

AGRICULTURE, PLANNING, TOURISM & COMMUNITY DEVELOPMENT  
COMMITTEE MEETING MINUTES – OCTOBER 19, 2021

AGRICULTURE, PLANNING, TOURISM & COMMUNITY DEVELOPMENT COMMITTEE MEMBERS

PRESENT: Fedler, Campbell, Hicks, Shaw, Skellie, Griffith

AGRICULTURE, PLANNING, TOURISM & COMMUNITY DEVELOPMENT COMMITTEE MEMBERS

ABSENT: Rozell

SUPERVISORS: Hall, Henke, O'Brien, Haff, Hogan

Debra Prehoda, Clerk of the Board

Laura Oswald, Economic Development Director

Melissa Fitch, County Administrator

Al Nolette, County Treasurer

Roger Wickes, County Attorney

AGENDA AS PRESENTED IN COMMITTEE NOTICE:

- 1) Call to Order
- 2) Accept Minutes – September 21, 2021
- 3) Soil & Water
  - A. Septic Replacement Funding Update
  - B. Ag and Other Projects Update
- 4) Tourism Update
- 5) Broadband Update
- 6) Other Business
- 7) Adjournment

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

A motion to accept the minutes of the September 21, 2021 meeting was moved by Mr. Shaw, seconded by Mr. Griffith, and adopted.

Laura Oswald, Economic Development Director, addressed the following items:

TOURISM UPDATE – Washington County as part of the Capital/Saratoga Region I Love NY purchased some geofencing marketing data. The cell phones that have permissions turned on; we can capture the phone information about the zip code where the phone normally resides to give us some marketing information. Presented the attached slides detailing geofencing information for 2019, 2020 and through around September 2021 collected on agritourism and outdoor recreation, arts and culture venues, and Washington County fairgrounds. The data shows attendance at outdoor venues were very popular due to COVID. A significant number of people visited the county from Saratoga, Warren, and Rensselaer counties so it makes sense to target those areas and inform them what the county has to offer/happening. The data also confirms that we are basically a day trip destination.

Tourism has also contracted with Rove Analytics who supplied this geofencing data to purchase some AirDNA data and have only had access for a about a week and the way the dashboards are set up apparently cannot separate out Airbnb and Vrbo and she will address that with them because the county does not receive revenue from Vrbo.

Received \$28,000 payment for the 2021 I Love NY program and they are only paying us for the 3<sup>rd</sup> and 4<sup>th</sup> quarter of this year. Also received notice that they are going to fund the county for 2022 but will not receive that information until around December anticipating the funding to be in the \$50,000 range. The funding from I Love NY is clearly trending downward.

**BROADBAND UPDATE:** The ECC study was supposed to have been completed in October but due to their employees being impacted by COVID, the survey results/study should be completed by mid-November and plans to review at the November committee meeting. Our data from these surveys will be rolled into the statewide effort underway that provides address look up tools. NTIA map displayed, attached. Six counties combined in a submission to get coverage to approximately three thousand addresses. The areas in orange/brown on the map contain addresses that were submitted but not all the addresses in those designated areas. The Economic Development Director stated that because of the State DOT tax a couple of providers refused to include those addresses in the application because even if the fiber deployment was 100% covered by NTIA the broadband DOT tax would actually make the operation unsustainable. Congresswoman Stefanik has requested the FCC investigate New York State imposing these fees due to the impact on rural broadband deployment; fiber tax and real property tax.

**SOIL & WATER –** Corrina Aldrich, Executive Director, addressed the following items:

- **Septic Replacement Funding Update** (Environmental Facilities money for septic replacement funding) – Received 42 applications by the September 30<sup>th</sup> deadline and will continue to take applications and have them on file if additional funds become available. Ten applications from Cossayuna Lake with four going to get awards and some applications incomplete and twenty two application from Lake George with five award letters going out. This funding is only for systems that are failing. The purpose of the grant is to improve water quality.
- **Ag and Other Projects Update** – Several large projects are still underway in Kingsbury – just about finished, Salem – 90% complete, and Jackson.

**OTHER BUSINESS:**

**COOPERATIVE EXTENSION –** Brian Gilchrist, Executive Director, addressed the following items:

- **Consolidated Agricultural District #6 (CAD#6)** – CAD#6 is in the towns of Argyle, Fort Edward, Hartford, Hebron, and Kingsbury. It is mostly dairy, equine and livestock and covers about 41,885 acres. The Ag and Farmland Protection Board has reviewed the district and recommend recertifying with the following exclusions: John Filmore 4.27 acres. A motion to approve recertifying CAD #6 with exclusion and set a public hearing was moved by Mr. Hicks, seconded by Mr. Skellie, and adopted.
- **Consolidated Agricultural District #7 (CAD#7)** – CAD#7 is in the towns of Fort Ann, Kingsbury, Granville, and Hartford and covers about 50,000 acres and is mostly dairy and some organic pork. The Ag and Farmland Protection Board has reviewed the district and recommend recertifying with the following exclusions: 1.51 acres adding to parcel with residence. A motion to approve recertifying CAD #7 with exclusions and set a public hearing was moved by Mr. Hicks, seconded by Mr. Skellie, and adopted.
- **30-Day Annual Inclusions** – A motion to approve inclusion of the following properties in ag districts: Lakeside Farm properties 143.6 acres – town of Putnam CAD#2, Richard Dempsey 1.3 acres – town of White Creek CAD#5 and Richard Stallmer 0.13 acres – town of Jackson CAD#5 and set a public hearing was moved by Mr. Hicks, seconded by Messrs. Campbell and Skellie and adopted.
- **Tuesday, October 26<sup>th</sup>** regional ag team is having a day long training on navigating solar lease agreements and solar development process for farmers and rural landowners at Salem Farm Supply from 9:30 to 3:30.

- 2022 budget includes \$25,000 rent payment to the county. With the move of departments from the Annex to Burgoyne and unsure if there would be space for Cooperative Extension, another office space opportunity has presented itself in Greenwich and they are exploring that option.

REAL PROPERTY – Laura Chadwick, Director, addressed the following item:

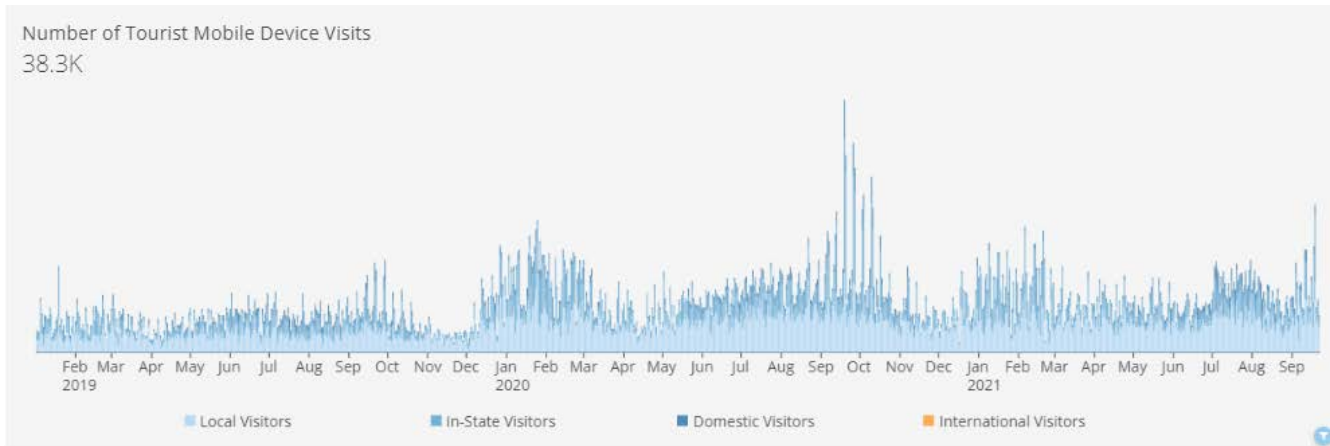
- New York State is putting on a webinar next Wednesday for the assessors for solar evaluations – worksheet to value solar.

The meeting adjourned at 1:46 P.M.

*Debra Prehoda, Clerk*  
*Washington County Board of Supervisors*

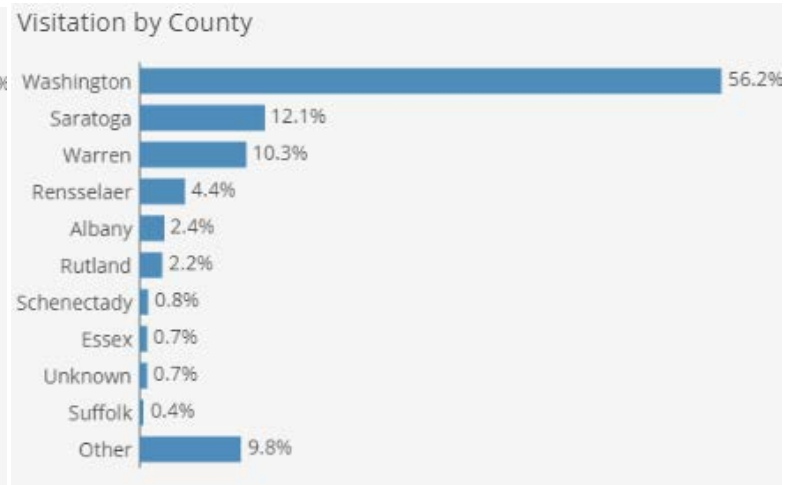
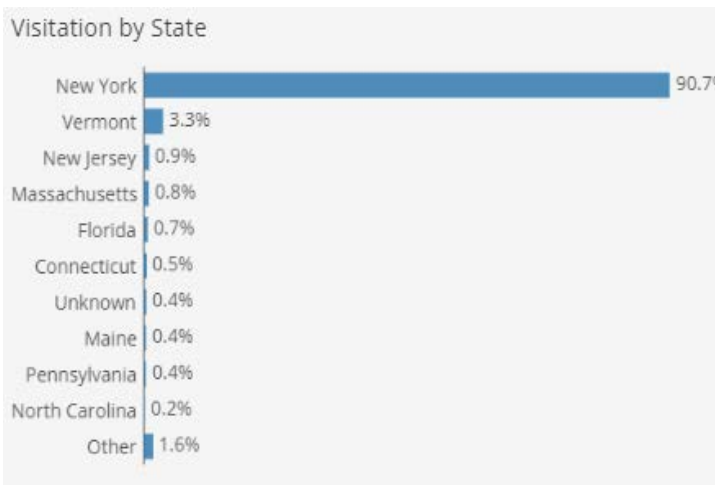
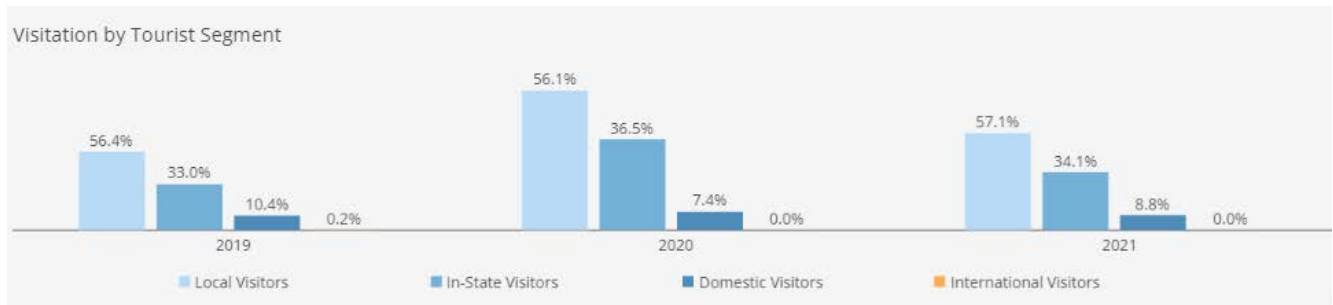
# Agritourism and Outdoor Recreation site Geofencing Data: 2019-Sept 2021

Argyle Brewing, Dry Brook Sugar House, Gull Bay, Hicks Orchard, Huletts Landing Park, Kingsbury National/1825 Barn, Lavenlair Farm, Schuman Preserve, Whitehall Marina, Willard Mountain



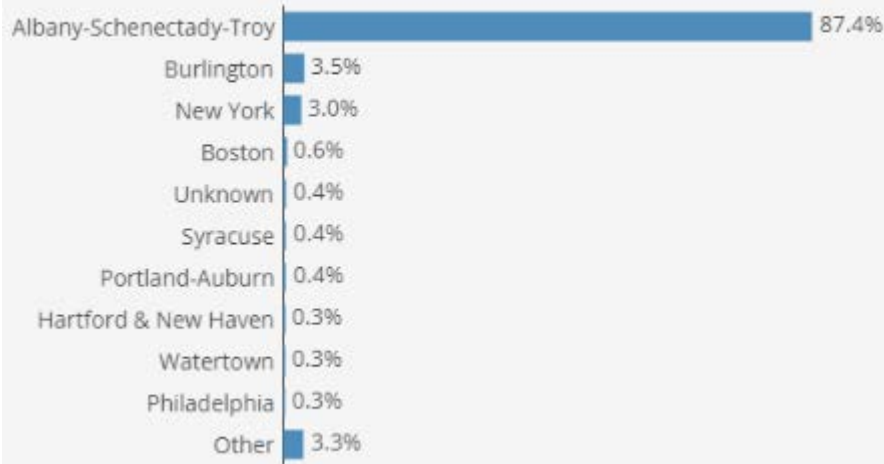
- Local Visitors: Tourists who reside within the same tourism region or county.
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Although not an indication of actual visitation numbers; trend appears to be peak visitation is October, and numbers are overall trending upward.



Unsurprisingly, most visitation is from the Capital Saritoga Region, with just over half of the captured visitation from Washington County residents patronizing local venues. Saratoga and Warren are the next largest markets, and 3.3% are Vermont residents. Also of interest is that there is insignificant visitation from North Country residents.

### Visitation by DMA



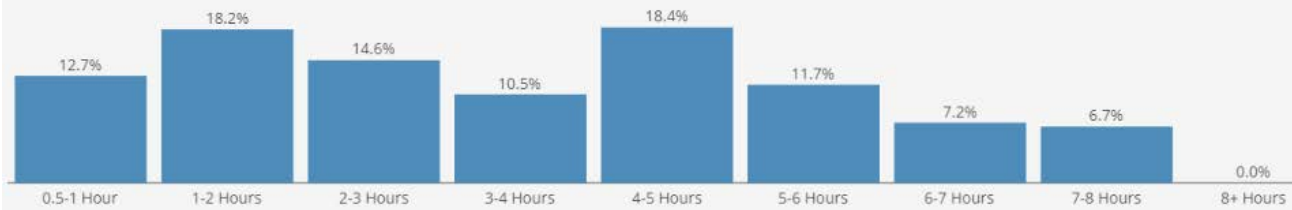
### Distance Traveled



Average distance traveled verifies that we are primarily attracting day-trips. Average length of visit is average of length of time spent at these specific sites, not within the County.

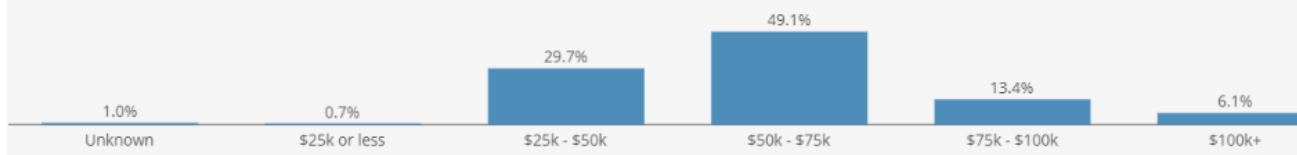
### Average Length of Visit

3.5 Hours



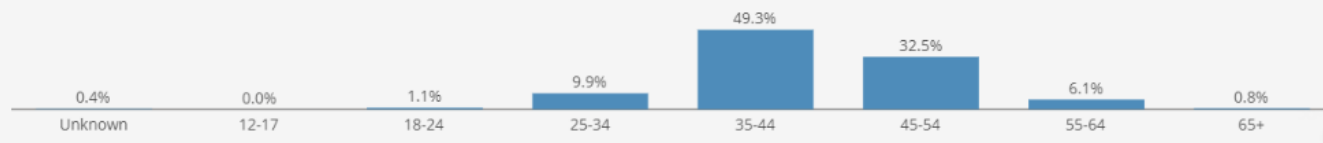
### Median Visitor Household Income

\$60,784



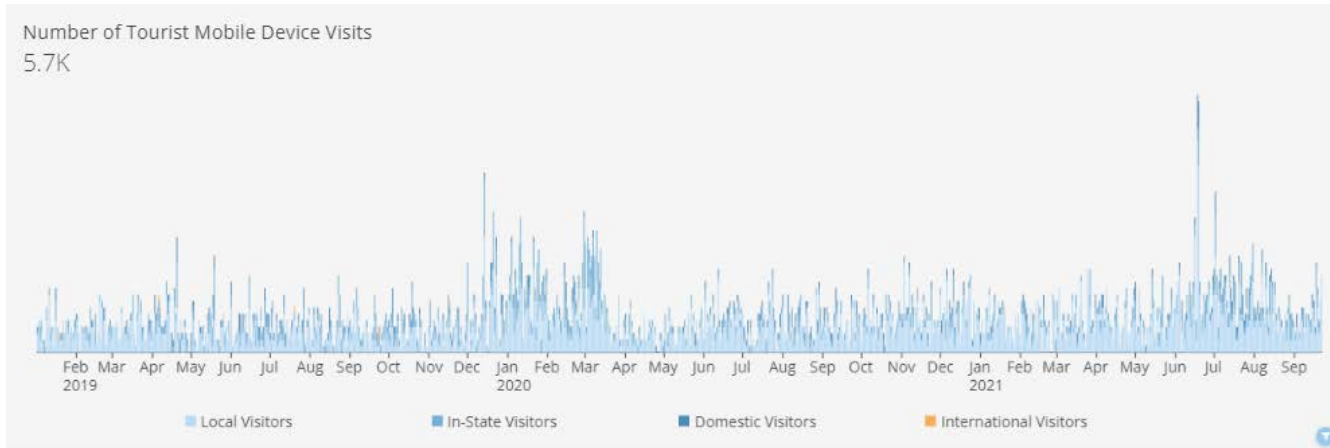
Income and age are based on the demographics of the zip code where the phone normally resides. (Not the specific phone owner) While very general data, this can be useful to inform marketing programs as it is an indication of potential discretionary spending ability, and age.

Median Visitor Age  
42.9

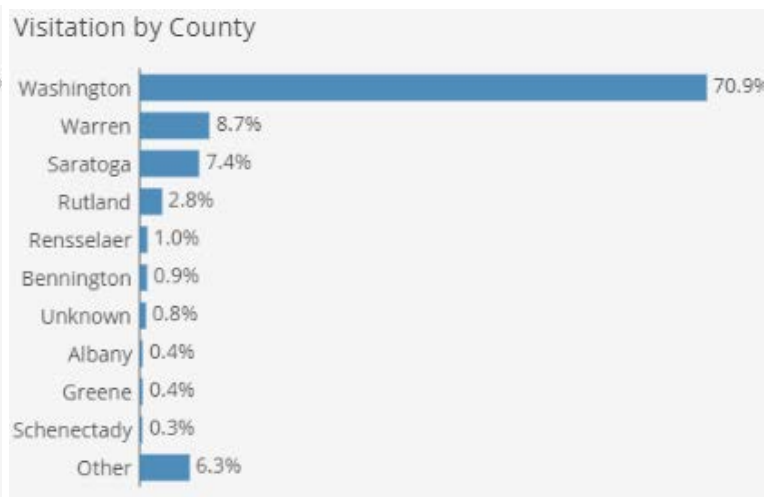
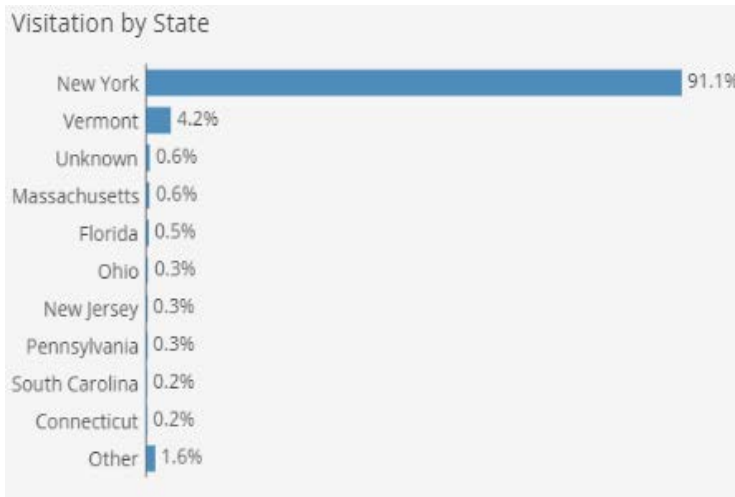
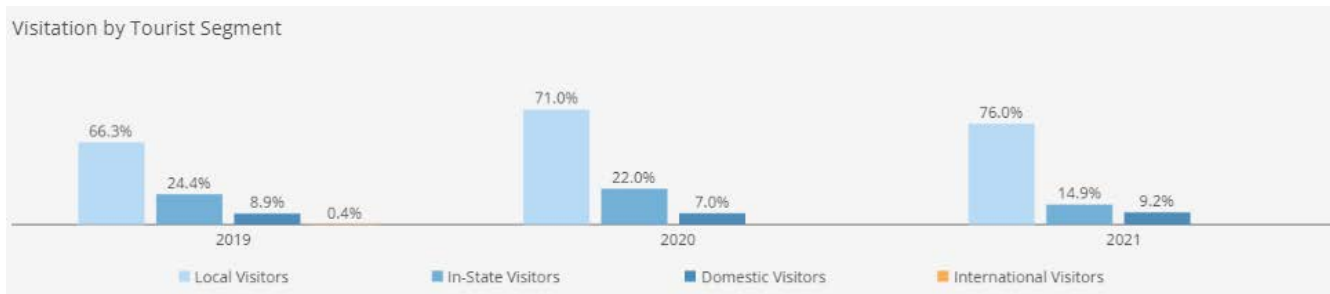


# Arts and Culture Venues Geofencing 2019 to Sept 2021

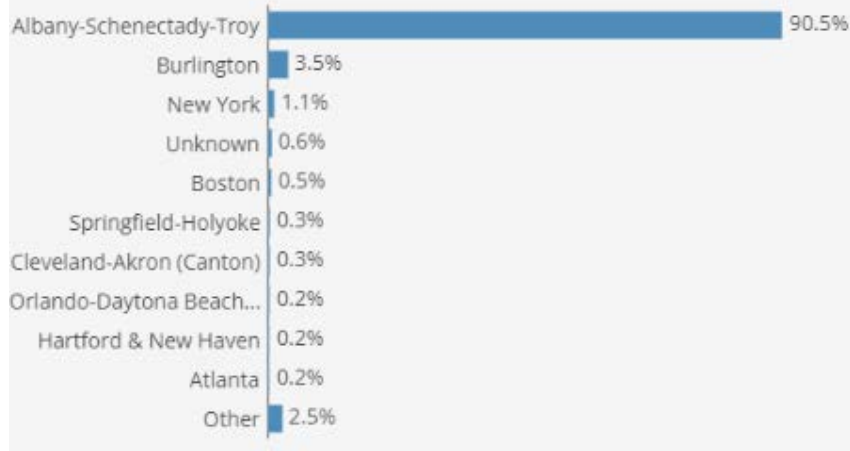
*Strand Theater, Hubbard Hall, Pember Museum, Slate Valley Museum*



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### Visitation by DMA

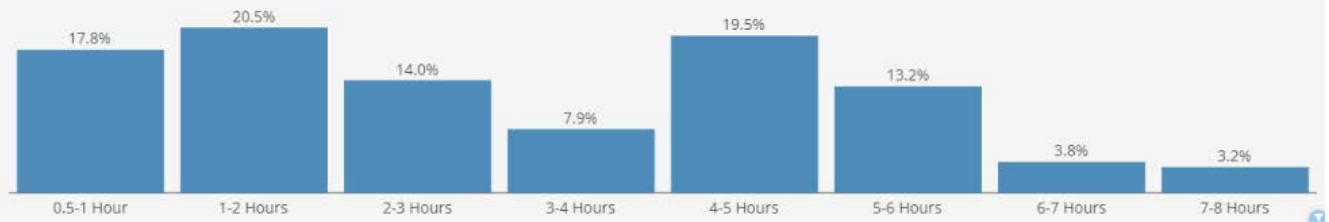


### Distance Traveled



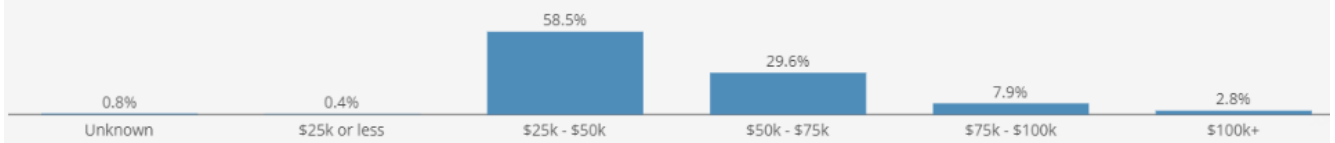
### Average Length of Visit

3.0 Hours



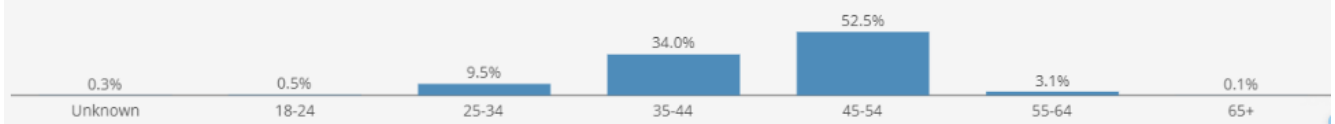
### Median Visitor Household Income

\$51,937



### Median Visitor Age

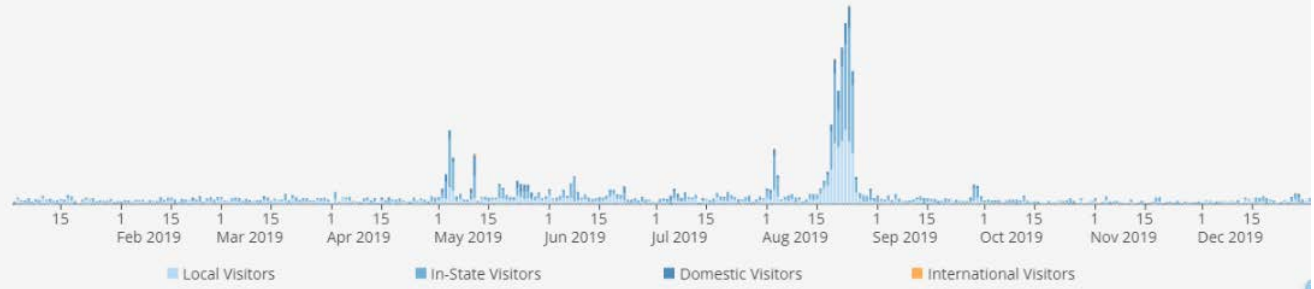
43.6





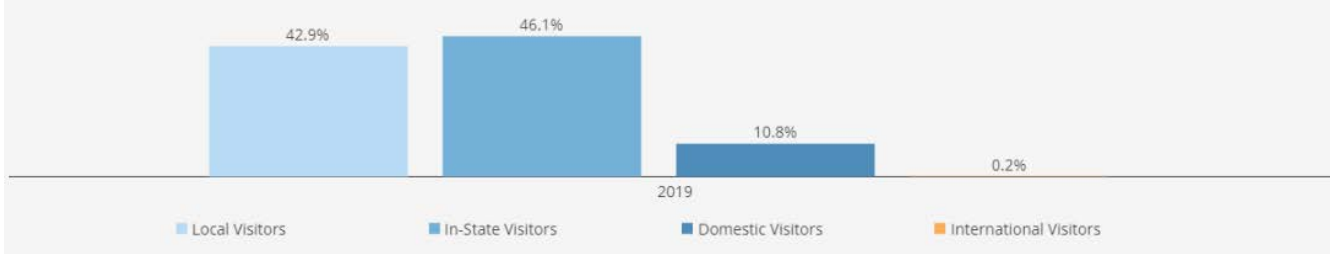
# Washington County Fairgrounds 2019

Number of Tourist Mobile Device Visits  
5.2K

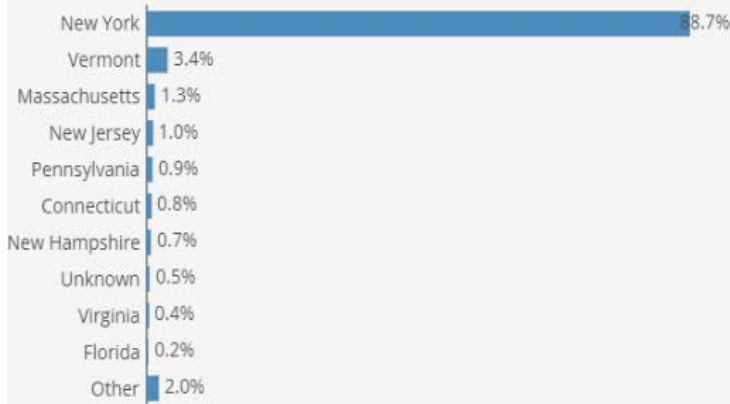


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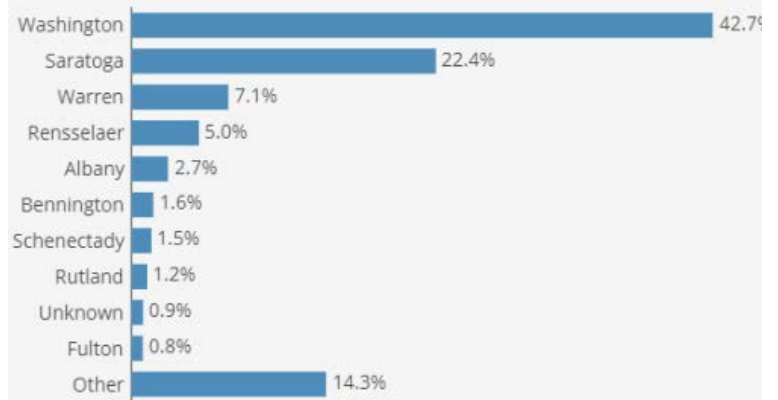
Visitation by Tourist Segment



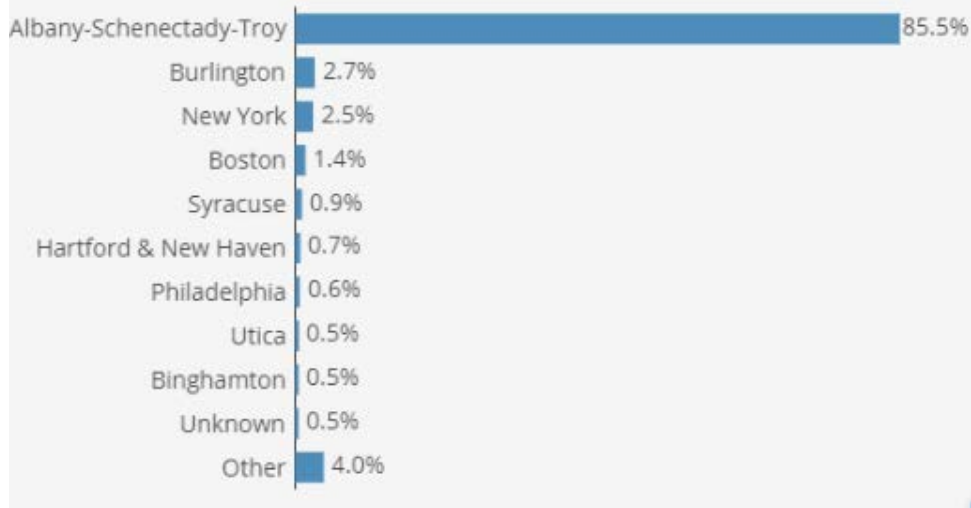
Visitation by State



Visitation by County



### Visitation by DMA

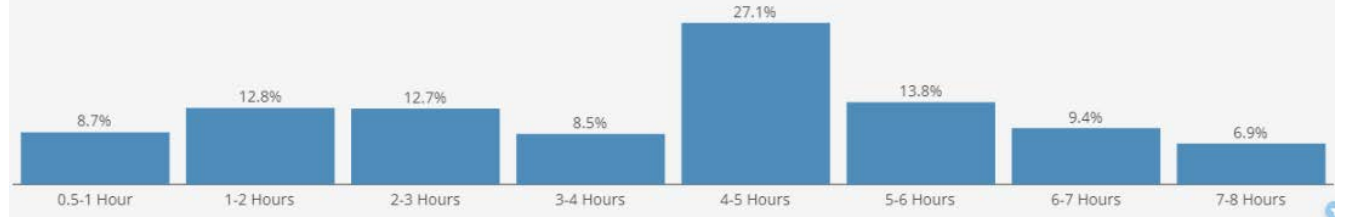


### Distance Traveled



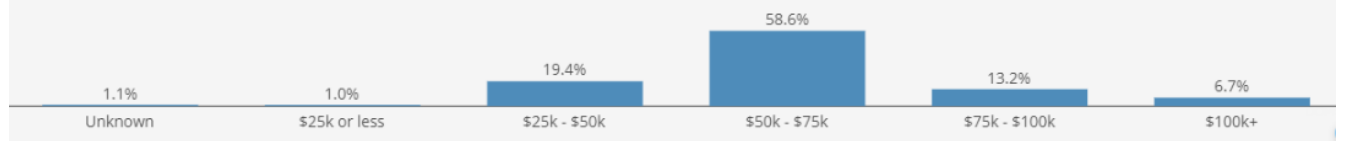
### Average Length of Visit

3.9 Hours



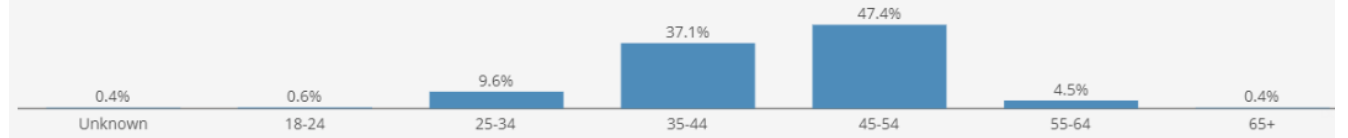
### Median Visitor Household Income

\$64,442



### Median Visitor Age

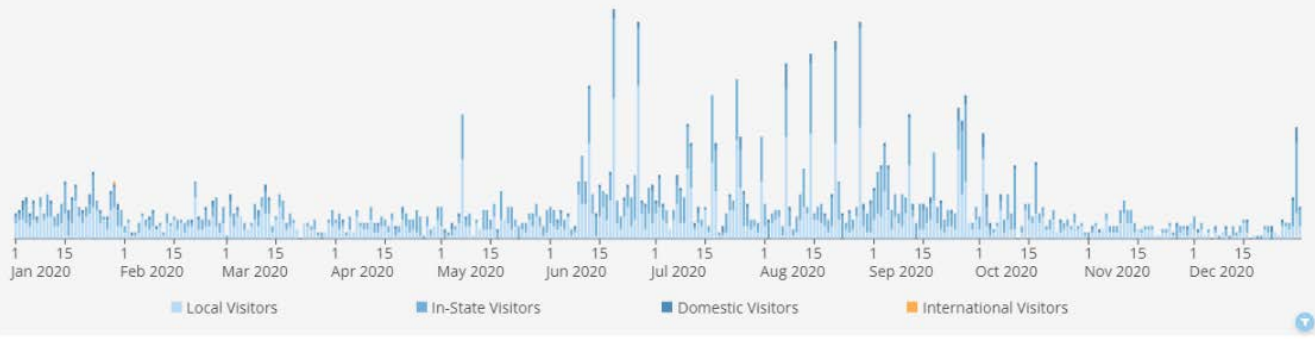
43.4



## Washington County Fairgrounds 2020

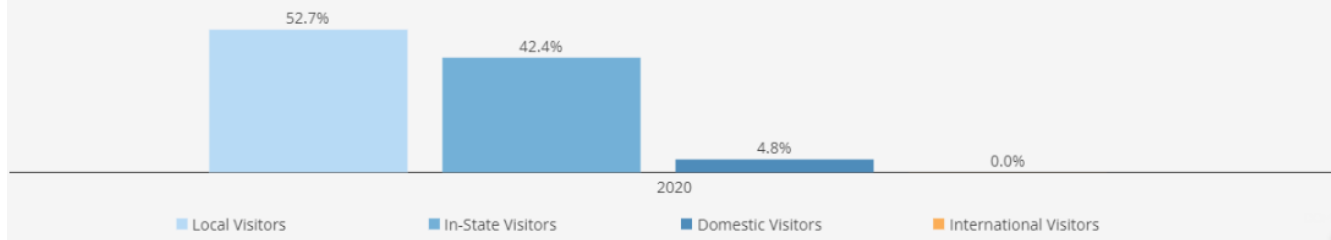
### Number of Tourist Mobile Device Visits

3.7K

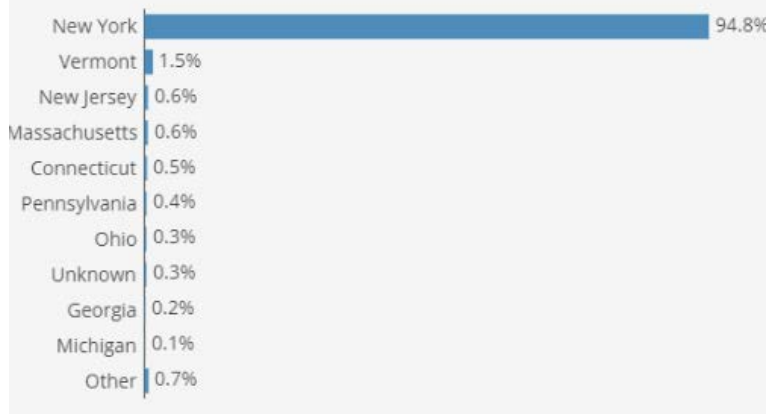


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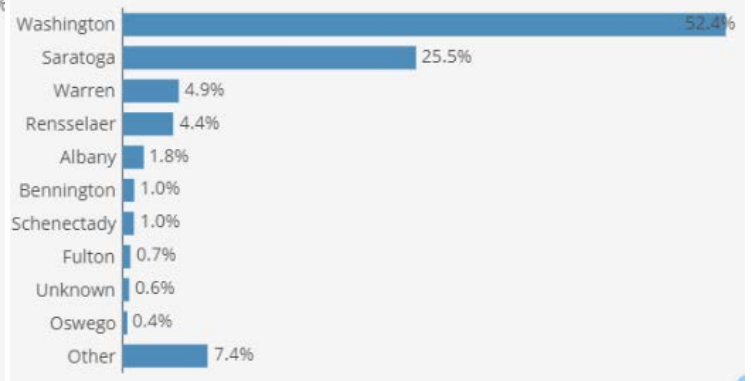
### Visitation by Tourist Segment



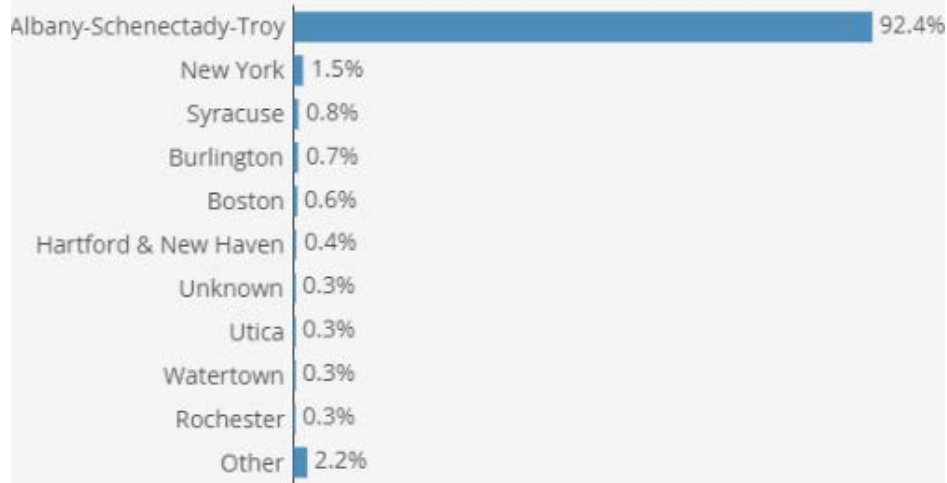
### Visitation by State



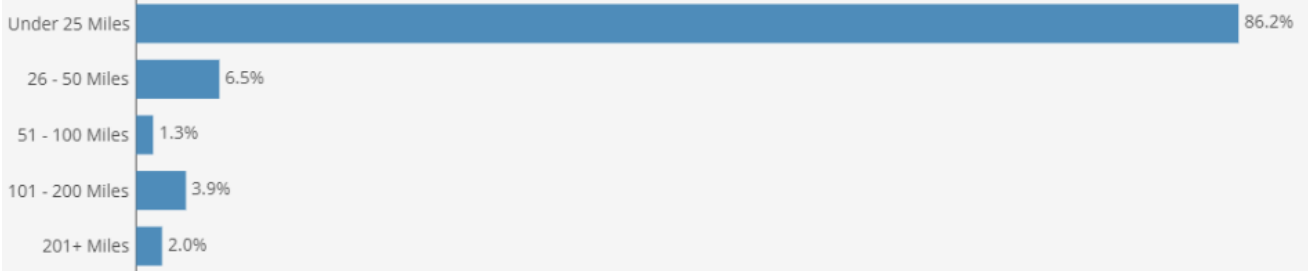
### Visitation by County



### Visitation by DMA

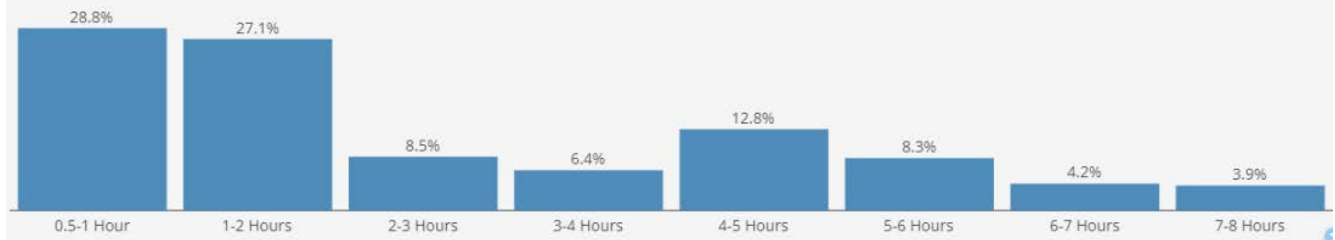


### Distance Traveled



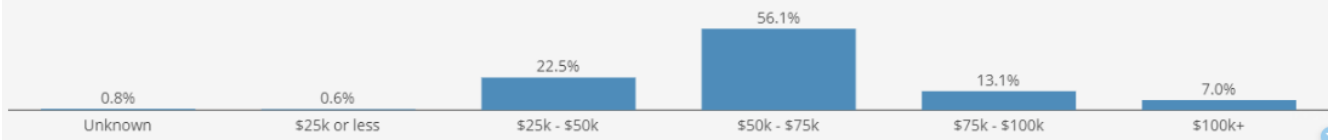
### Average Length of Visit

2.6 Hours



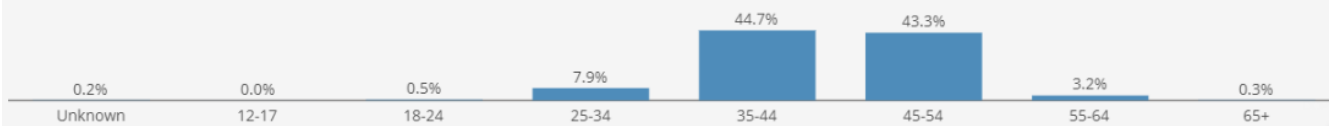
### Median Visitor Household Income

\$63,364



### Median Visitor Age

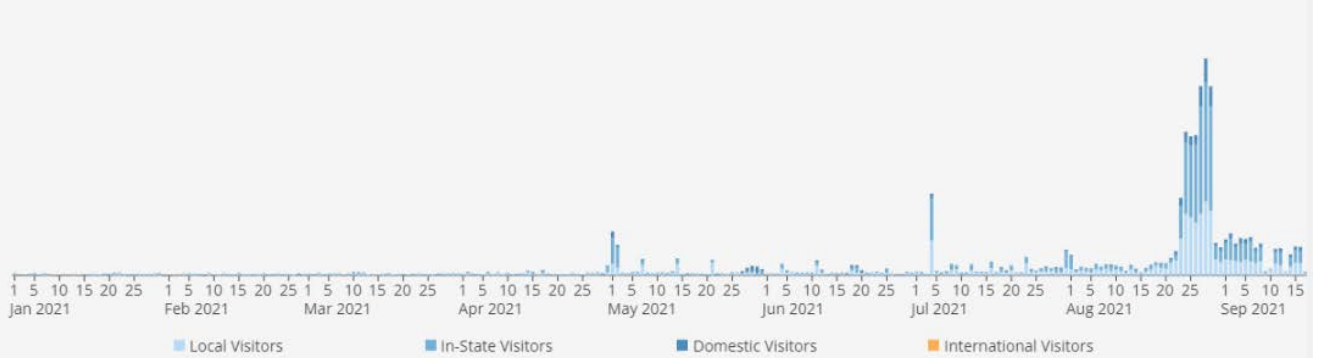
43.2



## Washington County Fairgrounds 2021

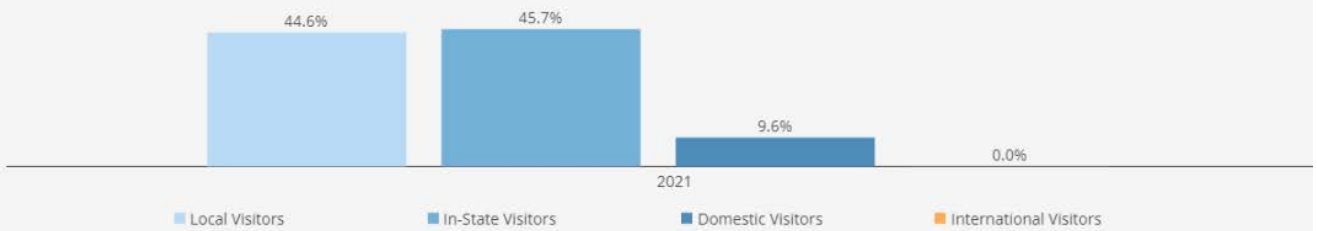
### Number of Tourist Mobile Device Visits

8.3K

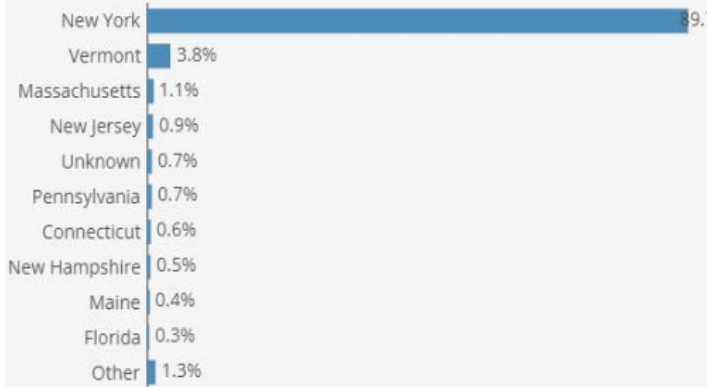


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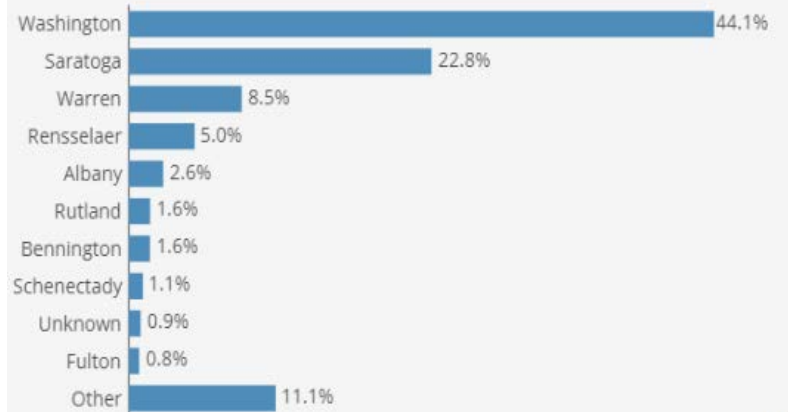
### Visitation by Tourist Segment



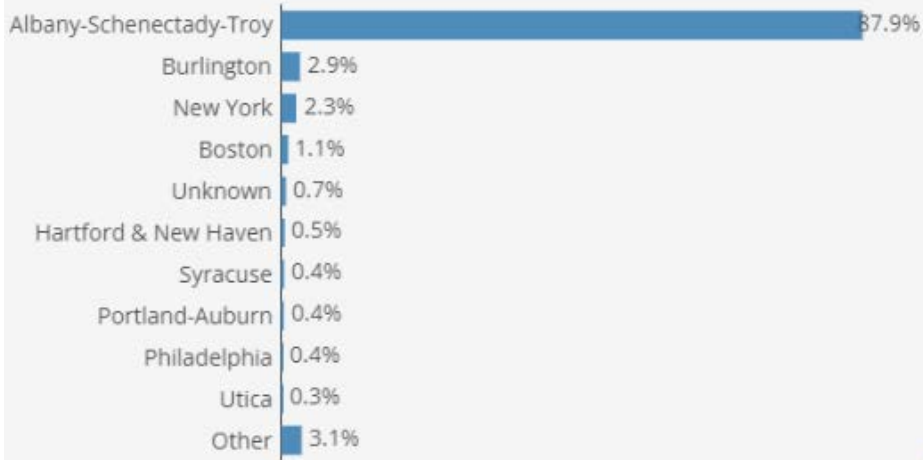
### Visitation by State



### Visitation by County



## Visitation by DMA

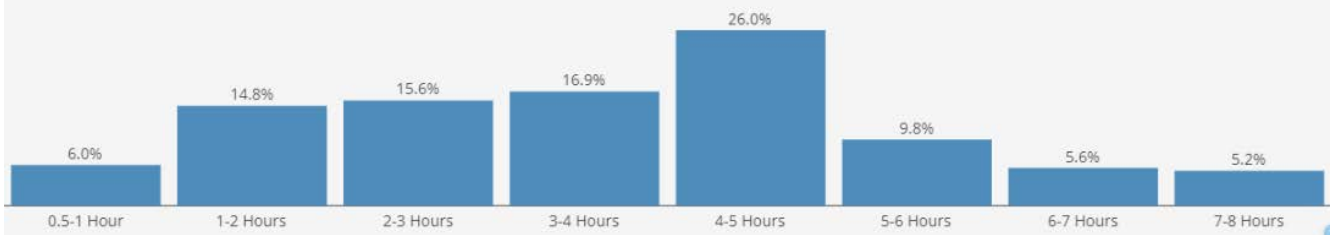


## Distance Traveled



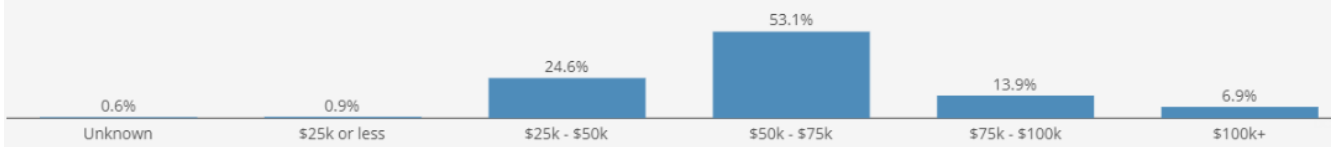
## Average Length of Visit

3.6 Hours



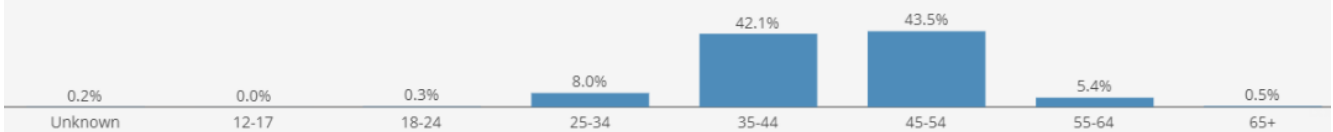
## Median Visitor Household Income

\$63,005



## Median Visitor Age

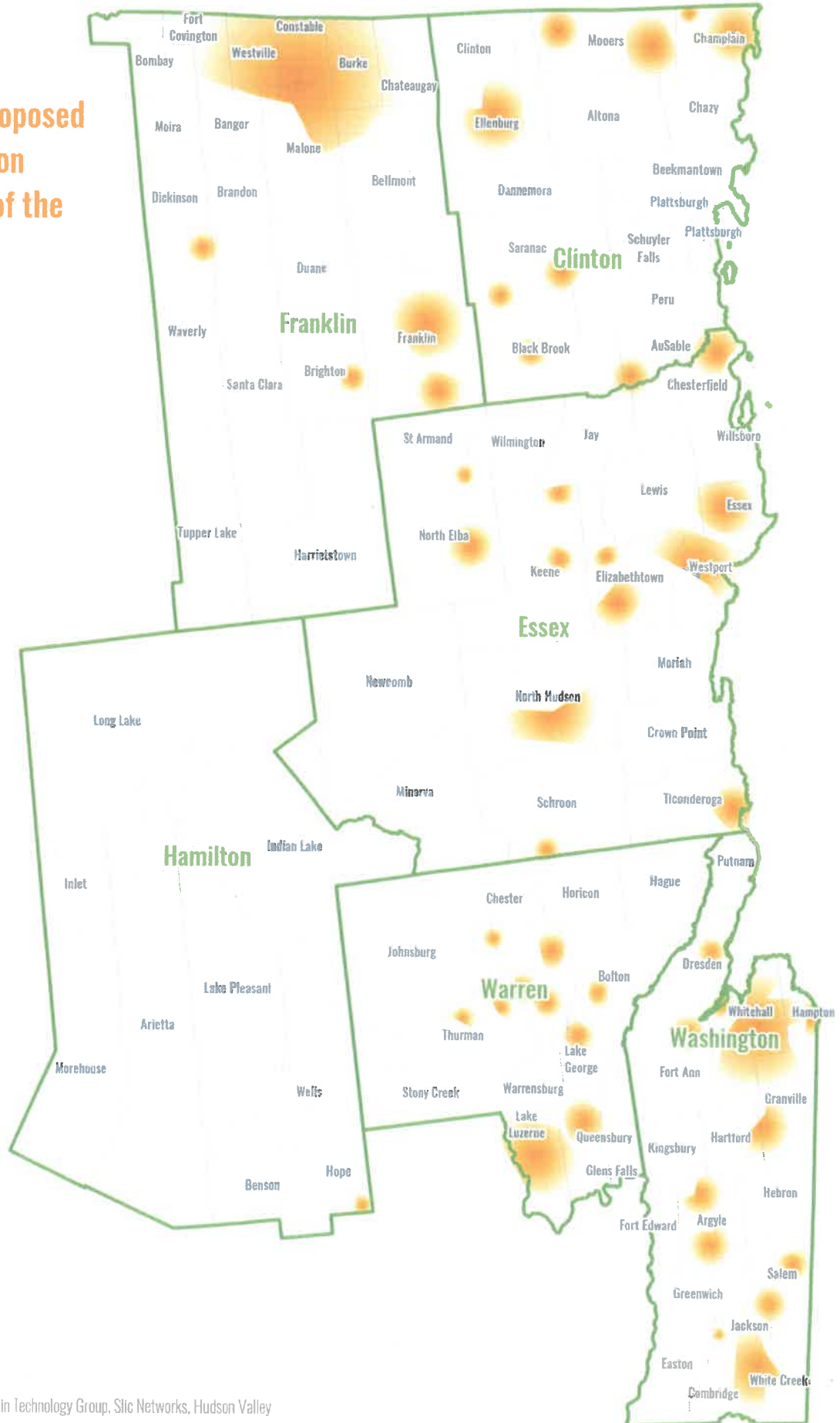
43.8



# Broadband Expansion

## Locations

general areas of proposed  
broadband expansion  
submitted as part of the  
NTIA application  
August 2021



prepared by: Warren County GIS August 2021  
data sources: Charter Communications, Champlain Technology Group, Slic Networks, Hudson Valley Wireless, NYS GIS