village main streets. Understanding that County Tourism is driven largely by day trips (very little overnight accommodation is available in the County) the County is currently evaluating how to best serve/enhance the local tourism economy via services and programs. In order to make informed decisions more information is required.

Project Understanding and Project Goal

Washington County seeks to gain a better understanding of (1) its existing tourism assets, and (2) the economic impact of event-based tourism on the County's economy, and (3) how it can best support tourism in the future. The County would also like well-informed recommendations as to how it can best enhance the positive impacts of tourism into the future.

With respect to the enumeration of current tourism assets, the County has an existing, incomplete inventory here: <http://www.washingtonnycounty.com/>). However, greater clarity and systematic identification of assets is desired and the proposer should expand upon how they will accomplish this in their scope of work.

Scope of Work

1. Asset Mapping

- Building on already existing data and information, create an asset map of tourism sites in Washington County. Tourism shall include, but not be limited to, the following categories: Accommodation, Agritourism, Art, Heritage and Culture, Lodging, Museums,

Natural recreation features, Restaurants, Special event venues (sports, banquets, weddings), Other.

In the proposal, consultants should propose how they will collect and quantify assets in the most comprehensive manner.

Once information on tourism assets is collected, the consultant shall provide it to the County in electronic format so that the County can update its existing inventory. *(Note, should we ask instead that the consultant update the county tourism website - ?)*

2. Impact Study

- a. The consultant shall conduct an analysis of the economic impacts of the following annual event assets in the County for a given year. Maple Tour, Fiber Tour, Cheese Tour, Tour of the Battenkill, Raptorfest, and Open Studios Tour. This information shall be collected by working with the organizers of these events to estimate attendance and average spending at the events in a non-intrusive manner.
- b. *The consultant shall develop a model of an average day-trip.* This will assign a conservative dollar value to an average day-trip and could factor in travel to the destination including fuel and food purchases, likely stops along the way, and expenditure at the destination as well as other relevant factors.
- c. The economic analysis should quantify to the extent possible the impacts of tourism in terms of earnings and spending in the County. The consultant should use an appropriate impact model to show direct impacts to the County of an event, and of the average day-trip

3. Recommendations

- a. In this final step, the consultant should formulate clear and concise recommendations for the future of tourism investments in Washington County that reflect the conclusions and data from previous tasks. The recommendations should speak to short, mid, and long term goals. Where possible, recommendations should include specific items for action, with potential tools to implement described recommendations.

Deliverables

The consultant should provide, at minimum, the following deliverables throughout the project.

- A complete and systematic asset map of tourism sites in Washington County
- An economic impact analysis report that quantifies Washington County's tourism in terms of earnings and spending in the county
- Recommendations for the future of Washington County's tourism industry, with potential paths forward

Anticipated Budget

The anticipated maximum budget for this project is \$55,000. Approximately half of this funding is expected to be derived from I love New York funds, and the project must comply with all state requirements for use of these funds.

Questions and Clarifications:

Respondents should contact Sue Claymon with any questions regarding this request for proposal at 518-746-2590

Schedule

Proposals due: May 30, 2016

Anticipated project start date: August 2016

Submission Requirements

Please mail two copies of the proposal to County Administrator, 383 Broadway, Fort Edward, NY 12828 postmarked no later than May 30th, 2016.

Evaluation of Proposal

Proposals will be scored on comprehensiveness of plan, price, and relevant experience. In depth experience with evaluating economic impact of tourism will be considered advantageous.

Washington County Agriculture SWOT Analysis

Strengths What is being done well? What unique resources does Ag in WC have? What are our strengths?	Weaknesses What could be improved? Where are there fewer resources than others? What are our weaknesses?
<ul style="list-style-type: none"> ▪ Community support ▪ Strong history of family farming ▪ Growing diversity of agricultural operations ▪ Small, family farms ▪ Buy local food trends ▪ Soil, water, climate, natural resources support ag ▪ Cost of land is lower compared to other places ▪ Development pressures lower compared to other places ▪ Ag plays important role in county's landscape, quality of life, recreation, and economy ▪ Ag services and support businesses still exist ▪ County in good locations relative to Capital Region and NYC 	<ul style="list-style-type: none"> ▪ Lack of education and awareness of public about farming ▪ Lack of funding for CCE and ag support organizations ▪ Lack of recognition of ag as a viable career ▪ Lack of well-developed agri-tourism and their support businesses ▪ Hard to find, train, keep labor ▪ High costs of production - Low profitability – especially high taxes, high insurance costs ▪ Lack of access to low cost capital – investment is very high to farm ▪ Low milk prices, volatility in the milk market ▪ Limited diversification of farms ▪ Lack of food processing facilities ▪ Lack of support for forestry/timber industry ▪ Development that uses farmland ▪ Competition among farmers for farmland – drives up price of farmland – a major issue for producers ▪ Solar development of farmlands ▪ Climate change ▪ Regulations and restrictions, especially CAFO and OSHA ▪ Barriers to entry for new farmers ▪ Lack of internet and broadband ▪ Lack of food hub and adequate distribution/aggregation ▪ Lack of markets and access to markets ▪ Lack of effective marketing, branding ▪ Animal rights efforts impact farms ▪ Aging farmers and lack of transition planning ▪ Farmer and non-farmer conflicts

Opportunities What opportunities are open to us? What trends can be taken advantage of? How can we turn our strengths into opportunities?	Threats What threats can harm ag in the County? What threats do our weaknesses expose us to?
<ul style="list-style-type: none"> ▪ Branding Programs ▪ Centralized/coordinated marketing of county ag ▪ Additional USDA meat processing facilities ▪ More value-added farms and processing ▪ Centralized aggregation and distribution for produce ▪ Enhance Ag education in schools ▪ Ag education for general public ▪ Internship and mentoring for the 17 to 22-year-old group, first time farmers – work with Adirondack College, business training ▪ Cooperative buying and selling programs ▪ Labor access and training – clearinghouse ▪ First time farmer programs for training, capital programs, loans, etc. ▪ Promote new crops such as hemp, hops, ▪ Promote ag-tourism ▪ Advocate for policy and regulatory changes ▪ Fund additional farmland protection efforts ▪ Consider use of money to incentivize all farms, not just a few land purchases for PDR. ▪ Training for farmers to adopt new technologies ▪ Climate change programs to help farmers adapt ▪ Take advantage of rail for increased transportation (especially for grain) ▪ Start an implementation committee to coordinate efforts ▪ Use NYS lands for farming ▪ Social networking programs for farmers ▪ More funding for CCE ▪ Training for Planning Boards on value of ag and farmland ▪ Programs that lower production costs ▪ Address and lower taxes and assessments 	<ul style="list-style-type: none"> ▪ Loss of farmland due to development ▪ Climate change ▪ Lack of awareness about farm operations and importance of ag and farmland ▪ Farmer/non-farmer conflicts ▪ Lack of a new generation of people interested in farming ▪ Farmers not being able to absorb costs of new regulations ▪ Hi production costs coupled with low profitability ▪ Lack of adequate support and training services for farmers ▪ Inability to reach new and emerging markets