

AG/PLANNING/TOURISM/COMMUNITY DEVELOPMENT COMMITTEE MEETING MINUTES
JANUARY 21, 2020

AG/PLANNING COMMITTEE MEMBERS PRESENT: Fedler, Campbell, Hicks, Skellie, Rozell, Griffith

AG/PLANNING/TOURISM/COMMUNITY DEVELOPMENT COMMITTEE MEMBERS ABSENT: Shaw

SUPERVISORS: Henke, O'Brien, Hall

Sandy Huffer, Deputy Clerk

Al Nolette, Treasurer

Laura Oswald, Dir. Economic Dev.

Roger Wickes, County Attorney

Chris DeBolt, County Administrator

AGENDA AS PRESENTED IN COMMITTEE NOTICE:

1. Call to Order
2. Accept Minutes – November 19, 2019
3. Purchase of Development Rights (PDR) Program Update
4. Andrew Meader
 - A. 2019 Tourism Summary
 - B. 2020 Program Overview
5. Other Business
6. Adjournment

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

A motion to accept the minutes of the November 19, 2019 meeting, was moved by Mr. Rozell, seconded by Mr. Skellie and adopted.

PURCHASE OF DEVELOPMENT RIGHTS (PDR) PROGRAM

Renee Bouplon, Ag Stewardship Association updated the Committee on the PDR program. Distributed copies of their newsletter, strategic plan (on file). They are accepting pre-applications. Have received 24 from Washington County, which is about double the normal amount. Received 11 from Rensselaer County. Typically, they are only allowed to submit eight grants. Are in the second round of dairy transition grants, \$30M allocated for that. We have the spots filled for that. The state has also started a Farms Operations grant. It is similar to the dairy transitions grant. Has to be transitioning to the next generation, diversifying their operation or transitioning totally out of their operation. This is not for dairy farms and is limited to beef, cattle, hogs, certain cash crops, certain fruits, maple sap or certain vegetables. Has different criteria for each item. This is not competitive, will be pass/fail. ASA is very busy and will be hiring a project manager. Recently closed on a donated easement with Lewis Waite Farm, 447 acres conserved. Teri Ptacek will be retiring next year.

TOURISM – Andrew Meader, 8 of Eight, addressed the committee:

- 2019 Tourism Summary – Just finished their second year. Continue to make small changes and improvements. 2019 Tourism Report slides attached.
- 2020 Program Overview - Laura Oswald distributed 2020 proposed budget, CCE 2020 scope of work and Lakes to Locks 2020 budget request (attached). There were a few changes to the budget compared to the prior year. We received \$10,000 less in I Love NY funds due to the statewide formula, nothing to do with our performance. Lakes to Locks in previous years was in the planning budget and was moved over to the tourism budget to take advantage of the 50% I Love NY match. The social media was moved from Mannix to Black Dog. The only other change was the addition of \$10,000 to Cooperative Extension. Need the committee to approve the budget. It will cost about

\$600 to purchase the last two years of Airbnb data. We need that data in order to be able to measure achievements. The monthly subscription is about \$100. Laura has spoken to Janet Kennedy and she will stay with Lakes to Locks. A motion to approve the 2020 proposed budget, was moved by Mr. Campbell, seconded by Mr. Griffith and adopted. The Treasurer suggested moving to recognize the I Love NY award, \$60,044. A motion to recognize I Love NY award of \$60,044 and forward to the Finance Committee, moved by Mr. Campbell, seconded by Mr. Griffith and adopted. Laura asked the committee if the scope of services for CCE and Lakes to Locks were ok. It is difficult to measure the effectiveness of Tourism promotions. Chairwoman Fedler suggested that the contract with Lakes to Locks have something where they will have to report more than just once at the end of the year. Mr. Meader stated that the mission of Lakes to Locks is vital due to the fact that we have canals and the canalway trail and not engaging them would be a mistake. Chairwoman Fedler would like a more specific scope of services from them. Laura will ask them to report to the committee quarterly. A motion to authorize the Chairman to sign a contract with Lakes to Locks and CCE and waive the requirement of the purchasing policy to contract with CCE, was moved by Mr. Hicks, seconded Mr. Griffith and adopted.

- TOURISM CONTRACT – The county has a contract with Black Dog, all others are subcontracts with Black Dog. This contract expires at the end of 2020. The board can renew the existing contract structure, go out to RFP or divest ourselves of all tourism. If the Board wants to go out for RFP, a six month lead time would be needed.
- We have no budget for printed materials. Tourism maps will probably run out by the end of this year and were pretty expensive to produce. For 2021, we will have to consider whether we want to print maps. Mr. Meader sees the value of printed maps based on our demographics and cell phone coverage in the county, maybe only print 7,000 instead of 30,000. The Treasurer added that we changed the way we use the occupancy tax reserve; it is now used for special projects so it could be used to print maps.
- The Airbnb data will be provided to the tourism department and municipalities to use as an enforcement tool and for data collection. Hopefully at some point, we'll be able to collect occupancy tax on Airbnb's. It would grow the occupancy tax fund. The County Attorney stated that there are two ways, one is to negotiate directly with the company or what he prefers is an amendment to our occupancy tax that will amend the definition. We have to approach the state legislature to change the definition. He suggested to first approach Airbnb directly like the other counties have. He suggested talking to Warren County because they've done it. Roger and Chris will approach Warren County.

OTHER BUSINESS:

- Laura distributed list of CFA funded projects awarded in December (attached). We did very well, 18 of 23 projects funded.
- Brian Gilchrist, CCE Executive Director is requesting a resolution to increase state support for CCE County Associations. A motion to present a resolution to increase state support for CCE county associations in the State of New York, was moved by Mr. Hicks, seconded by Mr. Skellie and adopted. He also encouraged anyone looking for Main Street projects for the CFA to contact Sharon at HomeFront Development Corporation.
- Corrina Aldrich, District Manager of Washington County Soil & Water addressed the following:
 - Received three CFA grants through their office. Engineering design report to address streambank failure impacting Halfway Creek near Farley Road in the

Town of Fort Ann. The others are for Hartford and Fort Ann highway garages for stormwater management practice planning. In order to receive implementation funds, plans have to be made.

- Plan to do two climate resilience farming applications due March 5th, three ag non-point source abatement applications due April 13th and trying to get conversations started with partners for the Battenkill watershed to do a Department of State grant for a watershed management grant.
- In the process of doing all their state reporting that is due February 15th.
- Tree sale will be April 24 – 25, 2020.
- Upper Hudson Watershed – Draft plan is done looking for public input.
- Water Quality Coordinating Committee will be coming back to life this year.

Meeting adjourned at 2:40 PM.

*Sandy Huffer, Deputy Clerk
Washington County Board of Supervisors*



2019 TOURISM REPORT



KEY REPORTING METRICS

Social Media Statistics

Social Media Influencers

Videos

Website Traffic and Demographics

Top 5 Performing Articles

Giveaway Success

Email Newsletters

New Partners

2020 Tourism Plan

2020 Editorial Calendar

2020 Targets and Goals

SOCIAL MEDIA STATISTICS

Continuous and steady growth on our social media platforms.



	2018	2019	
	2,646	6,623	

GROWTH
150%



	213	510	
--	-----	-----	--

139%

WHERE ARE THEY FROM?

New York, NY - 827

Queensbury, NY - 164

Glens Falls, NY - 138

Saratoga Springs, NY - 134

Albany, NY - 71

Rochester, NY - 68

South Glens Falls, NY - 67

Boston, MA - 59

Troy, NY - 56

Schenectady, NY - 55



SOCIAL MEDIA INFLUENCERS



theyellownote • Following
Cossayuna, New York

93w Reply

petermontesano Love everything about this post and picture! Love the positivity!

92w Reply

beverly34952 Greetings! So pleased to see this pic! We summer nearby in a very old building- rehab ongoing. Lakeside Generals Store is amazing and the owners are terrific. Pizza on Fridays, wonderful pastry handmade and many pretty special breakfast and lunch items .

78w Reply

Liked by queensbury_hotel and 3,231 others

APRIL 3, 2018

Add a comment... Post



theyellownote • Following
Easton, New York

@grainmessore are you close to this

14w Reply

cottagecomforts This has to be one of the cutest farm stands! Congratulations @tiashokefarm who wouldn't love to visit your beautiful place!

14w Reply

autumn.blonde

14w Reply

pinsilei So cute! Love the farm stand

14w Reply

Liked by mrahaljewelers and 3,499 others

OCTOBER 3, 2019

Add a comment... Post

THE YELLOW NOTE & WHERE'S THE WAGONEER

Over 69,000 followers



theyellownote • Following
Cambridge, New York

theyellownote Scenes from a Sunday drive us 🌻

28w

turquoiseandsunshine Perfect. Especially with the single bunting 🇺🇸

28w 1 like Reply

mistybluebotanicals Oooh! Where's this house? I've not yet run across this one. I'm a sucker for all the beautiful old houses

Liked by steph0ward and 2,444 others

JULY 7, 2019

Add a comment... Post



theyellownote • Following
Greenwich, New York

27w Reply

thecozyclubx Would I love to join in! Have the best time!!! ❤️

27w 1 like Reply

cabinlove_ I just had a look at your photos. Your perspective is normal but composition is great! Just wanted to say 🥰🥰

25w Reply

planely_positive This picture looks like it's out of a classic movie!

24w Reply

Liked by cityofglensfalls and 1,997 others

JULY 8, 2019

Add a comment... Post



wheresthewagoneer • Following
Salem, New York

wheresthewagoneer Just something about a beautiful barn... especially when the sun hits it just right. 🌻

@bbvfarmstead

11w

wheresthewagoneer #iloveny #wheresthewagoneer #washingtoncountyny #saalemny #bbvfarmstead #blindbuckvalleyfarmstead #grandwagoneer #jeepgrandwagoneer #jeep #wagoneer #upstate #vintagecars #vintagestyle #vintagejeep #americana #roadtrip #smalltown #classiccarr #classicjeep #upstatery #shopsmaill #jeeplife

Liked by kathleenmoore and 681 others

NOVEMBER 3, 2019

Add a comment... Post

WEBSITE STATISTICS

First full year of new site. Website Visitors



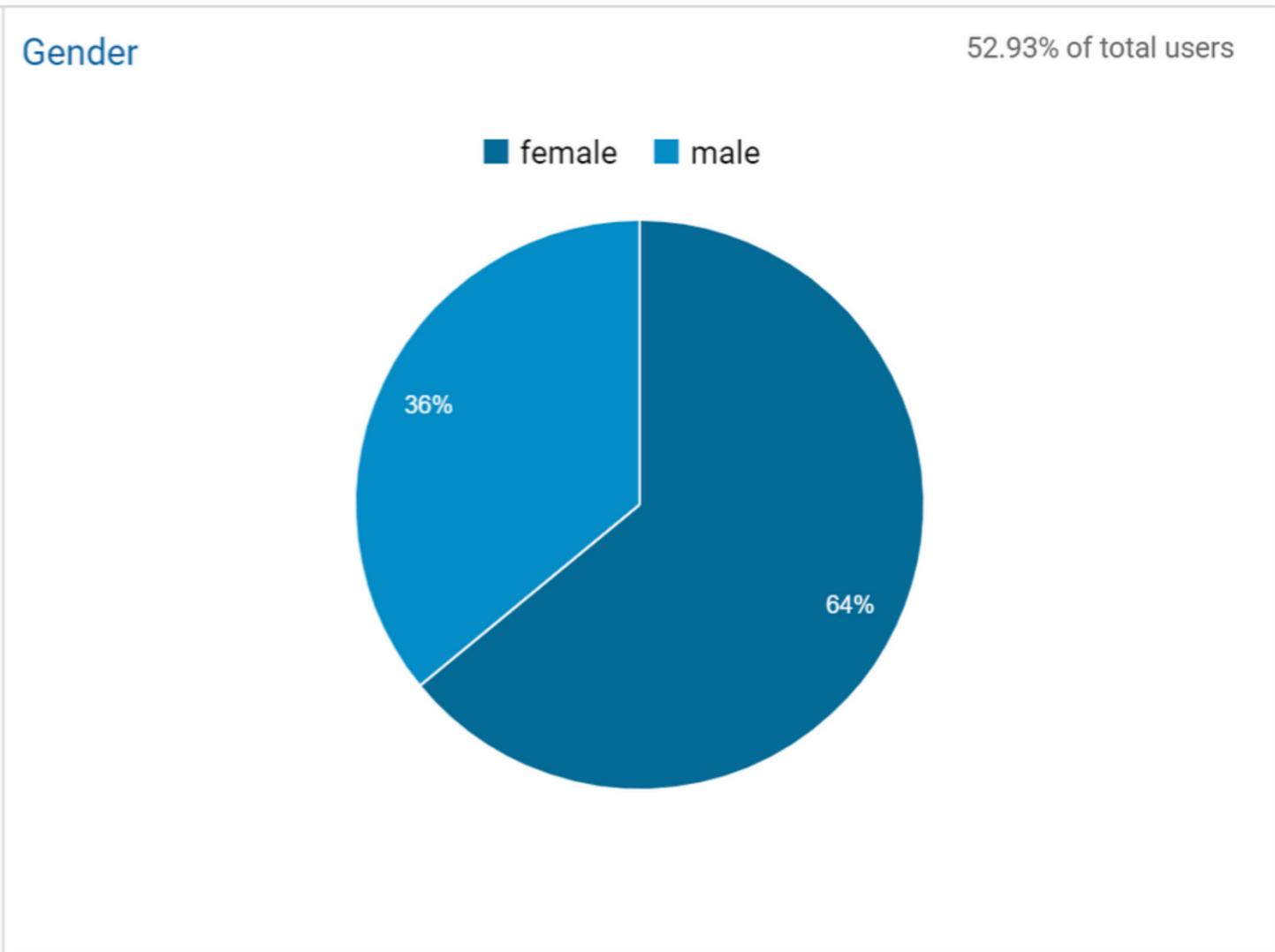
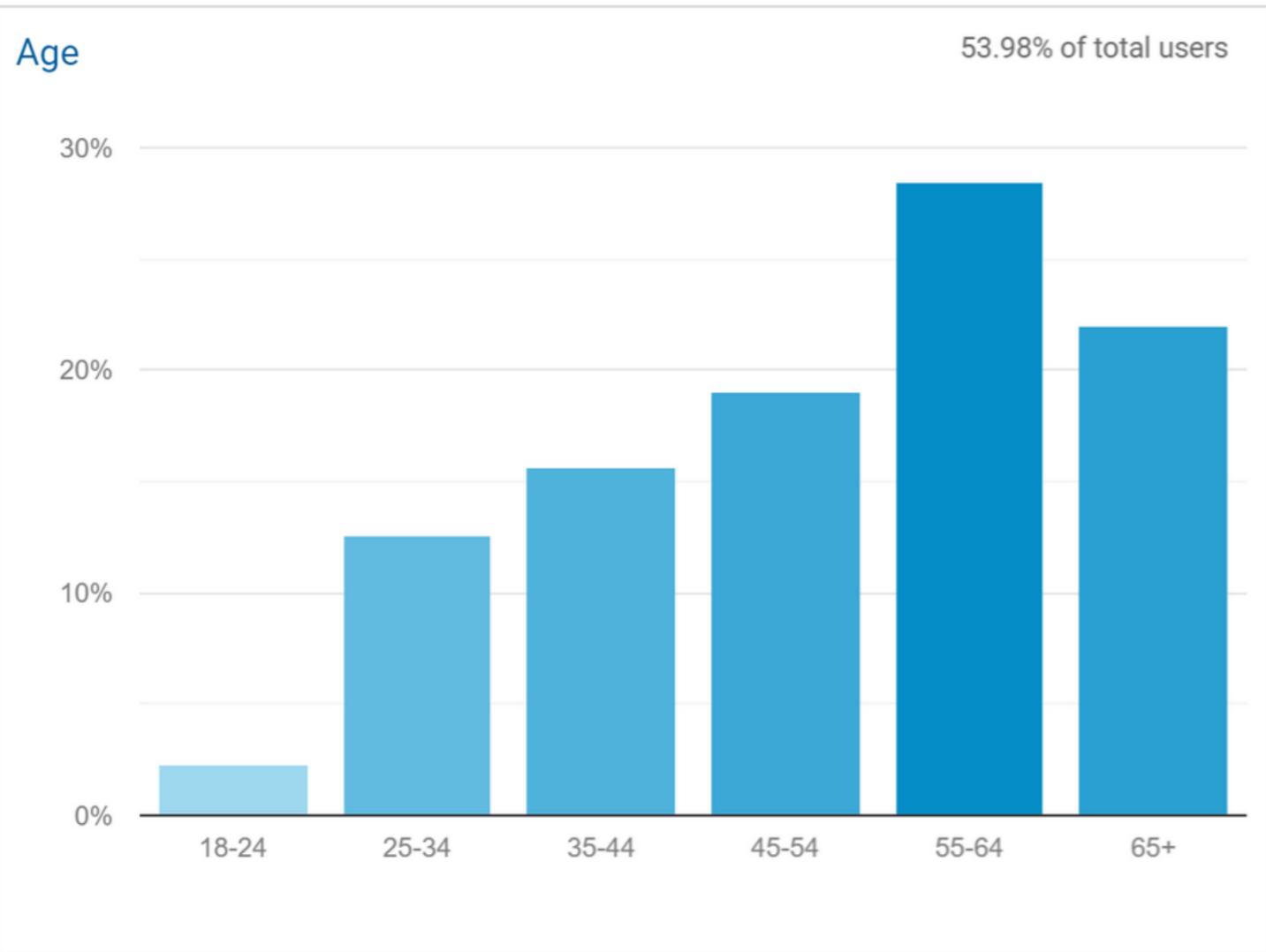
2018	2019	GROWTH
6,520	16,873	159%

WEBSITE STATISTICS

First full year of new site.



Google Analytics



TOP PERFORMING ARTICLES



**“Treasure Hunting
Near Saratoga:
Discover an
Antiquer’s
Paradise”**

**“Discover 6 of the
Best Hunting
Hotspots in
Washington
County, NY”**



**“The Open Road
Awaits: Discover 11
Hidden Gems in
the Countryside
Near Albany”**

**“Make Plans for a
Wonderful Start
to Your Holiday
Season With
These Annual
Country Events”**

**“Attend the
Adirondack Wool
& Arts Festival and
Get a Taste of
Washington
County”**

GIVEAWAY SUCCESS

Giveaways continue to be successful to grow email list.



ENTRIES
17,915

2018 EMAILS
1,367

LIST GROWTH
143%

NEW EMAILS
2,832

2019 EMAILS
3,326

VIDEO SUCCESS

Videos shared on our Social Media is working well to engage our followers



ANTIQUES VIDEO VIEWS

17,812

ARTS VIDEO VIEWS

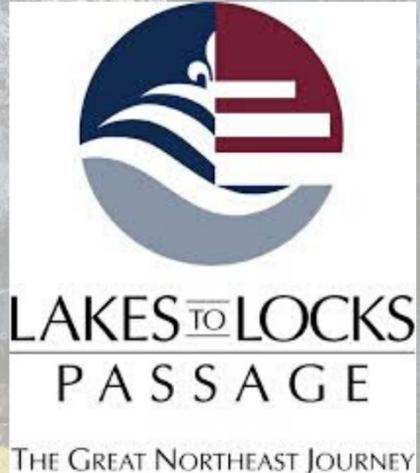
3,514



2020 TOURISM PLAN

NEW PARTNERS AND INCREASED COLLABERATION

All working together to promote Washington County



SCOPE OF WORK OF AGENCIES AND PARTNERS



Graphic Design

Website Development and updates

Social Media Management

Photography

Video

Email Marketing

Database Administration



Overall Campaign Strategy and Direction

Editorial Calendar Development

Liaison to Washington County

Represent WC for Cap-Saratoga Tourism

Fulfill I Love NY Requirements

Media Placement and Planning

Oversee scope of agencies and partners



Article Writing

Promotion on Mannix Sites

Paid Social and Digital Marketing



Tourism Workshops

Day Trip Tours Creation

Event Information Curation

Press Releases



Promote Champlain Canalway Trail

Rack Card Creation

Canal Itineraries

Trails development

2020 EDITORIAL CALENDAR



Dark Day Adventures
Artisans of the County
Lodging Ideas
Washington County
Fair

Shops of the County
Taste NY Highlights

Maple Producers
Life On Main Street
Fiber Tour
Unique Lodging



Winter Events (R)
Good and Cheap Eats
Road Trip Worthy
Events Planner

Historic Sites
Extreme Sports
Country Camping

Wander Through Farm
Country
Wool and Arts Festival

JAN/FEB

MAR/APR

MAY/JUN

JLY/AUG

SEP/OCT

NOV/DEC

2020 TARGETS AND GOALS



²⁰²⁰
25,000

WEBSITE VISITS

²⁰¹⁹
17,915



10,000

FOLLOWERS

6,623



1,500

FOLLOWERS

510

THANK YOU!

Andrew Meader
andrew@meader.com
(518) 791-3592



2020 Proposed Budget

Cost	Washington County	I LOVE NY	Total	
Marketing Strategy Development	\$28,000	\$7,000	\$35,000	
Campaign Development/Web Updates/Database Admin	\$4,500	\$4,500	\$9,000	Manage website and listings; add content
Marketing Collateral Design	\$2,500	\$2,500	\$5,000	design for marketing/advertising campains
Photography and Video	\$6,038	\$6,038	\$12,076	add to photograpy portfolio, History video + 1 more
Website/database Fees & Renewals/subscriptions	\$1,503	\$1,547	\$3,050	fees and licencing
County Social Media pages management	\$7,500	\$7,500	\$15,000	Manage County FB/Instagram/Twitter + boosting & Ads
Media Purchasing and Production	\$8,475	\$8,475	\$16,950	down from 27k last year
Printed Collateral			\$0	(maps etc)
External Meetings-Cap Sara/Conference	\$3,000	\$1,500	\$4,500	incl agritourism conference
CCE Editorial Content *	\$5,000		\$5,000	Articles on influencer/our sites (incl CCE contribution?)
CCE Outreach/Events*	\$5,000		\$5,000	Workshops
Email Marketing	\$1,200	\$1,200	\$2,400	Monthly newsletter emailed to subscribers
Social Media Marketing	\$4,000	\$4,000	\$8,000	40 Social Media ads incl \$50 per ad to facebook etc
Editorial Content on MM Portals	\$8,000	\$8,000	\$16,000	12new 8updated Articles on Mannix pages (+ County website)
Promotion on MM Facebook	\$1,200	\$1,200	\$2,400	1 per month Advertising on Mannix Pages incl boost
Promotion contest on MM	\$1,000	\$1,000	\$2,000	4 Giveaways to build database of subscribers
Cap Saratoga Contribution	\$3,084	\$3,084	\$6,168	Minimum required
Lake to Locks	\$2,500	\$2,500	\$5,000	trail planning, workshops, canal/hisotry promotion
Totals	\$92,500	\$60,044	\$152,544	

$(\$60,044 + 92,500) = \$152,544$

*add 10k to CCE = 6 hours week

Cornell Cooperative Extension Washington County

2020 Scope of Work: \$10,000 for Tourism

Submitted by: Brian Gilchrist
Date: January 6, 2020

Objective:

CCE Washington County proposes to utilize its expertise and network in outreach, marketing, and building collaborations to enrich existing and on-going tourism efforts in the county. With \$10,000 in additional funding, we set out to accomplish the following:

Deliverables:

- A grassroots marketing collaboration that will empower and inspire Washington County businesses to take pride and ownership in the county, create linkages with community and county collaborators to better promote their businesses and tourism overall in the county
- Quarterly meetings to collect ideas and collaborate efforts countywide amongst tourism-enthused business owners and event coordinators in the county
- A one-day tourism conference to improve skills, networks and the overall morale of local businesses
- Content creation for six drivable and printable tours of townships in Washington County
- Monthly articles in multi-media form featuring Washington County tourism stories
- A series of self-marketing workshops to enhance business owner's skillsets and resources to effectively promote their businesses
- One-on-one coaching to enhance individual marketing efforts and event coordination
- Monthly reports to the Ag Planning Tourism & Community Development Committee, as well as a monthly call to discuss project status and share information
- Maximize county resources by working effectively and efficiently with Black Dog and Mannix to create and publish relevant, timely and creative content

2020 Tasks & Schedule	J	F	M	A	M	J	J	A	S	O	N	D
Grassroots Collaboration	x	x	x	x	x	x	x	x	x	x	x	x
Meetings of the Minds	x			x			x			x		
Tourism Conference			x	x								
Driving/Printable Tours		x		x		x		x		x		x
Monthly Multi-Media Stories	x	x	x	x	x	x	x	x	x	x	x	x
Marketing Workshops	x	x	x	x							x	x
One-on-One Coaching	x	x	x	x	x	x	x	x	x	x	x	x
Monthly Reports and Call	x	x	x	x	x	x	x	x	x	x	x	x
Cooperation with Ad Agencies	x	x	x	x	x	x	x	x	x	x	x	x

Estimate Cost of Work:

The work will be performed by CCE staff as a portion of their contracted work. Any written content generated with these funds will be considered in draft form and submitted to county tourism for approval and dissemination.

Meetings of the Minds	\$1,200
Tourism Conference	\$2,500
CCE staff time and travel	<u>\$6,300</u>
	\$10,000



WASHINGTON COUNTY FY2020 BUDGET REQUEST

SCOPE OF WORK: Lakes to Locks Passage, Inc. services to Washington County, NY in 2020:

- On-going support and technical assistance for the Champlain Canalway Trail Working Group; development of thematic bike routes for tourism destination development in Washington County.
- Develop thematic rack cards for Gateway Visitor Centers in Whitehall and Schuylerville that promote communities and activities in Washington County.
- Build brand distinctiveness of the Champlain Canal with an online thematic itinerary (Lock by Lock PassagePort) to tell the story of the Champlain Canal and the Champlain Canal Region Virtual Art Gallery featuring landscapes of Washington County.
- Promotion of Washington County travel experiences, co-branded with National Geographic, on numerous online and broadcast venues; ongoing coordination with Washington County tourism promotion contractor.
- Outreach to Washington County communities to update Lakes to Locks Passage Corridor Management Plan in anticipation of FHWA Scenic Byway grant funding.
- On-going staff support for the Historic Hudson Hoosic Rivers Partnership.
- Host workshops to sustain and connect museums, educators, non-profit organizations and communities
Tentative workshops include:
 - "Don't Panic: Strategies for When Bad Things Happen" to be held at the Slate Valley Museum
 - "Partnering Up: Encouraging Collaboration Between Museums, Libraries, and Cultural Non-Profits"
 - "Expanding Audiences for Museums and Cultural Non-Profits"
 - New York State Learning Standards to make educational programs more impactful and useful to teachers and students.

Contract Agency fee for 2020: \$5,000.00

January 13, 2020 Janet Kennedy, Executive Director

A Resolution to Increase State Support for Cornell Cooperative Extension County Associations
in the State of New York

Whereas, Cornell Cooperative Extension is a formal collaboration between the National Institute of Food and Agriculture at USDA, New York State, County Governments and the Citizens of the State that has served to apply unbiased, research-based knowledge from Cornell, New York's Land Grant University, to the needs of New Yorkers and their communities for over 100 years; and

Whereas, local extension educators are key community partners in helping to implement state initiatives including maximizing agriculture and local food systems, strengthening the economy, promoting healthier eating habits and access to good nutrition, fighting poverty particularly in rural areas, protecting water quality and stewardship of New York's natural resources, building opportunity through STEM based youth education and leadership skills in 4-H, promoting renewable energy options while protecting farmland resources, and partnering where appropriate in Taste NY initiatives to promote tourism and local food and farm businesses, and

Whereas, support from Federal, State and County sources is essential to the continued success of locally-governed county cooperative extension associations; and

Whereas, state appropriations for county cooperative extension associations to match county government appropriations as authorized by Section 224 (8) of the County Law have remained stagnant for twenty years; and

Whereas, state funding is needed to ensure that the Cornell Cooperative Extension system can equitably work for all New York residents through increased resources to support rural, suburban, and urban community development needs,

Therefore, Be It Resolved that the Board of Supervisors of Washington County supports increasing the State appropriation for Cornell Cooperative Extension associations to \$8 million, such funds to be distributed directly to the associations through Cornell University as agent for the state as provided by law.