Central New York Regional Planning & Development Board
126 N. Salina St., 100 Clinton Sq., Suite 200, Syracuse, N.Y. 13202 ● Tel. (315) 422-8276 ● Fax 422-9051
Paul Vickery, Chairman David V. Bottar, Executive Director

August 13, 2008

BOARD MEETING

August 20, 2008
12:00 noon – 1:30 p.m.

Madison County Office Building
138 North Court Street
Wampsville, New York 13163

Chairwoman Kathleen Rapp, Presiding

AGENDA

1.	Call to Order	Kathleen Rapp
2.	Approval of Agenda and Minutes from the June 18, 2008 Meeting	Kathleen Rapp
3.	Welcome from Madison County - John Becker, Chairman, Madison County Board of Supervisors	John Becker
4.	Madison County Agriculture Economic Development Program - Becca Brier-Rosenfield, Agri-Economic Development Specialist, Madison County Industrial Development Agency	Becca Brier-Rosenfield
5.	Executive Director's Report	David Bottar
6.	Old / New Business	Kathleen Rapp
7.	Adjournment	Kathleen Rapp

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MINUTES

CNY RPDB

AUGUST 20, 2008

ATTENDANCE

Board Members: David Elleman, Mary Ann Messinger, Ann Petrus, James Rafte, James Murphy, Clarence Rycraft, Paul Vickery, Shawn Doyle, Donal Spaulding, Jack Miller, John Becker, Elizabeth Moran, Stephen Zabriskie, Kathleen Rapp, Joseph Wisniski, David Turner, Walter Tennant, William Southern.

Guests: Becca Brier-Rosenfield-Madison County Agricultural Economic Development**,** Bob Trachtenberg-CNY TDO, Tony Kolinski-Empire State Development, John Reinhardt-Madison County Board of Supervisor, Peter Hedglon-Mayor of the City of Oneida, Paul Miller-Madison County Administrator, Kathy McLaughlin-Senator Schumer's office, Brian Donnelly-Onondaga County Department of Transportation

Staff: David Bottar, Bruce Keplinger, Theresa Stephen.

BUSINESS MEETING

1. CALL TO ORDER

Chair Kathleen Rapp called the meeting to order at 12:00 p.m. at the Madison County Office Building in Wampsville, New York.

2. APPROVAL OF MEETING AGENDA/OCTOBER MEETING MINUTES

Ms. Rapp asked if Board members had any changes to the day's agenda and minutes from the June 18, 2008 Board meeting. A motion was introduced and seconded to approve the minutes as presented; the motion was approved unanimously.

3. **WELCOME FROM MADISON COUNTY**

Ms. Rapp introduced John Becker, Chairman of the Madison County Board of Supervisors.

Mr. Becker welcomed everyone to the meeting and provided an overview of Madison County highlighting major developments in the community and the current operations of county government. Mr. Becker noted that the county has undergone a number of leadership changes over the past year and is working hard to streamline their operations and maintain the fiscal stability of the county. Mr. Becker reviewed the county operations, which take place mostly at an office complex in Wampsville. Mr. Becker indicated the county has retained an architectural firm to conduct a space utilization study of the campus and plans to use the study as the basis to maximize use of their existing facilities and limit the need to construct new office space. As part of the study, Mr. Becker commented on the requirements for new voting machines and the burden that is being created by the need for space with a controlled atmosphere for these machines.

Mr. Becker provided a brief review of the status of current negotiations with the Oneida Indian Nation. Also referenced were efforts to develop a methane gas/electric power plant at the county's landfill. Mr. Becker noted that the county considered several different business models for the development of this facility and has decided to contract with Waste Management Inc. to develop and operate the facility. It was noted that Waste Management Inc. is one of the largest comprehensive waste and environmental service firms in the nation and currently operates 108 landfill gas projects in the county. At Mr. Becker's request, Paul Miller provided some additional information regarding the landfill project.

Mr. Miller noted that the county currently operates a centralized landfill several miles south of the Village of Canastota. At this landfill, Waste Management is contracted to build and operate a methane gas/electric generation facility. Mr. Miller noted that the contract with Waste Management calls for the county to receive approximately $330,000 in revenue each year and that there is a provision in the contract for revenue to increase to $500,000 in the tenth year of operation of the facility. It was noted that the facility is expected to generate approximately 1.4 mw of electricity each year which is enough to meet the electric needs for the Village of Cazenovia.

4. **PROGRAM PRESENTATION:**

Ms Rapp introduced Ms. Becca Brier- Rosenfield, an Agriculture Economic Development Specialist with the Madison County Industrial Development Agency to present information about the Madison County Agricultural Economic Development Program.

Ms. Brier- Rosenfield explained that Agricultural Economic Development was one of the four goals specified by Madison County's agricultural community in the Agriculture and Farmland Protection Plan. She said her employment was the result of the Madison County Board of Supervisors approving the funding for a position to "provide leadership and coordination for agricultural development". Ms. Brier- Rosenfield has two offices, one with Cooperative Extension and one with the IDA, to keep her in contact with all the community partners involved in this mission.

She explained the priorities for the Agricultural Economic Development Program as:

- Marketing Madison County's agricultural products and services.
- Creating market opportunities.
- Encouraging value-added enterprises.
- Maintaining an appropriate agricultural land base to support a viable agricultural economy in Madison County by assisting existing Madison County farmers and attracting and supporting new farmers.

Ms. Brier- Rosenfield said the AD Program has secured $175,000 in grant funding this past year and is currently seeking an additional $800,000 for various projects around the county. It was noted that a website has been created for the program at www.madisoncountyagriculture.com.

The website highlights a program initiative called **Come Farm with Us Program** and includes:

- Video-taped testimonials about farming from farmers
- A listing of farms for sale to match up farmers with farmland real estate.
- A guide of local farms.
- An agribusiness guide for farmers.
- A listing of farmer's markets.
- Alternative energy information- particularly wind energy.
- Grant opportunity information.

Ms. Brier-Rosenfield also noted the website highlights another initiative called the **Madison Bounty Program.**

Madison Bounty works in cooperation with Chenango Bounty with a $20,000 grant from Community Foundation and other funding from the AED budget for Cooperative Extension to provide a staff person to sell farm products to Madison County customers. It was noted that through this program, a farmer is able to sell extra products that he is not regularly selling through other distribution efforts and it creates a new market with local residences, stores and restaurants. There is an effort to enlarge this program to another county. They are interested in hiring an access coordinator to try to reach other groups.

Ms Rosenfield said one of the issues for eggs and meat distribution through this program is the cost of product liability insurance. The AED is working with the Amish to overcome some of their specific issues with insurance and distribution and see the Amish churches as one of the avenues for assistance.

Other AED projects highlighted by Ms. Brier-Rosenfield included:

Regional Branding Initiative:

AED is working with MIDLAR, 8 counties in the Central Leather stocking region, on a regional brand called the "New York Central Harvest". She said the UPC code expense is a barrier to getting agricultural products into the grocery stores. AED is looking into how NY Central

Harvest could be the owner of the UPC code working with farmers on the coding of local produce. A partnership with Private New York may be useful in coordination with grocery stores.

Hops – AED has applied for two grants to promote hops as a major crop to the area. Processing equipment is needed and they are looking for funding. This could be the future for the southern part of the county.

Local Farm Guide/Map – The AED put together a list and map of 86 farms in the county. This was funded by a Madison County tourism grant.

Buy Local Week- Under this one-day promotion, hundreds of people went to the farms and $300- $500 of product were sold in that day at many farms. This was a coordinated effort sponsored by Private NY, I Love NY, P&C foods and the Post Standard.

Agricultural Revolving Loan Fund – The AED applied for a grant from USDA to expand direct marketing opportunities for farmers. They will be granting low interest loans of $10,000 to help farmers with marketing.

Dairy Processing- The AED pursued a grant to help quantify the economic value of raising dairy cows. It is necessary to help dairy farms stay viable. It's necessary to have larger scale dairy processors. They are also interested in marketing products under a regional brand. A market analysis is being done in coordination with Morrisville College to help farmers make a variety of dairy products and to provide training for farmers for this purpose.

Livestock processing/ARE Park– The State is losing 95% of livestock processing to Pennsylvania. It is a major priority to create a commercial scale livestock facility to be a cornerstone of the Agricultural Park for Agriculture and Renewable Energy.

Following her presentation, Ms. Rosenfield answered a question about the conflict between crops for energy production and conflicts for food production. She stated that Dr. Cross, the President of Morrisville State College, speaks on this subject and believes this philosophy is a myth and that the rise of commodity prices is more a function of the global economy.

David Bottar referenced a draft agritourism brochure and map that was being prepared by the CNY RPDB that was on display in the room that would support the efforts of the county's agriculture program.

5. **EXECUTIVE DIRECTOR'S REPORT**

David Bottar reported that the audit for 2007 has been completed and was presented and accepted by the Executive Committee at a meeting held on July 16, 2008.

Mr. Bottar also noted that the By-laws committee held their first meeting on July 10th and that a significant amount of progress is being made on proposed revisions to the agency's by-laws.

Mr. Bottar indicated that the next Board meeting is scheduled for October 10th at the CNY RPDB office in Syracuse.

Regarding program activities, Mr. Bottar announced that the agency has successfully secured a $2M grant from the federal Economic Development Administration for the Finger Lakes East Business Park in Cortland County. It was also noted that the agency is currently participating on a Route 81 study advisory committee that has been established by the Syracuse Metropolitan Transportation Council and is in a position to share information regarding this initiative with any interested parties in the region. Mr. Bottar also announced that the CNY RPDB is hosting its annual conference regarding the Oneida Lake Watershed on October 21st at the Lakeshore Yacht and Country Club in Cicero. Board members were encouraged to attend this daylong conference.

6. **OLD/NEW BUSINESS**

There was no new or old business.

7. **ADJOURNMENT**

There being no further business, a motion was introduced and seconded to adjourn the meeting; the motion was approved unanimously.

Respectfully submitted,

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David V. Bottar, Executive Director