

### **Office of the Onondaga County Legislature**

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**DEBORAH L. MATURO**  
Clerk

**J. RYAN McMAHON, II**  
Chairman

**KATHERINE FRENCH**  
Deputy Clerk

### **ENVIRONMENTAL PROTECTION COMMITTEE MINUTES - OCTOBER 16, 2013** **MICHAEL E. PLOCHOCKI, CHAIRMAN**

**MEMBERS PRESENT:** Mrs. Tassone, Mr. Shepard, Ms. Williams

**MEMBERS ABSENT:** Mrs. Rapp

**ALSO ATTENDING:** See attached list

Chairman Plochocki called the meeting to order 9:07 a.m. *A motion was made by Ms. Williams, seconded by Mr. Shepard to waive the reading of the minutes of the proceedings of the previous committee meeting. Passed unanimously; MOTION CARRIED. A motion was made by Ms. Williams, seconded by Mrs. Tassone to approve the minutes of the proceedings of the previous committee. Passed unanimously; MOTION CARRIED.*

**1. OFFICE OF THE ENVIRONMENT:** Dave Coburn, Director

**a. Authorizing the County Executive to Renew Intermunicipal Agreements to Provide Services to Municipalities within Onondaga County to Assist Those Municipalities in Complying with Department of Environmental Conservation Stormwater Permit Requirements**

- County providing assistance to towns and villages via inspection of outfalls for illicit discharges; have been providing service for 5 years; just under 2k outfalls in Syracuse urban area subject to the permit – 800 are Onondaga County's, each must be inspected at least once every 5 years
- Providing service via IMA, resolution renews agreement

In answer to Chair Plochocki, Mr. Coburn stated the agreement is for five years; state law limits agreement length. Chair Plochocki stated he thought we voted on this last year and asked if there was something similar. Mr. Coburn responded we entered into an agreement with Regional Planning to be part of the Stormwater Coalition.

In answer to Chair Plochocki, Mr. Coburn stated there were no significant changes to the agreement; basically the same program, have a digitized database, go to the outfall, check for illicit discharges, notify the MS4. We run the hotline for the county as a whole geographically. If a call comes in, we notify the municipality that there is a potential illicit discharge. It is up to them to track it. If they are unable to track it down, we can assist them at costs. They haven't taken advantage of this, are very capable of handling on their own.

In answer to Mrs. Tassone, Mr. Coburn stated the towns are cooperative. They are very appreciative of this program.

Chair Plochocki asked if all towns and villages were included. Mr. Coburn responded that only those towns and villages in the Syracuse urban area are subject to the requirement. The boundary looks very similar to the sanitary district.

*A motion was made by Mrs. Tassone, seconded by Mr. Shepard to approve this item. Passed unanimously; MOTION CARRIED.*

**2. LAKE IMPROVEMENT:** Tom Rhoads, WEP Commissioner

**a. ACJ Update**

Mr. Rhoads stated he wanted to take a moment to explain why we are doing Save the Rain programs:

- Sewer systems were designed over 100 years ago in Syracuse and 771 other metropolitan areas, designed to be combined sewers and to move stormwater off the streets for horses and buggies; toilets came after storm sewers, then started putting plumbing into sewers; overtime learned raw sewage wasn't a good thing to put into our water bodies– for a long time went directly into the creek

- Combine sewer infrastructure now over 100 years old, has been built and paved over; how do we change that dynamic, can't jackhammer the streets apart and separate the sewers
- Regional Treatment Facilities (RTF's) only captured 70% of the solids and floatables, we chlorinated the ick and put it into the waterways; now going in different direction with gray and green assets
- Gray assets store the water, stretching out the peaks, doesn't overflow the system
- Green assets act like sponges holding water and allowing it to go naturally back into groundwater table or vegetation; don't have to treat the water, reduces our costs

Mr. Rhoads provided copies of the Save the Rain 3rd Quarterly Report (*on file with the Clerk*) and reviewed the following:

#### COMMISSIONERS REPORT

- Clinton Storage and Lower Harbor Brook Storage must be completed by year end, per ACJ; massive gray projects
- Clinton Storage originally designed as RTF, got converted into storage project; saved parking and improved water quality via changes but has been challenging; very tight on deadline, final landscaping and such will carry over into 2014; 8 CSOs being abated via Clinton Storage
- Smaller scale green assets provide ability for community involvement; e.g., held 6-7 meeting prior to construction in Westcott area, weekly meetings during construction, last 4 weeks haven't met; public is enjoying the way projects are being completed
- Recent outreach efforts include Save the Rain Clean Water Fair, kiosk at Westcott Cultural Fair, also doing smaller events along with projects; e.g., West Onondaga; anywhere we intermix our projects with the community
- Green assets tremendous opportunity to engage the public, have flexibility in design, provides good well; saves the rain and abates CSOs while providing neighborhood development and improvement
- University of Toronto study compared life cycle cost assessment of low impact development (LID) practices with conventional stormwater assets; large poorly designed old gray stormwater ponds near businesses or subdivisions, not properly done, just moving stormwater off the surface and dumping it into a pond, causes water quality issues and is more expensive than green approach; studied retaining water with rain gardens and bioswales, better method for water quality and is 35%-77% less costly than conventional approached to stormwater management in parking lots and parking structures; this is why we are focused on green and the message we need to convey
- Need to encourage all developers to use LID for all municipalities, not just those in CSOs
- **GRAY PROJECTS**
- Clinton CSO Storage \$75M, on time but very tight deadline; number of challenges with project, while in design DEC changed rules of how ground water could be handled; was previously designed to be an RTF, then designed to be tunnel boring machines, final plan of open cut- cheapest method by bid; captures 6M gallons of CSO; installing a little green on each end, will use stormwater captured and retained to flush these storage facilities at the end of events
- Lower Harbor Brook CSO Storage, pleased with news coverage received, one of the largest contiguous concrete pours in North America, didn't have onsite batch plant, trucked concrete from across the community using 3 concrete plants; local builder- C.O. Falter, on track and on time

#### GREEN PROJECTS

- East Washington Street located in front of Center of Excellence; GIGP grant from NYS, if we receive additional funds to manage projects or make them larger, still have spending caps from the Legislature; coming back next month to talk about what is happening with some of these grants and Clinton Storage
- Harbor Brook Wetlands Pilot almost complete; CSO discharges into Harbor Brook 62 times per year; all natural treatment and capture of biological contaminants via the wetlands once engaged
- Still doing many road construction projects with the City; Common Council part of decision making process for road projects, difficult to plan for, once we get their list, try to matchup with them; very effective as we provide green storage work and all other work is handled by the City; City good partner just takes more effort
- Zoo projects astounding, changes the look and feel, great natural elements; saving the rain, improving water quality and zoo assets
- West Fayette Street Sewer Separation cost less than \$500k, capturing 8M gallons of runoff per year; City had done partial separation, we are completing, making sure separate areas are separate, not going into our Metro treatment system and causing overflows during wet weather events

#### GIF

- Some changes in GIF this year, still have some project in pipeline; Chairman McMahon now part of the larger GIF Project and Program Planning team, meets regularly on GIF projects; open and transparent process, projects are evaluated against metric on website; people are applying, biggest opportunities are still out there, number of parts of the City where we can still do a lot of GIF work

#### WWTP

- Referenced photo of blue-green algae bloom at Seneca Lake State Park; very wet June caused runoff and nutrients to go into water bodies nationwide, causing these blooms; EPA has created Hazardous Algae Bloom (HAB); could die if you were to swim in blue-green algae, toxic to your system; happening in Gulf of Mexico, Chesapeake Bay and 50 NYS lakes this year; Onondaga Lake did not have HAB as we are removing the phosphorus
- Town and village stormwater management is about getting nutrients out of the waterbodies and receiving waters
- When EPA puts out presentations about HBA the public will follow and want these to stop; have to work together as a team to determine how to stop nutrients from entering our receiving waters; WWTPs get all the regulatory focus but down the road every stormwater structure and both crop and animal farms will see more regulations because lakes like Seneca, Cazenovia and Oneida are experiencing these HABs
- Onondaga Lake is doing well; referenced photos of young and old Tiger Muskies captured and released back into lake as part of our program
- On target with phosphorus numbers; had a blip in June, wet weather with a lot of runoff; runoff forces nutrients from high areas of the watershed into the lake

#### LEGISLATION AND MEDIA

- Very good season with media, Save the Rain program well recognized; smattering of articles included

#### FINANCIAL UPDATE

- Clinton/Lower MIS CSO Improvements original budget \$58M; budget designed around different facilities, budget now \$75M, stressing budget; coming back with detailed presentation, why this occurred, what the impacts will be

Chair Plochocki asked that he speak to why the blue-green algae blooms are so dangerous, and have been so prolific recently. Mr. Rhoads responded:

- Algae is a natural occurrence; blue-green algae blooms are a very dense thick mat, dies, sinks to the bottom and decomposes rapidly taking all the oxygen out of the water-body
- Toxic element- collects cyanide; spore activity effects respiratory function; typically animals get sick or die, also effects people; telling people to stay out of the waterbodies, no recreation in areas with blue-green algae blooms

- Happening nationwide; internet pictures show how bad this is in other areas of the world; e.g., lakes in China where blooms are 5-6 inches thick across the entire lake
- Contaminates watersheds, can't be used for drinking water, changes the taste and chemistry of the water, requires more treatment for domestic water supply
- Gulf of Mexico heavily polluted mainly from road crop farming in the Midwest; national level environmental issues brings regulator activity from the EPA to the state, state passes it down to the county and local level
- Together can encourage people to use LID; e.g., nutrient runoff from parking lots going into bioswales instead of water-bodies; with LID we can build our way through this and have continued economic growth without investing millions of dollars into end of pipe or reconstruction solutions; can get ahead of this before regulations comedown

In answer to Chair Plochocki, Mr. Rhoads responded that when you swim through the blue-green algae, you have aerobic activity causing you to breath in all the spores and cyanide.

The meeting adjourned at 9:45 AM.

Respectfully submitted,

KATHERINE M. FRENCH, Deputy Clerk  
Onondaga County Legislature

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## COUNTY FACILITIES COMMITTEE MINUTES - OCTOBER 16, 2013 JUDITH A. TASSONE, CHAIR

**MEMBERS PRESENT:** Mr. Dougherty, Mr. Andrews, Mr. Shepard

**MEMBERS ABSENT:** Mrs. Rapp

**ALSO PRESENT:** see attached list

Chair Tassone called the meeting to order at 10:33 a.m. *A motion was made by Mr. Andrews, seconded by Mr. Shepard to waive the reading of the minutes of the proceedings of the previous committee meeting; MOTION CARRIED. A motion was made by Mr. Shepard, seconded by Mr. Andrews to approve the minutes of the proceedings of the previous committee meeting; MOTION CARRIED.*

1. **CNY ARTS:** Stephen Butler, Executive Director

a. **Amending the 2013 County Budget to Make Funds Available to CNY Arts for Distribution to Musical Associates of Central New York, Inc. (\$75,000)** (*Attachment No. 1 Symphoria 3rd Quarter report*)

- Free attendance of 13,800 are not free but paid for by townships (i.e. Fayetteville); avg. \$15,000/event; 40 events
- \$300,000 in checking - can handle obligations; 1st full season; more than 1,500 subscribers and 9,000 tickets sold
- They understand this is a partnership; more people at events, more spending on dinner/gas/coffee; raising sales tax
- Symphony is draw for region; contribute to room occupancy tax
- Subscriptions – talking about greatest achievements and launching first concert season – 5 categories: Masterworks, Casual, Pops, Spark and Young People; to date engaged 1300 subscribers and 9,000 tickets

Mr. Dougherty asked if they have a goal for this year or next year. Mr. Fisher responded:

- Put together a multiyear budget based on what the Syracuse Symphony Orchestra used to be; roughly \$5 million; \$2 million of tickets and \$2 million in private donations
- First year they were trying to get \$1.4 million, and came within \$30,000 to \$40,000 of that goal
- Second year is halfway between there and where they want to be; not sure they have specific ticket goals
- Number of different series; Masterworks (serious symphony goers) has sold over 600 subscriptions exceeding their average concert last year; sold another 600 with everything else including the Pop series
- Doing number of casual concerts (i.e. next door at YMCA); in Syracuse last Friday for music of James Bond, then to Cortland and Rome for Saturday and Sunday
- Free concerts paid and give tickets away or sell directly (Symphony doesn't see sales); in-house record ticket sales

Mr. Butler responded to Mr. Dougherty that they sold 9,000 single tickets in addition to subscriptions (season tickets). The biggest venue is the Civic Center which seats 2,200, so their target might be 2,200 subscriptions for their biggest events, including the Masterworks series. They can then add on performances to sell single tickets. Mr. Dougherty asked if there are incremental increases on the tickets based on sales. Mr. Fisher replied that the ticket service they use has a fee per ticket. Mr. Dougherty asked if their operations get more expensive. Mr. Fisher answered not by much. The box office donates space for them, and they use the County box office; usually have two or three people so may be additional cost for third person. Mr. Butler commented that it is cost effective to sell subscriptions. Mr. Fisher stated the funds from the County used to be \$400,000, this year is \$300,000 and next year is \$280,000. Mr. Fisher said the County cannot go too much lower without threatening the Symphoria's existence. They have money in the bank, they're paying their vendors, they're not sticking anybody, and they're in year two of the startup in a good position, but by no means are they where they need to be. They also have a new Executive Director, Catherine Underhill.

Mr. Dougherty asked what marketing they are using to increase ticket sales. Mr. Butler replied there is a marketing firm on staff, Koenig, which they did not have last year. The subscription and ticket sales are because of the marketing firm is in place; heavily marketing subscriptions this summer. They are using tweeting, social networks and banner ads that are much more cost effective for an organization that does not have a \$5 million budget. Mr. Dougherty stated his concern, with the exception of being on the Legislature, is that he never hears about the concerts they are doing or music they are putting on. Mr. Dougherty said they are selling tickets which is great, but has to believe they would sell more if they pushed it a little harder. Mr. Fisher commented that the musicians get paid last, and they are the ones to decide how much to spend. They had a proposal from Eric Mower for \$300,000, but they cannot spend all their money on that. Instead they are using direct marketing, have lists of tried and true customers and telemarketing. Mr. Dougherty commented it might be the right thing to do but it makes Mr. Dougherty nervous that he has never heard of them outside the Legislature. Mr. Fisher said Syracuse Stage is on TV, on billboards and flyers, and they are probably bringing in \$5 million, so they can dedicate \$500,000 to marketing. The Symphoria is at \$1.4 million, and would have to spend \$500,000 to get there, but they cannot pull the trigger. Mr. Butler stated it is important feedback, and said they could ask the marketing firm for a one page marketing plan. Mr. Butler suspects it

is based on budget and success, and that they started with the lists from SSO. As things get rolling there will be more and more general marketing. Mr. Dougherty said it is good news. Chair Tassone commented they are doing well.

***A motion was made by Mr. Dougherty, seconded by Mr. Andrews, to approve this item. Passed unanimously; MOTION CARRIED.***

**2. ONONDAGA COUNTY PUBLIC LIBRARY:** Elizabeth Daily, Executive Director

**a. Amending the 2013 County Budget to Accept Additional New York State Aid Funds for the Onondaga County Public Library (OCPL) and Authorizing the County Executive to Enter into Contracts to Implement this Resolution (\$44,770)**

- Accepting funds from NYS; not budgeted; lag from when NYS budget passed, and when executive part of NYS decided on exact numbers; received the numbers last month
- Plan for expenditures would've been done anyway; knew amount since April 1st but couldn't amend until posted

***A motion was made by Mr. Dougherty, seconded by Mr. Shepard, to approve this item. Passed unanimously; MOTION CARRIED.***

**3. TRANSPORTATION:** Chris Rauber, Civil Engineer

**a. Amending the 2013 County Budget and Authorizing the County to Pay in the First Instance 100% of the Federal and State Aid Eligible Costs at a Maximum Amount of \$3,192,000 and Authorizing the County Executive to Enter into Agreements for the Velasco Road Improvement Project, PIN 3753.29 (\$3,192,000)**

- All are first instance resolutions; will cover item 3b last
- Velasco Road: total cost \$3,360,000, local \$168,000 (in work plan); NYS 173 to Glenwood Ave; construction phase

Chair Tassone stated the bid will go out in the winter.

***A motion was made by Mr. Andrews, seconded by Mr. Shepard, to approve this item. Passed unanimously; MOTION CARRIED.***

**c. Amending the 2013 County Budget and Authorizing the County to Pay in the First Instance 100% of the Federal and State Aid Eligible Costs at a Maximum Amount of \$1,254,000 and Authorizing the County Executive to Enter into Agreements for the Fly Road Paving Project, PIN 3754.87 (\$1,254,000)**

- Fly Road: total cost \$1,320,000, local \$66,000 (in work plan); paving from New Venture Gear Drive to Kirkville Road
- Construction next year; resurfacing and some shoulder reconstruction on Fly Road

***A motion was made by Mr. Shepard, seconded by Mr. Dougherty, to approve this item. Passed unanimously; MOTION CARRIED.***

**d. Amending the 2013 County Budget to Fund in the First Instance 100% of the Federal Aid Eligible Costs at a Maximum Amount of \$200,000 for the Design (Scoping I-VI) and Right-of-Way Incidentals Phase of the Otisco Valley Road Bridge Over Nine Mile Creek Project, PIN 3755.23, and Authorizing the County Executive to Enter into Agreements to Implement the Intent of this Resolution (\$200,000)**

- Otisco Valley Road Bridge over 9 Mile Creek; expect total design phase \$250,000, local \$50,000 (in work plan)
- Construction for \$800,000; will be back for those funds in first instance

Chair Tassone stated all of these items are part of the work plan from 2011.

***A motion was made by Mr. Shepard, seconded by Mr. Andrews, to approve this item.***

Mr. Dougherty asked when DOT will be back to ask for the rest. Mr. Rauber responded once they get into the design phase, there are many steps to go through for the federal funds, and they will have a better idea at that time of what the construction costs will be. They will begin design now, and will probably be back in a year and a half for construction costs. They know they have to replace the deck, replace the bearings, do some substructure work, but they may do a portion of it or all of it; will figure out when they have a final design.

***Passed unanimously; MOTION CARRIED.***

**e. Amending the 2013 County Budget to Fund in the First Instance 100% of the Federal Aid Eligible Costs at a Maximum Amount of \$160,000 for the Design (Scoping I-VI) and Right-of-Way Incidentals Phase of the Electronics Parkway and Henry Clay Boulevard Signal Interconnect Project, PIN 3755.29, and Authorizing the County Executive to Enter into Agreements to Implement the Intent of this Resolution (\$160,000)**

- Design phase; Electronics Pkwy and Henry Clay Blvd.; total design cost of \$200,000; local \$40,000 (in work plan)
- Construction costs around \$1 million; will be back for those when nearing finish of design phase

Mr. Rauber responded to Chair Tassone that there are eight signals on Henry Clay and Electronics they want to coordinate. Chair Tassone commented it includes the Thruway. Mr. Rauber replied to Chair Tassone that they anticipate the cost to be \$1 million, but they are waiting to see what the overhead for the signals will be. Sometimes they replace the entire signal because of wires or maintenance issues. They also have to look at the wireless communications and electronics. Chair Tassone asked if the County is totally responsible for the costs. Mr. Rauber answered since it is under DOT ownership, the County makes the improvements.

***A motion was made by Mr. Dougherty, seconded by Mr. Andrews, to approve this item. Passed unanimously; MOTION CARRIED.***

**b. Amending the 2013 County Budget to Fund in the First Instance 100% of the State Aid Eligible Costs for the First Floor Gallery Exhibition Upgrade and Redesign Project, and Accept Funds from the Erie Canal Museum (\$360,000)**

- Pay 1st instance of state aid costs and accept funds from Erie Canal Museum; state grant for \$225,00 plus putting up \$130,000 of fundraising dollars; County to pay 1st instance and handle reimbursement of fed portions of other funds

- ECM had grant for some time; grant expired and looking for extension; verbal confirmation from state funds are there
- County asked for written confirmation; waiting on Comptroller to send; don't have that yet
- Propose to approve, but if don't have written confirmation, then pull the resolution; hopeful to have written confirmation before Ways and Means

Chair Tassone stated they will not vote on this item, and will let it go to Ways and Means.

Mr. Rauber's response to Mr. Andrew's question:

- This is under DOT because it is a partnership with DOT and Facilities; resolution in 2006 for this project totaling \$500,000 where County paid in 1st instance; another grant to museum for \$100,000 – balance of \$400,000 in resolution that is fed highway funds; aside from this money, there is another \$500,000 out there

The meeting was adjourned at 10:56 a.m.

Respectfully submitted,

Jamie M. McNamara, Assistant Clerk  
Onondaga County Legislature

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## PUBLIC SAFETY COMMITTEE MINUTES - OCTOBER 16, 2013 KEVIN HOLMQUIST, CHAIRMAN

**MEMBERS PRESENT:** Mrs. Tassone, Mr. Dougherty, Mr. Ryan, \*Mr. May

**ALSO PRESENT:** see attached list

Chairman Holmquist called the meeting to order at 12:00 PM. *A motion was made by Mr. Dougherty, seconded by Mr. Ryan to waive the reading and approve the minutes of the proceedings of the previous committee meeting; MOTION CARRIED.*

### 1. **EMERGENCY MANAGEMENT:** Kevin Wisely, Commissioner

#### a. **Accepting Homeland Security Funds from the FY2013 Hazardous Materials Grant Program for the Onondaga County Department of Emergency Management, And Authorizing the County Executive to Enter Into Contracts to Implement this Resolution**

- Received on annual basis
- \$55k used for Regional Special Operations team- City of Syracuse, Onondaga, Oswego, and Madison Counties; earmarked for training and maintenance of equipment

*A motion was made by Mr. Dougherty, seconded by Mr. Ryan to approve this item. Passed unanimously; MOTION CARRIED.*

### 2. **SHERIFF:** Captain Rinella; Dan Schuster, Director Administrative Services **Monthly Update on Status of:**

#### a. **New Mental Health Unit at Justice Center**

- Facilities Management working to identify contractors under contract with jail building experience, eliminates need for RFP; waiting to hear back from them, will go through RFP process for those with expertise, if there is no one under contract

Mr. Ryan asked how finite the expertise would be. He doesn't want to see anyone excluded because they haven't been special enough. We are seeing this in other projects. We are being told it is a specialty area, the contract is awarded as such and in actuality, there is nothing special about the specialty. Captain Rinella responded that he didn't want to speak for Facilities Management but they were going through a process to see if anyone has jail building expertise. If this were their first time building a mental health unit, they would probably have to do considerable research.

Mr. Dougherty asked if there was an expectation for when this would be completed. Captain Rinella responded we are hoping as soon as possible. A week at the maximum, want to push this process along as quickly as possible. The Chief has reached out the Commissioner.

Mr. Ryan stated as of late, we are seeing a lot of out of state contractors coming in to do work that was supposed to be specialty work. This facility is going to be built with a lot of county dollars. For the record, he would like to see the facility built by a local contractor, with local workers; hopes this is taken into consideration. Captain Rinella responded that he couldn't speak on behalf of the Commissioner; he has his process and will let us know what he has determined. He is correct in the fact that local jobs drive the local economy; doesn't think anyone disagrees with this.

#### b. **Special Operations Facility**

- VIP Structures doing needs assessment, should be completed by month end; then will begin review of possible locations meeting the needs of the Special Operations Facility and the Property and Evidence Facility
- City is still on board for Property and Evidence

Chair Holmquist stated that there has been a lot of input from everyone for both the Special Operations and Property and Evidence facilities.

**Chair Holmquist asked that the assessment be brought back to the committee for everyone to have an opportunity to see once completed.** Also with regard to the Mental Health Unit, we have talked about what the future needs are and what the current crisis is. We need to be able to have all of our questions answered. Captain Rinella responded that they could email the Chief or himself and as things progress, we will respond as quickly as possible. We meet once a month, but if you have questions or concerns, we will get back to you.

Mr. Ryan stated his concern is that the needs assessment include everyone that is involved including the DA, town and village police departments, etc. Captain Rinella responded that this is what the needs assessment is all about. We will then review it.

Mr. Ryan asked if the committee would see the needs assessment before it went out for bid. Captain Rinella responded:

- Doesn't see why not; we are relying on their expertise
- DA would like to see a central depository; often call us, tell us what they need and we bring it down; chain of custody is extremely important if something goes to trial
- Many towns and villages would also like a central depository; may want to keep a bicycle for convenience of constituents, claimant could pick up without having to go wherever the location is
- Overall moving in the right direction for consolidation

Mr. Ryan stated if we put forth a good product it won't be a windfall of savings, but is just a little bit more that the county can do to help the towns and villages. They are going to be facing significant challenges in the years to come.

#### **c. Pistol Permits**

- Currently working with the software vendor, had series of teleconferences, another scheduled for Friday, process ongoing
- Sent them forms and processes required, looking at software and trying to marry the two
- Chief Balloni put together agreement with County Clerk for pilot program to address the backlog; starting January 2, 2014, County Clerk's office will be doing initial applications, as well as the Sheriff's office
- 1 or 2 kiosk in the lobby once software is complete; will have directions and can complete initial application

\*Mr. May arrived at the meeting.

Mr. Dougherty asked if there was an estimate on the current number of people backlogged. Captain Rinella responded that he didn't have anything numeric, but believes we will run well into next year.

Mr. Dougherty questioned if this was hundreds of people. Captain Rinella responded that he couldn't give a number. They are finding people who don't show up for appointment because they are so far out. We are actually calling people as a reminder. In addition some people change their mind, they don't want one, moved out of the area or whatever the scenario maybe. We try to keep the line moving by reaching out to them. Chair Holmquist added that references move away, die or any number of things, as the timeframe is so long. By the time you get there, the references may not be available.

Mr. Dougherty asked if the backlog was shrinking. Captain Rinella responded that we get a lot of walk-ins; without having the numbers, it would inappropriate for him to say. It is constant right now, between the in- coming phone calls, the appointments we are setting up, and the walk-ins. Hopefully, working with the County Clerk and going with the software system will reduce this considerably.

Mrs. Tassone asked who was making the phone calls to remind people of their appointments. Captain Rinella responded Deputy Crowley, President of OCSPA, Mr. Metz, a part-time employee, used to run records facility and Ms. Michaud is the full-time person. Some people respond and some don't for a number of reasons mentioned. We are trying to be as efficient as possible with the resources that we have.

#### **d. Correctional Health**

- Correct Care Solutions chosen vendor, very responsive; putting finishing touches on contract
- Work well with existing employees, have informed them of the change and are having meetings with them
- Can't say anymore as the contract isn't completed; Chief Balloni and others went to Nassau and Westchester Counties, saw vendors operations and were very pleased

**Mr. May requested a copy of the final contract once it has been completed.** Captain Rinella responded that this would come from the Law department.

Mr. Ryan asked the length of the contract. Mr. Dean responded that it has not been completed. As written in the RFP it is three years, plus one, plus one; two one year, renewals if so desired.

#### **e. Amending the 2013 County Budget to Appropriate Insurance Recovery Funds for the Replacement of a Sheriff's Vehicle (\$10,915)**

- Lost 6 vehicles to accidents last year, received \$10, 915 from insurance, as of yesterday got another \$561- total needs to be amended to \$11,476; use funds toward purchase of new patrol car
- New model has shifter moved to column; car will require redesign, want vehicle and do prototype so when cars come in we are set and ready to go; redesigned from Crown Victoria to Chevy Caprice, will be a second redesign for shifter change from console to column
- Will be looking for grant funds to make up the difference

Mrs. Tassone asked what the price difference would be. Mr. Schuster responded that a new car is about \$27,000. Captain Rinella added we are scanning grants to see if we can do this.

Mr. Dougherty asked how they were going to buy this car for \$11,000. Captain Rinella responded that we wanted to use this as a base, then find the difference through grants and purchase the car. We would be putting this insurance money towards the purchase of the car.

Mr. Dougherty asked what happened to the other five cars involved in accidents last year. Captain Rinella responded that they were totaled. Mr. Dougherty asked if they were replaced. Mr. Schuster responded not yet. Captain Rinella responded all we have gotten to this point is \$11,476.

Mr. Dougherty asked if we would be receiving insurance money for those cars. Captain Rinella responded that we don't know. Some people aren't insured. Mr. Ryan added these cars get rear-ended a lot.

Mr. Schuster stated he didn't know the specifics for each accident but if someone it a deer, the county is self-insured, so there would be no money. Captain Rinella added, if we have a car with high mileages and it costs more to fix than the value it won't be worth. In other cases were people have hit us and are at fault, we will work to try to recover insurance funds.

***A motion was made by Mr. Dougherty, seconded by Mr. Ryan to approve this item as amended. Passed unanimously; MOTION CARRIED.***

The meeting was adjourned at 12:17 PM.

Respectfully submitted,

KATHERINE M. FRENCH, Deputy Clerk  
Onondaga County Legislature

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**HEALTH COMMITTEE MINUTES - OCTOBER 17, 2013  
DANNY J. LIEDKA, CHAIRMAN**

**MEMBERS PRESENT:** Mr. Ryan, Mrs. Williams

**MEMBERS ABSENT:** Mr. Jordan, Mr. Dudzinski

**ALSO PRESENT:** Also see attached list

Chairman Liedka called the meeting to order at 9:11 a.m. ***A motion was made by Ms. Williams, seconded by Mr. Ryan to waive the reading and approve of the minutes of the proceedings of the previous committee meeting; MOTION CARRIED.***

Dr. Morrow stated there was a question regarding an advertisement in the newspaper for Correctional Health staff. The contract is through the Sheriff's Department, but Dr. Morrow feels comfortable answering the question. The new contractor, Correctional Care Services, has extended offers of interview to every employee of the previous contractor. Dr. Morrow reassured that everyone has been provided an opportunity to interview with the new contractor. Everyone understands the importance of continuity of healthcare, so there is the intention to keep as many qualified staff as possible for the protection of the inmates.

**1. HEALTH:** Michelle Mignano, Deputy Commissioner

**a. Transfer from Medical Examiner Salaries 641010 (\$40,000) and Criminalistics - Maintenance Utilities & Rents 694130 (\$24,000), to Medical Examiner Professional Services 694080 (\$94,000)**

- \$40,000 from Oneida Forensic Investigation - original contracted, they were services estimated; non-medical examiner cases – coordinate whether it is ME case; not tracked by Oneida; made estimation but double that estimate
- \$30,000 – temporary employee in Toxicology; employee out on maternity leave and not paying; cover services
- Few others based on maint/utilities/rents – costs for specialized lab testing and neuropathology testing; validating certain testing and sending those tests out to another lab; 1 time, but doubling cost of testing; grants cover some
- In the 2014 budget, Ms. Unger covered changes in cost of AFI; 2014 adopted the new rates and numbers

Ms. Unger responded to Mr. Ryan that all of the deaths reported to the Forensic Investigator in Oneida are investigated. A portion of those investigated area deemed non-medical examiner, but there still has to be an investigation. The County is compensated for the investigation even if it is not a medical examiner case.

***A motion was made by Mr. Ryan, seconded by Ms. Williams, to approve this item. Passed unanimously; MOTION CARRIED.***

**2. COUNCIL ON ENVIRONMENTAL HEALTH:** Kevin Zimmerman, Commissioner

**a. Confirming Appointments to the Onondaga County Council on Environmental Health (Donna Hamblin and Donald Gates)**

- Natural choices; attend many meetings; Mr. Gates involved in Onondaga Lake study and helped produce CD

***A motion was made by Ms. Williams, seconded by Mr. Ryan, to approve this item. Passed unanimously; MOTION CARRIED.***

The meeting was adjourned at 9:18 a.m.

Respectfully submitted,

Jamie McNamara, Assistant Clerk  
Onondaga County Legislature

\* \* \*

**PLANNING & ECONOMIC DEVELOPMENT COMMITTEE MINUTES - OCTOBER 17, 2013  
KATHLEEN A. RAPP, CHAIR**

**MEMBERS PRESENT:** Mr. Liedka, Mr. Andrews, Mr. Plochocki

**MEMBERS ABSENT:** Mr. Knapp

**ALSO ATTENDING:** Mr. Ryan; also see attached list

Chair Rapp called the meeting to order at 9:41 AM. ***A motion was made by Mr. Liedka, seconded by Mr. Plochocki, to waive the reading and approve the minutes of the proceedings of the previous committee meeting; MOTION CARRIED.***



1. **ONONDAGA COUNTY CULTURAL RESOURCES TRUST:**

a. **Confirming Appointment to the Onondaga County Cultural Resources Trust (Stefano Cambareri)**

Mr. Liedka stated he has known Mr. Cambareri forty-five years. He has seen him grow into an incredible attorney, who is very motivated to help the community in any way he can. Chair Rapp added that Mr. Cambareri devoted heart, mind and soul to turning the Oncenter around; cannot say enough about him.

***A motion was made by Mr. Liedka, seconded by Chair Rapp to approve this item. Pass unanimously; MOTION CARRIED.***

2. **COMMUNITY DEVELOPMENT:** Robert DeMore, Director: Nina Andon-McLane, Administrator Planning and Funding Coordinator; Susan Grossman, Housing Rehabilitation Supervisor

a. **Informational: Acquisition of Tax-Delinquent Properties at Tax Auction**

Mr. DeMore:

- Requested 2 houses last year; will show before and after photos of houses purchased
- Process: speak with Real Property Tax Director in June, start tracking housing in \$100k range all across the county, review list and drive-by houses of interest in June-July, narrow list to about 100 in September; choose a house in bad shape that someone else wouldn't be able to improve the way we do; moving target- don't know if houses will still be there at the time of the action, could be paid off

Mr. DeMore and Mrs. Andon-McLane presented the following slide presentation:



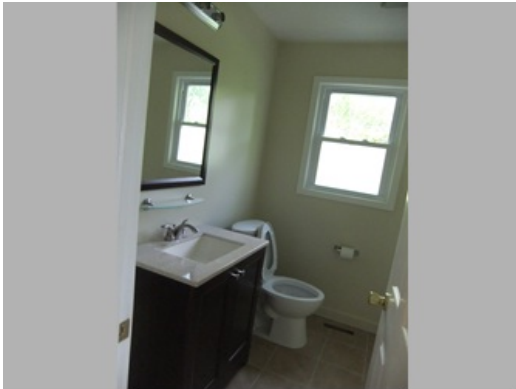
- Can't go inside homes prior to purchase; wall caving in behind garage on left, garage was removed and old garage restored, less costly than repair; 1 bedroom downstairs and 2 up; fixed front entrance; painted over siding







- Back of house after remodel; on acre of land in nice neighborhood
- Downstairs inside after remodel, total mess when purchased



- Former staircase ran into a wall at top of stairway



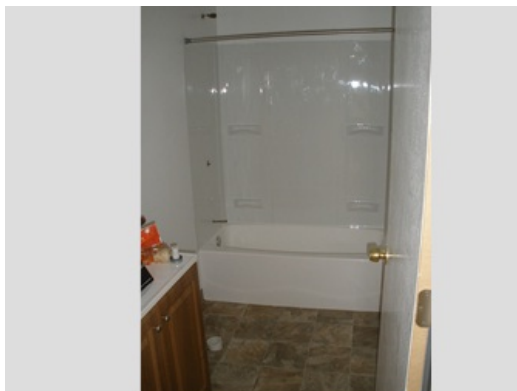
- Moved stairway; great view out front window; \$106k into the home selling for about \$110k; put more in than expected due to septic system repair, moving stairway and garage removal and repair



- Smaller 3 bedroom; front after remodel, new roof, removed ramp and added new staircase; new windows and doors



- Back addition was separated from house, tore down and added deck to save money







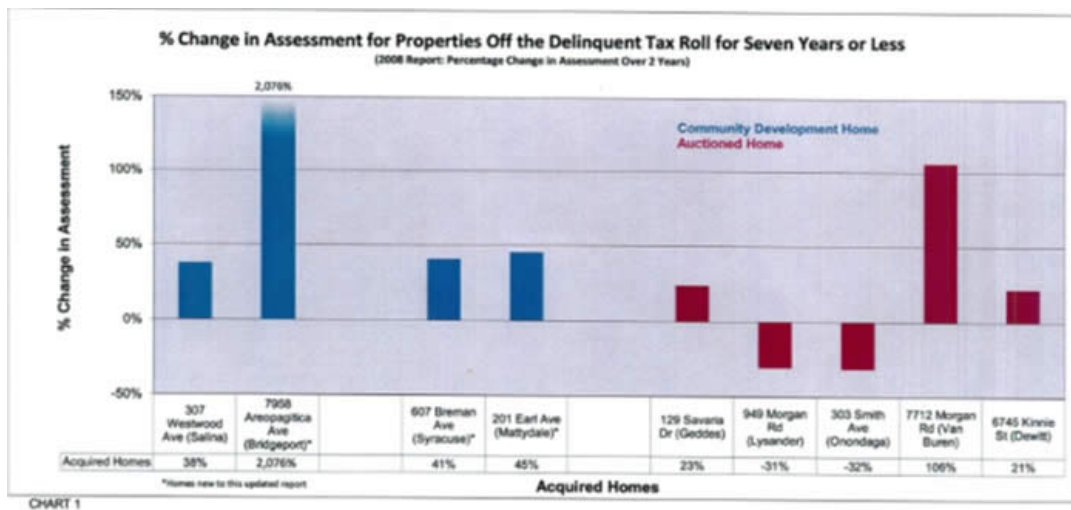
- *Looking out toward backyard with new deck, formally a mudroom*
- *Sanded hardwood floors already in home*



- *New kitchen floor*
- *Added carpet to bedrooms; \$70k into house selling in the high \$80s*

In answer to Chair Rapp, Mr. DeMore stated there is a narrower profit margin on the first house because of the unexpected repairs to the septic. Some money used in these houses is from the Lead program; doesn't have to be reimbursed, provides a little extra profit.

Chair Rapp asked if there would be enough profit to payoff back taxes. Mr. DeMore responded, "No". Since he started working in Community Development, the properties are exempt from school and property taxes as a non-for-profit. Chair Rapp added that once the property is sold it goes back on the tax roll. Mr. DeMore agreed adding, our properties have higher future assessments then properties sold to the public in general. We are able to put more money into them.



Mrs. Andon-McLane stated our properties are on the left side and ones sold at auction are on the right. Comparison comprised of four houses we purchased and five sold to the public at auction.

Mr. DeMore stated the assessments on our houses are much better because we fix them up. It gives people jobs; brings in HUD money that we wouldn't get otherwise for those purposes. Local contractors will fix them up and someone gets a nice house that is all repaired. At the same time, we are helping the neighborhood.

Chair Rapp asked if any action was needed now. Mr. DeMore responded that this was just informational.

Mr. DeMore continued:

- Inspectors will look at houses now being tracked in the next 2 weeks, auction is held the last Tuesday of the month, the day before the auction he will speak with the Director and pull 2 houses off the list; come back to committee in December for approval; can't pick a house now as it could be paid off before going to auction
- End up with nice house in the neighborhood; wouldn't happen otherwise
- Also tracking houses with the Land Bank, different process; used in areas that are in good shape but have a house in poor condition; was looking at home in Baldwinsville, Mayor would like it repaired as things are happening across the street, house in terrible shape but surrounded by nice houses, no guarantee that someone would buy it and improve it; would be a candidate for the Land Bank; difference at the end can sell to anyone; process was redeemed yesterday as the people paid the taxes, now off the list
- Community Development homes are sold to people based on income; Land Bank can sell to anyone
- Looking at other Land Bank houses in the same category, will talk with Legislator, Mayor and/or Town Supervisor in the area to see if they would consider the home a candidate
- Also looking at vacant lots, may or not be sold at auction, could have special sale if they don't sell at the auction, could be transferred to the Land Bank and then marketed back to neighbors or developers; some lots stay on tax roll 10-15 years generating bills without any action; tracking to see if it makes since for someone living next door to purchase; we are paying taxes to towns and villages for these properties; provides a way to get them off delinquent status and gives the Land Bank a little money

In answer to Mr. Plochocki, Mr. DeMore responded the average profit is breakeven; loss on some and make more on others. We make more on tax sale properties; couldn't have bought the house on Griffin Road and made the profit.

Mr. Plochocki stated even though the profit is nice, the real goal is to breakeven. Mr. DeMore agreed. If we make a little profit on the house in Nedrow, it will help with money we may have lost on another. Most of the houses are from HUD. Another good source comes from seniors going to nursing homes. These houses must be purchased at fair value; must have appraisal. If the seller has to apply for Medicaid and sold their home at a reduced rate, they would be disqualified as gifting their home; have to be careful. Chair Rapp added that we really make our money on the other end with higher assessments and improved neighborhoods.

Mr. Plochocki stated he would have been shocked if we were really making profits, this is why he wanted to check on it. The overall goal is to breakeven and that is what we are doing. Mr. DeMore added:

- Additional goal to get houses repaired and assessments up; generally people who purchase from a tax sale are business people paying attention to the bottom line, we have more room to make a house much nicer
- Houses sold to low-income families, have to get a mortgage; e.g., Sell house for \$100k, they get a mortgage for \$70k; our mortgage stays on for 10 years, declining after 5 years, becomes their down payment; we are behind the first mortgage, as the second mortgage
- Geddes and Seneca Federal great to work with, give people breaks on interest or \$1k off the closing cost

Chair Rapp stated she just toured a home they remodeled in her neighborhood and it was darling, an older home, fancy roof, a real improvement. Mr. DeMore stated that this house was a mess. Chair Rapp added that the neighbors are very happy.

Mr. DeMore stated this is a good program but we need your help. We will be back in December asking for authorization to transfer two houses to Community Development.

### 3. **CONVENTION AND VISITORS BUREAU:** David Holder, President a. **Update on Marketing Plan**

Chair Rapp stated that during the budget process there was a lot to talk about with the marketing program at CVB. It is now ready to be presented in detail.

Mr. Holder:

- Started preparing documents in June, typical planning season; mild changes this year due to alliances formed with major partners- Oncenter, Destiny USA, CNY Arts; critical partners for understanding what our tourism product is, monthly conversations held yearlong with partners and hotel sales directors; evaluate what is being done, where we are going, what is upcoming, and how to keep tweaking the system to better perform
- Town hall session held in June, bring in directors of sales and sales managers from hotels and venues, provides firsthand point of view, developed program around this discussion; internal work done from June – September, adding our view as the destination marketing organization

Mr. Holder provided handouts of the following and noted that the program detail is color coordinated with specific line items in the budget:

	2013 Programs	2014 Planned Programs
<b>Advertising (General Canadian Leisure)</b>	<i>Target Market:</i> Ottawa <i>Message:</i> General destination co-op ad <i>Media:</i> Ottawa Citizen print and online <i>Schedule:</i> Two advertising flights (March/April & September)	<i>Target Markets:</i> Ottawa, Eastern Toronto Suburbs, Montreal <i>Message:</i> Regional brand building (shopping, beautiful outdoors, fun for all ages, university vibe, sports, food and arts/culture)  <i>Media:</i> <u>Ottawa Citizen</u> print and online <i>Schedule:</i> Two advertising flights (March/April & August/September)  <i>Media:</i> <u>Ottawa at Home</u> (2 page advertorial) <i>Schedule:</i> One ad (January)
	\$64,500 + \$7650 (Brand USA match)	\$80,000 + \$21,000 (Brand USA match)
<b>Advertising (Arts &amp; Culture)</b>	<i>Target Market:</i> Syracuse Crunch attendees <i>Message:</i> Arts related coop program <i>Media:</i> Signage, online, in-person <i>Schedule:</i> Over 30 total promotions (December through June)	<i>Target Market:</i> Syracuse Crunch attendees <i>Message:</i> Arts related coop program <i>Media:</i> Signage, online, in-person <i>Schedule:</i> Over 50 total promotions (October through April)  <i>Target Market:</i> Buffalo & Albany Art aficionados <i>Message:</i> Everson Italian Masters exhibition <i>Media:</i> Online, PR <i>Schedule:</i> One advertising flight (March through June)
	\$22,500	\$38,500
<b>Advertising (General)</b>	<i>Target Market:</i> NYC Rail Travelers <i>Message:</i> General destination ad <i>Media:</i> Print, online, consumer show <i>Schedule:</i> Annual publication & May show	<i>Target Market:</i> NYC Rail Travelers <i>Message:</i> General destination ad <i>Media:</i> Print, online, consumer show <i>Schedule:</i> Annual publication & May show
	\$3,000	\$3,000
	2013 Programs	2014 Planned Programs
<b>Social Media (Leisure)</b>	<i>Key Initiative:</i> Completed social media competitive analysis and strategic plan with Sparkloft Media  <i>Target Market:</i> Followers, Likes, etc. <i>Message:</i> General destination update <i>Media:</i> Visit Syracuse (Facebook) @VisitSyracuse (Twitter) Pinterest Foodspotting <i>Schedule:</i> Year round  <i>Target Market:</i> ACC fans <i>Message:</i> Visit Syracuse (Football) <i>Media:</i> Facebook, Twitter <i>Schedule:</i> September through November	<i>Target Market:</i> Followers, Likes, etc. <i>Message:</i> Regional brand building (shopping, beautiful outdoors, fun for all ages, university vibe, sports, food and arts/culture) <i>Media:</i> All Social Media outlets <i>Schedule:</i> Year round  <i>Targeted Program:</i> ACC fans <i>Schedule:</i> Centered on key sports events and announcements  <i>Targeted Program:</i> Regional brand building Facebook ad campaign <i>Schedule:</i> Varied topics from Jan. through Dec.  <i>Targeted Program:</i> Italian Masters Exhibition <i>Schedule:</i> March through June
	\$5,000	\$15,000
<b>Travel Media Relations</b>	<i>Key Initiative:</i> Finger Lakes vacation region media relations program with Quinn & Co. <i>Target Market:</i> Travel media & journalists <i>Message:</i> Diversity of the Finger Lakes <i>Media:</i> All (online, print, broadcast) <i>Schedule:</i> Year-round  <i>Initiative:</i> ONE Travel Conference <i>Target Market:</i> Shopping and culturally oriented travel media <i>Schedule:</i> February  <i>Initiative:</i> NY Summer Media Marketplace <i>Target Market:</i> NYC based journalists <i>Schedule:</i> May  <i>Initiative:</i> Public Relations Soc. of America <i>Target Market:</i> National travel media <i>Schedule:</i> May	<i>Key Initiative:</i> Finger Lakes vacation region media relations program with Quinn & Co. <i>Target Market:</i> Travel media & journalists <i>Message:</i> Diversity of the Finger Lakes <i>Media:</i> All (online, print, broadcast) <i>Schedule:</i> Year-round  <i>Initiative:</i> ONE Travel Conference <i>Target Market:</i> Shopping and culturally oriented travel media <i>Schedule:</i> February  <i>Initiative:</i> NY Summer Media Marketplace <i>Target Market:</i> NYC based journalists <i>Schedule:</i> May  <i>Initiative:</i> Public Relations Soc. of America <i>Target Market:</i> National travel media <i>Schedule:</i> May

	<i>Initiative:</i> NY Fall Media Marketplace <i>Target Market:</i> NYC based journalists <i>Schedule:</i> June  <i>Initiative:</i> NY Fall Canadian Road Show <i>Target Market:</i> Canadian travel media <i>Schedule:</i> October	<i>Initiative:</i> NY Spring Canadian Road Show <i>Target Market:</i> Canadian travel media <i>Schedule:</i> May  <i>Initiative:</i> NY Fall Media Marketplace <i>Target Market:</i> NYC based journalists <i>Schedule:</i> June  <i>Initiative:</i> NY Fall Canadian Road Show <i>Target Market:</i> Canadian travel media <i>Schedule:</i> October
	\$21,343	\$30,000
	<b>2013 Programs</b>	<b>2014 Planned Programs</b>
<b>Additional Marketing (Varied Media) (Leisure)</b>	<i>Initiative:</i> Finger Lakes Fresh Air <i>Target Market:</i> NY and surrounding states <i>Message:</i> Abundant outdoor recreation <i>Schedule:</i> May through December  <i>Initiative:</i> CNY Fresh <i>Target Market:</i> NY and surrounding states <i>Message:</i> Local food & beverage options <i>Schedule:</i> May through December  <i>Initiatives:</i> Brew Central <i>Target Market:</i> NY and surrounding states <i>Message:</i> Breweries, wineries & distilleries <i>Schedule:</i> May through December	<i>Initiative:</i> Finger Lakes Fresh Air <i>Target Market:</i> NY and surrounding states <i>Message:</i> Abundant outdoor recreation <i>Schedule:</i> Jan. through December  <i>Initiative:</i> CNY Fresh <i>Target Market:</i> NY and surrounding states <i>Message:</i> Local food & beverage options <i>Schedule:</i> Jan. through December  <i>Initiative:</i> Brew Central <i>Target Market:</i> NY and surrounding states <i>Message:</i> Breweries, wineries & distilleries <i>Schedule:</i> Jan. through December
	\$15,000	\$18,000
<b>Travel Trade Sales</b>	<i>Initiative:</i> National Women's Show <i>Target Market:</i> Ottawa & Montreal <i>Schedule:</i> March and November  <i>Initiative:</i> Ottawa Travel Show <i>Target Market:</i> Ottawa <i>Schedule:</i> March  <i>Initiative:</i> NY Fall Canadian Road Show <i>Target Market:</i> Canadian travel trade <i>Schedule:</i> October  <i>Initiative:</i> OMCA <i>Target Market:</i> Canadian travel trade <i>Schedule:</i> November  <i>Initiative:</i> WTM (Canal NY Coop) <i>Target Market:</i> UK & European travel trade <i>Schedule:</i> November	<i>Key Initiative:</i> Hire Tourism Dev. Mgr. to focus on Canadian and overseas travel trade sales  <i>Initiative:</i> National Women's Show <i>Target Market:</i> Ottawa & Montreal <i>Schedule:</i> March and November  <i>Initiative:</i> Ottawa Travel Show <i>Target Market:</i> Ottawa <i>Schedule:</i> March  <i>Initiative:</i> IPW (Canal NY Coop) <i>Target Market:</i> International travel trade <i>Schedule:</i> April  <i>Initiative:</i> China Outbound Travel Show <i>Target Market:</i> Chinese travel trade <i>Schedule:</i> April  <i>Initiative:</i> NY Spring Canadian Road Show <i>Target Market:</i> Canadian travel trade <i>Schedule:</i> May  <i>Initiative:</i> NY Fall Canadian Road Show <i>Target Market:</i> Canadian travel trade <i>Schedule:</i> October  <i>Initiative:</i> OMCA <i>Target Market:</i> Canadian travel trade <i>Schedule:</i> November  <i>Initiative:</i> WTM (Canal NY Coop) <i>Target Market:</i> UK & European travel trade <i>Schedule:</i> November
	\$14,000	\$30,000
	<b>2013 Programs</b>	<b>2014 Planned Programs</b>
<b>Convention Marketing</b>	<i>Initiative:</i> Syracuse Re:Freshed sponsorship <i>Target Market:</i> Attendees of Collinson shows (Connect & Rejuvenate) <i>Message:</i> Chose a refreshed destination <i>Schedule:</i> August and October  <i>Initiative:</i> Cvent sponsorship package <i>Target Market:</i> Event planners using Cvent <i>Message:</i> Oncenter incentives <i>Schedule:</i> June  <i>Initiative:</i> Convention Planit emailer	<i>Initiative:</i> Syracuse Re:Freshed sponsorship <i>Target Market:</i> Attendees of Collinson shows (Collaborate, Connect & Rejuvenate) <i>Message:</i> Chose a refreshed destination <i>Schedule:</i> June, August and October  <i>Initiative:</i> Cvent sponsorship package <i>Target Market:</i> Event planners using Cvent <i>Message:</i> Oncenter incentives <i>Schedule:</i> TBD  <i>Initiative:</i> Convention Planit emailer

	<p><i>Target Market:</i> Targeted event planners <i>Message:</i> Oncenter incentives <i>Schedule:</i> August</p> <p><i>Key Initiative:</i> Customer Advisory Group <i>Target Market:</i> Current/past/non customers <i>Schedule:</i> October</p> <p><i>Initiative:</i> Syracuse Connection emailers <i>Target Market:</i> Planners in SCVB database <i>Message:</i> New options in Syracuse <i>Schedule:</i> Jan. through Dec.</p>	<p><i>Target Market:</i> Targeted event planners <i>Message:</i> Oncenter incentives <i>Schedule:</i> TBD</p> <p><i>Initiative:</i> Syracuse Connection emailers <i>Target Market:</i> Planners in SCVB database <i>Message:</i> New options in Syracuse <i>Schedule:</i> January through December</p> <p><i>Additional programming to be finalized through SCVB/Oncenter marketing alliance</i></p>
	\$29,000	\$30,000
<b>Convention &amp; Event Sales</b>	<p><i>Initiative:</i> ESPA <i>Target Market:</i> Convention services <i>Schedule:</i> January <i>Alliance Rep:</i> SCVB</p> <p><i>Initiative:</i> Pollstar Live Expo <i>Target Market:</i> Albany meeting planners <i>Schedule:</i> January <i>Alliance Rep:</i> Oncenter</p> <p><i>Initiative:</i> ESSAE Annual Meeting <i>Target Market:</i> Albany meeting planners <i>Schedule:</i> January <i>Alliance Rep:</i> SCVB</p> <p><i>Initiative:</i> MEET Syracuse <i>Target Market:</i> Local planners <i>Schedule:</i> Feb./Apr./Aug./Nov. <i>Alliance Rep:</i> SCVB &amp; Oncenter</p> <p><i>Initiative:</i> Experient Envision <i>Target Market:</i> 3rd party planners <i>Schedule:</i> March <i>Alliance Rep:</i> Oncenter</p>	<p><i>Initiative:</i> ESPA <i>Target Market:</i> Convention services <i>Schedule:</i> January <i>Alliance Rep:</i> SCVB</p> <p><i>Initiative:</i> PCMA <i>Target Market:</i> National meeting planners <i>Schedule:</i> January <i>Alliance Rep:</i> SCVB</p> <p><i>Initiative:</i> ESSAE Annual Meeting <i>Target Market:</i> Albany meeting planners <i>Schedule:</i> January <i>Alliance Rep:</i> SCVB</p> <p><i>Initiative:</i> Experient Sales Mission <i>Target Market:</i> 3rd party planners <i>Schedule:</i> March <i>Alliance Rep:</i> Oncenter</p> <p><i>Initiative:</i> CSPI &amp; Destination Showcase <i>Target Market:</i> National event planners <i>Schedule:</i> March <i>Alliance Rep:</i> SCVB &amp; Oncenter</p>
	<b>2013 Programs</b>	<b>2014 Planned Programs</b>
<b>Convention &amp; Event Sales</b>	<p><i>Initiative:</i> Soc. of Ind. Show Organizers <i>Target Market:</i> Consumer show planners <i>Schedule:</i> March <i>Alliance Rep:</i> Oncenter</p> <p><i>Initiative:</i> CSPI &amp; Destination Showcase <i>Target Market:</i> National event planners <i>Schedule:</i> March <i>Alliance Rep:</i> SCVB &amp; Oncenter</p> <p><i>Initiative:</i> ESSAE Meetings Institute <i>Target Market:</i> Albany meeting planners <i>Schedule:</i> March <i>Alliance Rep:</i> SCVB</p> <p><i>Initiative:</i> Client Appreciation Events <i>Target Market:</i> Albany meeting planners <i>Schedule:</i> Mar./Aug./Oct. <i>Alliance Rep:</i> SCVB &amp; Oncenter</p> <p><i>Initiative:</i> ESSAE Meetings/Sales Calls <i>Target Market:</i> Albany meeting planners <i>Schedule:</i> April/June through November <i>Alliance Rep:</i> SCVB</p> <p><i>Initiative:</i> Nat. Assoc. of Sports Commis. <i>Target Market:</i> Sports planners <i>Schedule:</i> April <i>Alliance Rep:</i> SCVB</p> <p><i>Initiative:</i> Nat. Assoc. of Consumer Shows <i>Target Market:</i> Consumer show planners <i>Schedule:</i> May/Sept. <i>Alliance Rep:</i> Oncenter (SMG booth)</p> <p><i>Initiative:</i> ACES <i>Target Market:</i> Sports Executives <i>Schedule:</i> May</p>	<p><i>Initiative:</i> ESSAE Meetings Institute <i>Target Market:</i> Albany meeting planners <i>Schedule:</i> March <i>Alliance Rep:</i> SCVB</p> <p><i>Initiative:</i> Albany client event <i>Target Market:</i> Albany meeting planners <i>Schedule:</i> March and October <i>Alliance Rep:</i> SCVB &amp; Oncenter</p> <p><i>Initiative:</i> Experient Envision <i>Target Market:</i> 3rd party planners <i>Schedule:</i> March <i>Alliance Rep:</i> SCVB &amp; Oncenter</p> <p><i>Initiative:</i> Nat. Assoc. of Sports Commis. <i>Target Market:</i> Sports planners <i>Schedule:</i> April <i>Alliance Rep:</i> SCVB</p> <p><i>Initiative:</i> MEET Syracuse <i>Target Market:</i> Local planners <i>Schedule:</i> May/November <i>Alliance Rep:</i> SCVB &amp; Oncenter</p> <p><i>Initiative:</i> Nat. Assoc. of Consumer Shows <i>Target Market:</i> Consumer show planners <i>Schedule:</i> May <i>Alliance Rep:</i> Oncenter</p> <p><i>Initiative:</i> ACES <i>Target Market:</i> Sports Executives <i>Schedule:</i> May <i>Alliance Rep:</i> SCVB &amp; Oncenter</p> <p><i>Initiative:</i> ESSAE Annual Tradeshow <i>Target Market:</i> Albany meeting planners <i>Schedule:</i> May <i>Alliance Rep:</i> SCVB</p>



	<p><i>Alliance Rep:</i> SCVB &amp; Oncenter (SMG show)</p> <p><i>Initiative:</i> ESSAE Annual Tradeshow <i>Target Market:</i> Albany meeting planners <i>Schedule:</i> May <i>Alliance Rep:</i> SCVB</p> <p><i>Initiative:</i> Collaborate Marketplace <i>Target Market:</i> Corporate meeting planners <i>Schedule:</i> June <i>Alliance Rep:</i> SCVB</p>	<p><i>Initiative:</i> Collaborate Marketplace <i>Target Market:</i> Corporate meeting planners <i>Schedule:</i> June <i>Alliance Rep:</i> SCVB</p> <p><i>Initiative:</i> Destination Northeast <i>Target Market:</i> Northeast meeting planners <i>Schedule:</i> June <i>Alliance Rep:</i> SCVB</p>
	<b>2013 Programs</b>	<b>2014 Planned Programs</b>
<b>Convention &amp; Event Sales</b>	<p><i>Initiative:</i> Connect Marketplace <i>Target Market:</i> National meeting planners <i>Schedule:</i> August <i>Alliance Rep:</i> SCVB</p> <p><i>Initiative:</i> ESSAE Wellness Outing <i>Target Market:</i> Albany meeting planners <i>Schedule:</i> September <i>Alliance Rep:</i> SCVB</p> <p><i>Initiative:</i> NYS Business Council Annual Mtg. <i>Target Market:</i> Corporate meetings <i>Schedule:</i> September <i>Alliance Rep:</i> Oncenter</p> <p><i>Initiative:</i> S.P.O.R.T.S. <i>Target Market:</i> Sports planners <i>Schedule:</i> September <i>Alliance Rep:</i> SCVB</p> <p><i>Initiative:</i> ACC (Re)MEET Syracuse Event <i>Target Market:</i> Raleigh based planners <i>Schedule:</i> October <i>Alliance Rep:</i> SCVB</p> <p><i>Initiative:</i> TEAMS <i>Target Market:</i> Sports planners <i>Schedule:</i> October <i>Alliance Rep:</i> Oncenter (SMG booth)</p> <p><i>Initiative:</i> Rejuvenate Marketplace <i>Target Market:</i> National meeting planners <i>Schedule:</i> August <i>Alliance Rep:</i> SCVB</p> <p><i>Initiative:</i> ESSAE Holiday Party &amp; Sales Blitz <i>Target Market:</i> Albany meeting planners <i>Schedule:</i> December <i>Alliance Rep:</i> SCVB</p> <p><i>Initiative:</i> IAEE Expo! Expo! <i>Target Market:</i> Tradeshow event planners <i>Schedule:</i> December <i>Alliance Rep:</i> Oncenter (SMG booth)</p> <p>\$98,500</p>	<p><i>Initiative:</i> CESSE <i>Target Market:</i> Science-related planners <i>Schedule:</i> July <i>Alliance Rep:</i> SCVB</p> <p><i>Initiative:</i> ESSAE Meetings/Monthly Sales Calls <i>Target Market:</i> Albany event planners <i>Schedule:</i> August through November <i>Alliance Rep:</i> SCVB</p> <p><i>Initiative:</i> Connect Marketplace <i>Target Market:</i> National meeting planners <i>Schedule:</i> August <i>Alliance Rep:</i> SCVB</p> <p><i>Initiative:</i> ESSAE Wellness Outing <i>Target Market:</i> Albany meeting planners <i>Schedule:</i> September <i>Alliance Rep:</i> SCVB</p> <p><i>Initiative:</i> NYS Business Council Annual Mtg. <i>Target Market:</i> Corporate meetings <i>Schedule:</i> September <i>Alliance Rep:</i> Oncenter</p> <p><i>Initiative:</i> S.P.O.R.T.S. <i>Target Market:</i> Sports planners <i>Schedule:</i> September <i>Alliance Rep:</i> SCVB</p> <p><i>Initiative:</i> ACC (Re)MEET Syracuse Event <i>Target Market:</i> Location TBD <i>Schedule:</i> October <i>Alliance Rep:</i> SCVB</p> <p><i>Initiative:</i> TEAMS <i>Target Market:</i> Sports planners <i>Schedule:</i> October <i>Alliance Rep:</i> SCVB &amp; Oncenter (SMG booth)</p> <p><i>Initiative:</i> Rejuvenate Marketplace <i>Target Market:</i> National meeting planners <i>Schedule:</i> August <i>Alliance Rep:</i> SCVB</p> <p><i>Initiative:</i> ESSAE Holiday Party &amp; Sales Blitz <i>Target Market:</i> Albany meeting planners <i>Schedule:</i> December <i>Alliance Rep:</i> SCVB</p> <p>\$110,000</p>

	<b>2013 Programs</b>	<b>2014 Planned Programs</b>
<b>Convention Services</b>	<p><i>Initiative:</i> Syracuse Nationals <i>Funding Level:</i> \$22,500 <i>Purpose:</i> Marketing</p> <p><i>Initiative:</i> Sports Event Hosting Fees <i>Funding Level:</i> \$55,000 <i>Purpose:</i> Iron Man 70.3 Syracuse Iron Girl Syracuse East Coast Pro Showcase</p>	<p><i>Initiative:</i> Syracuse Nationals <i>Funding Level:</i> \$28,000 <i>Purpose:</i> Marketing and higher costs</p> <p><i>Initiative:</i> Sports Event Hosting Fees <i>Funding Level:</i> \$60,000 <i>Purpose:</i> Iron Man 70.3 Syracuse Iron Girl Syracuse East Coast Pro Showcase</p>

	Senior Softball  118 events to be serviced by year end 2013  \$132,000	Senior Softball  <i>Key Initiative:</i> MEET Syracuse Event Planning Assistance <i>Funding Level:</i> \$45,000 <i>Target Market:</i> Locals with connections <i>Purpose:</i> Planning assistance to help orchestrate events and assemble conventions  110 events to be serviced as of 8/22/2013  \$172,500
<b>Online &amp; Database</b>	<i>Key Initiative:</i> Coordinated events calendar with CNY Arts <i>Schedule:</i> April  <i>Key Acquisition:</i> www.visitsyracuse.com <i>Schedule:</i> June  <i>Key Initiative:</i> Tourist Assistance Portals: Kiosk partnership with Connective Corridor, Syracuse Regional Airport Authority and Destiny USA <i>Schedule:</i> October  <i>Key Initiative:</i> Database transition to Simpleview for more reliable reporting, partner interface and data feeds <i>Schedule:</i> November  \$111,770	<i>Key Initiative:</i> Overall website overhaul: Complete site redesign to www.visitsyracuse.com <i>Schedule:</i> January through March          \$107,287
<b>Medical Tourism</b>	<i>Key Initiative:</i> Feasibility research and business development planning with CenterState CEO & hospitals <i>Schedule:</i> October  N/A	<i>Key Initiative:</i> Canadian marketing program based on business plan, website development, targeted medical procedure search engine optimization strategy       N/A
<b>Projected Return</b>	\$71 million projected in travel spending from SCVB programming (\$36.41 for every \$1 invested) \$3.4 million in county tax (sales & ROT) revenue (\$2.03 for every \$1 county tax revenue invested)	\$75.8 million projected in travel spending from SCVB programming (\$36.72 for every \$1 invested) \$3.8 million in county tax (sales & ROT) revenue (\$2.11 for every \$1 county tax revenue invested)

	2013 Potential Programming	2014 Requested Programming
<b>Additional Potential Programs</b>	<i>Initiative:</i> Syracuse & Upstate New York Visitors Center <i>Target Market:</i> Destiny USA visitors <i>Projected Schedule:</i> December  Funded by private partners and retail sales	<i>Initiative:</i> CNY REDC CFA for Regional Branding Marketing Campaign <i>Target Markets:</i> Potential visitors from Ottawa, Montreal, Toronto suburbs, Boston & Newark <i>Schedule:</i> May through December <i>Key Partners:</i> Destiny USA, attractions, accommodations, events <i>Requested Funding:</i> \$370,000 from CFA + \$79,000 Brand USA matching funds  <i>Initiative:</i> CNY REDC CFA for Event Impact Calculator & Event Recruitment Fund <i>Target Market:</i> National events <i>Schedule:</i> May through December <i>Key Partner:</i> Syracuse University Falk Center for Sports Management <i>Requested Funding:</i> \$200,000 from CFA  <i>Initiative:</i> CNY REDC CFA for planning Everson Museum Arts & Crafts Movement/Ceramics region-wide festival <i>Target Markets:</i> Arts & Crafts and Ceramics aficionados from across the globe <i>Schedule:</i> May through October for planning <i>Requested Funding:</i> \$40,000 from CFA  \$610,000 in REDC CFA requests

	2012	2013	2014	2013-2014	
	Actual	Budgeted	Requested	YOY Change	% Change
<b>REVENUE - SCVB Sales &amp; Marketing</b>					
County - CVB operations	\$ 1,450,000	1,650,000	1,777,500	127,500	7.7%
County - Fund Balance	\$ 127,950				

OCDC - Social Networking Plan	\$ 12,000				
County - Syracuse Nationals	\$ 22,500	22,500	22,500	0	0.0%
SCVB Cooperative Marketing	\$ 69,647	87,469	120,000	32,531	37.2%
CenterState Subsidy	\$ 146,769	68,888	84,000	15,112	21.9%
State Support (I Love New York match)	\$ 40,822	59,543	60,000	457	0.8%
<b>TOTAL REVENUE - Sales &amp; Marketing</b>	<b>1,869,688</b>	<b>1,888,400</b>	<b>2,064,000</b>	175,600	9.3%
<b>EXPENSES - SCVB Sales &amp; Marketing</b>					
Personnel (Sales & Marketing)	\$ 730,269	758,969	783,435	24,466	3.2%
Employee Benefits (Sales & Marketing)	\$ 163,256	188,197	203,693	15,496	8.2%
Equipment	\$ 13,982	14,264	34,000	19,736	138.4%
Supplies and Materials	\$ 6,740	5,426	12,500	7,074	130.4%
Contractual (Rent & Indirect Costs)	\$ 234,909	238,888	240,000	1,112	0.5%
<i>Other (see below)</i>					
Industry Activities	\$ 27,213	28,680	28,000	-680	-2.4%
Mailing / Delivery	\$ 20,512	15,376	25,000	9,624	62.6%
Telephone / Cell Phn	\$ 19,670	15,272	16,000	728	4.8%
Dues & Subscriptions	\$ 18,887	14,972	20,000	5,028	33.6%
Video / Photography	\$ 8,500	18,850	20,000	1,150	6.1%
Regional Programming	\$ 12,750	13,800	18,000	4,200	30.4%
Marketing Contracts	\$ 23,463	89,931	121,585	31,654	35.2%
Visitor Center & Services	\$ 300	18,000	N/A		
Auto Transportation	\$ 12,015	6,197	8,000	1,803	29.1%
General Bid Assistance	\$ 50,000	55,000	55,000	0	0.0%
Convention Marketing	\$ 28,239	28,769	30,000	1,231	4.3%
Online Promotions	\$ 20,952	32,070	70,000	37,930	118.3%
Collateral Development	\$ 33,000	33,123	40,000	6,877	20.8%
Convention Sales	\$ 105,580	98,446	101,000	2,554	2.6%
Convention Sales - Local Market	N/A	N/A	20,000		
Customer Relations Mgmt. System	\$ 31,631	93,287	52,287	-41,000	-44.0%
Tourism Research/Market Analysis	\$ 122,779	8,075	8,000	-75	-0.9%
Convention Services	\$ 131,108	54,369	75,000	20,631	37.9%
Event Services - Syracuse Nationals	\$ 22,500	22,500	22,500	0	0.0%
Group Tour Sales	\$ 8,854	14,596	30,000	15,404	105.5%
Public Relations	\$ 22,579	21,343	30,000	8,657	40.6%
<i>Total Other</i>	<i>720,532</i>	<i>682,656</i>	<i>790,372</i>	<i>107,716</i>	<i>15.8%</i>
<b>TOTAL EXPENSES - Sales &amp; Marketing</b>	<b>1,869,688</b>	<b>1,888,400</b>	<b>2,064,000</b>	175,600	9.3%

CONVENTION SALES	Sep-13	Sep-13	Sep-12	Sep-12
	Total	Multi-property	Total	Multi-property
# of New Prospects	154	N/A	908	N/A
RFP's	16	9	17	5
RFP Room nights	8,058	6,620	8,759	6,390
RFP Value	\$4,006,134	\$2,905,110	\$6,237,677	\$4,422,017
Bookings	7	3	10	5
Booked room nights	2,112	1,615	6,355	5,581
Bookings Value	\$1,595,362	\$1,244,880	\$7,451,604	\$6,970,410
Lost	1	1	3	0
Lost room nights	610	610	1,297	0
Lost Value	\$438,480	\$438,480	\$630,108	\$0
Cancelled	0	0	1	0
Cancelled room nights	0	0	60	0
Cancelled Value	\$0	\$0	\$239,400	\$0
<b>Year To Date Results</b>				
CONVENTION SALES	Y-T-D	Y-T-D 2013	Y-T-D 2012 Total	Y-T-D 2012
	2013 Total	Multi-property		Multi-property
# of New Prospects	1,591	N/A	3,138	N/A
RFP's	116	36	111	27
RFP Room nights	57,925	42,003	46,713	22,201
RFP Value	\$41,713,514	\$30,211,650	\$61,176,145	\$18,503,255
Bookings	67	21	59	21
Booked room nights	117,423	109,322	20,977	16,220
Bookings Value	\$107,722,646	\$101,811,659	\$38,771,095	\$34,533,294
Lost	43	13	53	21
Lost room nights	72,874	65,847	32,107	18,535
Lost Value	\$59,743,307	\$55,395,576	\$38,854,405	\$24,017,796
Cancelled	2	2	11	2
Cancelled room nights	808	808	4,981	3,400

Cancelled Value	\$3,780,900	\$3,780,900	\$7,827,725	\$6,942,600
Tentatives (as of 9/30)	54	25	49	19
Tentative room nights (as of 9/30)	33,869	27,721	32,337	21,628
Tentative Value	\$49,896,112	\$44,213,750	\$76,162,701	\$49,623,647
Professional and Trade Organizations:			\$266 per day x 3.6 days x # of delegates	
Social-Military-Education-Religious-Fraternal (SMERF) groups & Sports:			\$203 per day x 3.6 days x # of delegates	
If the event being calculated has a large number of locally based attendees, the number of delegates will be constructed separately for overnight visitors and day-trippers: # of room nights x 1.05 (est. pp per room) = # of out-of-town delegates.				
The local delegate formula in this case will be: # of local delegates x \$32.				
Formula provided by Destination Marketing Association International				
Prospect: Potential clients/groups that may have a meeting/event for Onondaga County				
Booking: Meeting/event contracted to come to Syracuse				
Lost: Meeting/event chose another destination				
Tentative: Bid presented to client, but no decision made				
These numbers include 78,600 room nights for 2018 USBC Open Championship				
These numbers reflect 48,400 room nights for 2019 Women's USBC Championship				

- First year providing side by side detail; drastic changes in 2013 from destination marketing analysis and destination product changes per customer request, worked well for 2013 best year on record; number of forces drove new business, repeat convention business, new sports business and new found leisure product base; 2014 Plan will keep sales moving; has been vetted against a lot of organizations and businesses
- **Advertising:** relates to *Marketing Contracts* in budget; have seen impact from Canada, hotel performance for Canadian Thanksgiving up 40% from last year, includes occupancy and average daily rate; shows we get travel in return for putting out our message; started partnership with national tourism office Brand USA, they will contribute \$21k in advertising dollars not reflected in budget, leveraging our efforts; marketing heavily in conjunction with our hotels, Destiny USA, and smaller functions around the area, make certain advertising schedules complement each other and aren't duplicated; Arts & Culture community seeing big increase, has domestic and Canadian appeal; only location east of Milwaukee to have the Italian Masters exhibition

Mr. Plochocki asked if the increase in the 2014 Plan for marketing contracts was due to the successes they have seen with general Canadian leisure. Mr. Holder responded:

- Spring weekend room rentals increased from 7% to 11.5% via advertising program run in the same time period March - April; another round of advertising to start this week in Ottawa
- Considerable jump in hotel performance equates to more people in our market place, doing more things because we are advising them of what is available
- Advertising was done around concentrated time frames, Canadian school breaks and holiday weekends; mixed advertising with public relations media opportunities, added boost of their journalists talking about Syracuse happenings
- Ottawa citizens love it here, need to keep reminding them of all the different things to do; want Destiny USA and a lot more

Mr. Plochocki asked if there was any direct evidence that Canadian tourism is increasing. Mr. Holder responded:

- Several hotel partners participated in spring advertising program, have more participating this fall located all around the county
- Asked participating spring hotels what they saw as direct sales related to ads; had packaged rates, better able to track advertising results; **results will be provided to the committee as a follow up**; incredible increased performance directly related to ad participants
- Conversion study is completed each December tracks those requesting information across all markets, Ottawa 2nd largest market overall; will ask if they visited, what they did, how much money they spent, where they stayed, and if they didn't come why not; conversion rate between 80%-90%; will present finding in January or February 2014

Mr. Andrews asked if the Brand USA match was dollar for dollar. Mr. Holder responded:

- Complicated program, we buy advertising through them, send check with terms of what we want to buy, advertisement we want to place, they provide stamp of approval, make the buy and match up to 35% of our spend with their own dollars; leverages dollars available from federal transportation dollars
- Fall campaign starting this week, leveraged an additional \$7,600

Mr. Holder continued reviewing the handouts:

- **Social Media:** dedicated team member specifically working to drive followers, putting up status updates, gets people talking about the destination; engaged with Clemson fans 2 weeks ago, will push media via ACC connections; can do more with regional brand building, currently going through branding process, will push out through social media, concentrating on what the regional brand will be; Italian Masters exhibition good opportunity to reintroduce Syracuse in a new way, hotel packages driven via social media
- **Travel Media:** talk to media journalist in tradeshow environment, more effective than advertising but not as preplanned, don't know when articles will hit, just works to drive media attention; each year compile coverage generated

Chair Rapp asked that Mr. Holder inform the committee about Danica Bryant Kaltaler. Mr. Holder responded:

- Fantastic communications manager, driving journalist media everyday
- Journalist coming from London this weekend interested in learning about the Finger Lakes Brewery experiences, we have them from Saturday to Sunday meeting with David Katleski from Empire Brewing, experiencing the full breath of our brewing experience
- She is on ATV a Canadian network, has great relationship with them; have proposal into the state via the Regional Economic Development Council for her to become a constant spokesperson for our area in Ottawa

Mr. Liedka asked if there was any discussion as to how the CVB could help hoteliers address poor attendance weekends; e.g., Memorial weekend. Filling those dark weekends would be of tremendous value to the hotels. Mr. Holder responded:

- Use this concept when working with new business opportunities
- Syracuse was awarded the 2015 Jr. Delphic Games and 2017 International Delphic Games; International Delphic Games is the arts & cultural equivalent to the Olympics, celebrating human achievement in the arts fields every 4 years, every 2 years for those under that age of 24 in the Jr. games; event has never been in or had participation from the Western Hemisphere; first time ever in the United States
- July 4th typically underachieving time for hotels, considered as they prepared the bid, chose July 1-8, 2015; slated to bring in 68k participants and 100k spectators; will fill every room of the Oncenter and large portion of the NYS Fairgrounds, dorms and hotel rooms

Mr. Liedka stated that it depends on where the fourth falls, if it is later in the week, it is a great weekend. If it is the middle or early part of the week, you need help. Mr. Holder agreed.

Mr. Liedka asked how they heard about this. Mr. Holder responded:

- We have a program called MEET Syracuse, focused on local connections; e.g., you go to a function in another city and consider it coming to Syracuse
- CVB has a lot of participants and venues that are active in the program; we ask can you bring this to our community, we can help you; most of our help has been making the right connections, proposing a new program this year to engage in event planning assistance, hasn't been part of the CVB in the past, constantly hear they have a connection but don't have the time to help make the event happen
- Targeting soft weekends is very important to the CVB

Chair Rapp stated the woman that brought this here and had the connection was from Syracuse. In answer to Chair Rapp, Mr. Holder stated she used to work for Kodak but lately has been affiliated with Gaylord. Conferences are being planned around this. She is working to develop a local office that would be the US office for the Delphic Council. This could lead to some big things; biggest piece is the amount of international exposure this will bring to Syracuse. We are still learning about this event but it has been a great relationship working with her.

Chair Rapp stated being seen as an arts mecca as opposed to just a sports mecca is pretty cool. Mr. Holder responded that it was fantastic.

Mr. Holder:

- *Additional Marketing*: all regional based programs, work with surrounding counties
- *Travel Trade Sales*: proposing significant changes via comments from attraction partners and customers; Destiny USA's Marketing Manager attending 31 trade shows around the world, often hears that they like what they are hearing about Destiny USA but need more information on the destination, her job is to sell Destiny USA, needs destination partner to be there with her; there is an international market for us, new and untapped; international business coming out of NYC goes through Corning, can pull some business out of there or create a loop effect; propose adding a Tourism Development Manager focused on the international group market and developing hotel packages for this; focused on 5 markets Canada, United Kingdom, Germany, China, and also Brazil if funds are available; 2 pieces aren't reflected in the budget working on adding them as well; Chinese Trade Delegation will help us develop a tourism trade mission to reach their membership this winter, over 140k executives in technology science and engineering fields; ITB trade show held in Germany, largest travel trade show in the world, focused on because of relationship Delphic Council has with ITB, 2 organizations headquartered in Germany, need to be there to support the Delphic Games coming in 2015 and 2017; will somehow add these items into the budget; travel trade investment will provide future dividends

Mr. Andrews asked if the international areas to be focused on were suggested by Destiny. Mr. Holder responded after heavy discussions with them, these are the areas we need to go in together, hand-in-hand, to be certain we are driving business to each other.

Mr. Liedka asked what we expected to pay this person. Adding, the person needs to be bilingual, especially with China. The company he works for hired a person who moved from China to the US to represent them. There is a huge language barrier but this gives us credibility. Mr. Holder responded we could hire an employee or contract with someone to be our representative. The contract may be the best way to handle this.

Mr. Liedka stated it is worth the investment to get the right person. That is a huge industry. Mr. Holder agreed adding they are planning on the position coming in at the \$40,000 - \$50,000 range. Mr. Liedka added we would have to go higher. Mr. Holder responded that we have to get over the first leg, determining what this is going to look like.

Mr. Liedka stated there are agencies that provide this. Mr. Holder agreed adding, he knows someone that is available. She is not bilingual but used to be the group tour salesperson for the Corning Museum of Glass. This might be a good choice for us, if we decide to go that route. Over the next couple of months, we will assemble who this will be.

Mr. Liedka stated that the language is one thing. The second thing is, it is imperative to understand the way they communicate outside of verbal. You really need someone that understands this because you can turn them off just as quick as you get them in the door. This is very important. Mr. Holder agreed. We had the China group here a few weeks ago. Just handing a business card is a methodical process and a show of respect; need to annualize every line on the card, can't just put it in your pocket. We have to be aware of this type of thing.

Chair Rapp stated that 20 percent of the SU students are from China. This provides a wealth of opportunity. Mr. Holder responded that Brand USA just released a study stating that China will be the number one international producing country driving business to the US by 2018; \$4.7 million per year. Chair Rapp added that they like to travel to areas where they have connections and roots.

Mr. Holder:

- *Convention Marketing*: collaborating with hoteliers and Oncenter to drive focused approach to sales and marketing efforts, focused on trade shows that produce, stopped doing shows that don't a few years ago; put Listerine dispensers in tradeshow restrooms branded around Syracuse Re:Freshed, destination has refreshed itself, if you want a refreshing place for your meeting come to Syracuse, incredible response higher than expected; sales team focused into 2 different market types, proactive markets- markets seeing business growth and reactive markets- not actively seeking but still servicing; sales program focused on proactive business- sports, religious groups, military groups, technology, engineering, agricultural, environmental, educational, and hobby groups, trade and business associations; prospect those qualified to come to Syracuse, know advantages and disadvantages of our product, gets more business into the pipeline

In answer to Mr. Liedka, Mr. Holder stated we are using a software system called Destination 3000. In this year's budget we are converting to a software system called Simpleview. Simpleview will allow our partners, hoteliers and meeting facilities, to view our clients and progress providing them with a direct connection. It manages our contact management system and the database that feeds our website. It is a big system, but it gives us so much capability and we use it every day.

Mr. Liedka stated having the ability for partners to log on for progress updates is huge and asked if traces were done through the system. Mr. Holder responded that everything is done through the system. We even manage our marketing projects through the system.

**Chair Rapp apologized for having to leave for another meeting and asked Mr. Liedka to take over as chair.** Adding, she doesn't want to cut the meeting short; wants them to understand everything happening and know what the return to the community is.

Mr. Holder stated he had taken up more time than anticipated. Mr. Liedka stated he has asked many questions. Chair Rapp stated it is important that everyone understands this because people are going to ask questions and you will need to be able to explain this. There is a lot to comprehend.

Mr. Holder continued:

- *Convention & Event Sales*: aren't many sales capacity changes to program for 2014 based on 2013 sales, 2013 best sales volume for two decades; fantastic team with great strategies that are working; can see growth between 2012 and 2013, even when pulling out bowling figures; MEET Syracuse program is working

Chair Liedka asked if it was common practice to follow up with lost events, within a week after their event. Often they are discussing their plans for the next event or had a negative experience and you can capture the business. Ninety percent of the people miss that step. Mr. Holder responded that in most cases this is part of our tracing system, tracks the right time to contact them. We also do comparative shopping for key destinations; do they have similar dimensions and assets to Syracuse. The SMG piece has helped, as we are able to look at some of their convention centers and can use their connections.

Chair Liedka asked if we now know what Buffalo had this past weekend; is there a system that tracks this for us. Mr. Holder responded:

- Used to have a system with The Knowland Group on a destination wide basis but wasn't very effective; we developed other ways in which to do this
- Us online research; at various times using help from the convention center, an intern, or paid relationship, go out and prospect some of this, scoping out what is going on with the Buffalo or Lancaster Convention Center; seeing opportunity to pull business because of challenges they have or our product matches more effectively
- Constantly trying to find ways to build that base; sales and marketing team managed by specific goals they must meet, goals are performance or indicator related, sales team prospects a big piece of their goal, getting the right kind of business into the pipeline and increasing sales volume at the end

Mr. Holder continued reviewing the handouts:

- *Convention Services*: one of the ways they get conventions to return; proposing an increase for Syracuse Nationals, their costs and their ability to generate media attention are going up exponentially; hosting fees paid to sporting events to bring them in; traditional normal convention services include signage, display tables and staff to work them, banners, attendance building; e.g., go to their 2014 convention because their 2015 convention will in Syracuse, drives interest; shuttle service big piece of our price tag; in some cases hotels kick in dollars for this reflected in Cooperative Marketing revenue line, in other cases hotels cut their rates to be competitive and CVB pays for the shuttle

Chair Liedka stated that the Syracuse Chiefs has always been a hands-off facility. They must be ecstatic now that there has been a leadership change. Mr. Holder responded that he was meeting with them today. Chair Liedka stated it was great to hear that they were moving forward with this.

Chair Liedka stated the East Coast Pro Showcase has been here for two straight years and people don't know about it. Mr. Holder responded that we wanted to take a more active role in the marketing of that event. Chair Liedka interjected stating the Chief's didn't want the help, but now they will. Mr. Holder added we are looking forward to this and are meeting with Mr. Smorol today.

Chair Liedka asked to be advised as to how the meeting went. He would also like to meet Mr. Smorol. Mr. Holder responded that the big piece is to get a connection going and then we will pull you into it.

Mr. Holder continued:

- Final item in services is MEET Syracuse Event Planning, need this program; local connections to these conventions are volunteers, don't have resources and time to invest planning the event, want to be able to add assistance; probably via a hired relationship with a contract to work certain events; e.g., Digital Avionics System convention held 2 weeks ago in Syracuse, locally pulled together event with connection from Sensis; an international association with top talent in digital avionics radar systems, provided employee recruitment for local employers and helped drive tourism
- *Online & Database*: large price tag item, will be best tourism website in the state; first 3 months of 2014 coincides with rebranding the look and feel of the destination
- *Medical Tourism*: much exploratory work over the last 12 months, looking at ways to enter into Canadian market; considerable lag time for Canadian procedures, can come to us, pay out of pocket and have next day service; e.g., 9 month wait for MRI; talked to hospitals and hotels that can provide service; CenterState CEO researching right way to enter the Canadian market, product is ready need to go, want to test the water before jumping in, make sure there truly is a market; Colorado increased medical tourism 40% in one year using the medical search engine optimization strategy, placing ads on the site; we can do the same with cardiology, orthopedics, cancer treatments and fertility treatments; Chinese executive marketplace is enormous, needs and wants Americanized medicine; recently developed relationships will drive Chinese vitiation specifically for medical treatments, enthralled by our hospitals and the proximity to the destination product; can go shopping, golfing, get outdoors and have fresh air, big attraction for them; part of sales mission in February and March will focus on medical tourism opportunities built around diabetes treatment, cardiology care, cancer care, fertility and orthopedics, orthopedics greatest opportunity in this area

Mr. Holder stated the 2014 plan is bold and big, and he cannot wait to get to it.

The meeting was adjourned at 10:54 a.m.

Respectfully submitted,

KATHERINE M. FRENCH, Deputy Clerk  
Onondaga County Legislature

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## **WAYS AND MEANS COMMITTEE MEETING MINUTES - OCTOBER 28, 2013 DAVID KNAPP, CHAIRMAN**

**MEMBERS PRESENT:** Mr. Holmquist, Mr. Kilmartin, Mrs. Ervin, Mr. Jordan, Ms. Williams, Mr. May  
**ALSO PRESENT:** Chairman McMahon, *see also attached list*

Chairman Knapp called the meeting to order at 9:10 a.m. *A motion was made by Mr. Kilmartin, seconded by Mr. May, to waive the reading of the minutes of the previous committee. A motion was made by Mr. Jordan, seconded by Mr. Kilmartin, to approve the minutes of the proceedings of the previous committee meeting. MOTION CARRIED.*

### **CONSENT AGENDA**

1. **SHERIFF:** John Balloni, Chief
  - a. **Amending the 2013 County Budget to Appropriate Insurance Recovery Funds for the Replacement of a Sheriff's Vehicle (\$11,476)**

Chief Balloni noted that two additional insurance checks have come in (\$372 & \$3,956) and requested the resolution be amended to reflect at total of \$15,804. There was no objection.

**2. EMERGENCY MANAGEMENT:**

a. Accept Homeland Security Funds from the FY2013 Hazardous Materials Grant Prog. for the Onon. Co. Dept. of Emergency Management and Authorize Co. Exec. to Enter Into Contracts to Implement this Resolution

**3. ONONDAGA COUNTY PUBLIC LIBRARY:**

a. Amending the 2013 County Budget to Accept Additional New York State Aid Funds for the OCPL and Authorizing the County Executive to Enter into Contracts to Implement this Resolution (\$44,770)

**4. TRANSPORTATION:**

a. Amending the 2013 County Budget to Fund in the First Instance 100% of the Federal Aid Eligible Costs at a Maximum Amount of \$200,000 for the Design (Scoping I-VI) and Right-of-Way Incidentals Phase of the Otisco Valley Road Bridge Over Nine Mile Creek Project, PIN 3755.23, and Authorizing the County Executive to Enter into Agreements to Implement the Intent of this Resolution (\$200,000)

b. Amending the 2013 County Budget to Fund in the First Instance 100% of the Federal Aid Eligible Costs at a Maximum Amount of \$160,000 for the Design (Scoping I-VI) and Right-of-Way Incidentals Phase of the Electronics Parkway and Henry Clay Boulevard Signal Interconnect Project, PIN 3755.29, and Authorizing the County Executive to Enter into Agreements to Implement the Intent of this Resolution (\$160,000)

***A motion was made by Mr. Kilmartin, seconded by Mr. May to approve the items on the consent agenda. Passed unanimously; MOTION CARRIED.***

**REGULAR AGENDA**

**1. TRANSPORTATION: Chris Rauber, Civil Engineer**

a. Amending the 2013 Budget and Authorizing the County to Pay in the First Instance 100% of the Federal and State Aid Eligible Costs at a Max. Amount of \$3,192,000 and Authorizing the Co. Exec. to Enter into Agreements for the Velasko Rd. Improvement Proj. PIN 3753.29 (\$3,192,000)

- Velasko Road improvements – from Rt. 173 to Glenwood Ave.
- Construction phase to pay in first instance 100% federal/state funding in the amount \$3,192,000
- Total cost is \$3,360,000; local share is \$168,000 – available in previous work plans

Mr. Kilmartin asked about the timeline for the project. Mr. Rauber said that they are looking to bid the project over the winter and let it in the Spring; looking to complete it by Thanksgiving of 2014.

***A motion was made by Mr. Kilmartin, seconded by Mr. May to approve this item. Passed unanimously; MOTION CARRIED.***

b. Amending the 2013 County Budget to Fund in the First Instance 100% of the State Aid Eligible Costs for the First Floor Gallery Exhibition Upgrade and Redesign Project, and Accept Funds from the Erie Canal Museum (\$360,000)

- Pay in the first instance 100% for state aid eligible costs – 1st floor renovation of Erie Canal Museum; accept funds from Erie Canal Museum
- \$225,000 is the state grant; \$135,000 would be private funds issued by the museum
- Issue – the department submitted the resolution with some assurance from the museum that they would receive a letter from the State Comptroller's office extending the state grant for this project and have not receive it yet
- On the agenda because of the museum's tight schedule; have other funds that they extended and have until the end of the year to use

Chairman Knapp said that he will not call for a vote on this item. As it was considered today, and if the documentation is received, then it can be taken up at session. Mr. Rauber said that the Canal Museum has had discussion with the NYS Canal Corp., and have signed the extension form – their understanding is that this is in the NYS Comptroller's office waiting for signature.

c. Amending the 2013 Co. Budget and Authorizing the County to Pay in the First Instance 100% of the Fed. and State Aid Eligible Costs at a Max. Amount of \$1,254,000 and Authorizing the County Executive to Enter into Agreements for the Fly Rd. Paving Project, PIN 3754.87 (\$1,254,000)

- Fly Road paving project – amend budget to pay in the first instance \$1,254,000 for construction phase
- Total cost of project is \$1,320,000; local share is \$66,000, which is in previous capital plans

***A motion was made by Mr. Kilmartin, seconded by Mr. May to approve this item. Passed unanimously; MOTION CARRIED.***

**2. HEALTH: Michelle Mignano, Deputy Commissioner**

a. Transfer from Medical Examiner - Salaries 641010 (\$70,000) and Criminalistics - Maintenance Utilities & Rents 694130 (\$24,000) to Medical Examiner - Professional Services 694080 (\$94,000)

- Transfer needed - variation between actual expenses and budgets
- Changes in costs that could not be anticipated – chemist in toxicology went out on maternity leave - leave without pay - had to contract with chemists, \$30,000
- Additional cost to assisted forensic investigators for Oneida, \$40,000
- Assistant forensic investigators are not doing medical examiner cases – are doing research to find out if it's a MEO case
- The data for the number of those cases was not kept by Oneida; the number was ball parked based upon what Onondaga County has
- The actual number of cases was about twice as much as anticipated
- It was corrected for the 2014 budget
- Increased costs for testing for MEO – a one-time costs
- Savings – grant dollars in maintenance

Chairman Knapp asked if any changes are needed to the Oneida contract. Ms. Mignano said that it is reconciled annually and believes they have right sized it for 2014. They will be reporting to the Health Committee in November to talk about the contract with Oneida.



***A motion as made by Mr. Kilmartin, seconded by Mr. Jordan to approve this item. Passed unanimously; MOTION CARRIED.***

**3. CNY ARTS:** Steven Butler, Executive Director; John Garland, Board Member; Katherine Underhill, Managing Director

**a. Amending the 2013 County Budget to Make Funds Available to CNY Arts for Distribution to Musical Associates of Central New York, Inc. (\$75,000)**

Mr. Butler:

- Requesting 4th qtr. allocation
- Symphoria is moving beyond the startup phase – moved to a sensible and stable sized arts organization that is benefiting the community
- Met over 50% of targeted ticket revenue; sold over 1200 subscriptions; have a lot of service income
- Have performed many concerts throughout the region and locally
- Marketing firm in place

Ms. Underhill noted that they have a small, but strong, staff in place; their skill set and capacity has expanded. They are ahead of their trajectory at this point and are very encouraged.

Mr. Jordan asked if the symphony anticipates becoming self-sustaining and self-supporting. Ms. Underhill said that typically an orchestra of their size is supported in part from earned income from tickets and performance fees, and in part from contributions, grants, government sources and individuals. They anticipated trying to operate within that framework. Earned income accounts for almost 50% of the budget, which is pretty aggressive relative to the field. Mr. Jordan said that he has made his position clear in the past. The former incarnation of the symphony, included as part of their business model, continuous support from the County. His position was that it was a failed business plan. The corporate structure shouldn't be on the assumption that there is going to be money coming from county government. He asked for clarification – is it a pillar of the business structure – is there an assumption that there is going to be a certain amount from the County through taxpayer dollars. Ms. Underhill said that her understanding is that the support currently received is from hotel tax revenue. In speaking for the cultural organizations in the area, the hope is that there would be some support for the cultural health in the community. It is not a critical component for them, but it is very important at this juncture since they are just in the beginning of their first full performance season. Part of her job is to enhance the revenue capacity from all sectors. She will have a much better read on it after being on the ground longer--has been there 2 months. There is a lot of work to be done to rebuild the donorships, secure corporate support, and foundation grants.

Mr. Jordan asked Ms. Underhill what her assumption is in terms of county support in coming up with the symphony's annual budget. Ms. Underhill said that they just completed the budget process for this fiscal year. The allocation considered by the County is included in their budget for this year. They are not projecting beyond that yet. They will begin looking at the following fiscal year after the beginning of 2014. She thinks that typically, half of the budget will be earned income, which is very achievable and sustainable; half would be contributed income from a variety of sources.

Mr. Kilmartin asked for a comparison of the performance outcome from quarters 1 – 3 compared to how it was thought to be. Mr. Butler said that in the business models presented last October, they had hoped that they were looking at more ticket revenue initially. It became clear that the new Symphoria had to rebuild relationships with symphony patrons who had felt somewhat disenfranchised by the other symphony going down. At many meetings, concerns about marketing were expressed – it was not what it could have been. Today when he sees 1200+ subscriptions, knowing there is a marketing firm on board, and showing \$150,000 in profits at the end of quarter, it is a relief. If compared to some other organization, they are in a strong position, because they have approached things so conservatively and doing their due diligence. Ms. Underhill comes with a great deal of experience in the music world, will be a great addition. Her offices are donated by SU and the Board; it is small staff running at full tilt – maximizing their capacity and efficiencies.

In answer to Mr. Kilmartin, Mr. Garland said that half of the Pop Series will take place in the 4th quarter and two Masterworks series will take place. The 4th quarter encompasses half of the start of the subscription season – some of the highest profile, seasonal things are done in the 4th qtr. Revenue related to ticket sales is tracking ahead of where they thought it would be; are more than halfway through the ticket sales goal for the season.

Mr. Kilmartin asked if there are plans for any changes in 2014 that were different than 2013. Mr. Garland said that they are sticking with the 5 established series that they have subscriptions for. The marketing approach is more extensive now than it was at this time last year. With youth programming and regular performances, they are trying to build partnerships and get more people with diverse backgrounds into that hall. Mr. Butler noted that they are sharing a box office with Syracuse Opera – are not going out of house to have that done. Also, a residence Pops conductor has been brought on. Ms. Underhill noted that their ticket system is very user friendly and are beginning to expand ticket outlets.

Mr. May said that he has been a “no” vote on this appropriation of ROT monies since the start. He complimented the business plan and execution; and everything he has heard about the new organization has been great. He is glad to see the numbers tracking towards the goals. He will continue to be a “no” vote because of how it is funded and the level of funding. He does not think that ROT is an appropriate use of those funds, given that those funds tend to provide practically exponential returns on investment -- does not think it is seen here. He would like to see a more aggressive, established weaning process that brings the County support more along the lines of what is being done for other arts organizations.

Mr. Jordan agreed. He supports the arts, but in terms of the County's roll, would rather see it as occasionally filling holes. He is concerned that there is an assumption that the County is always going to continue to fund at particular levels. He very strongly encouraged a business model that assumes no support, and have the County as a stopgap revenue source.

***A motion was made by Mrs. Ervin, seconded by Mr. Kilmartin to approve this item. AYES: 6 (Ervin, Kilmartin, Knapp, Williams, Jordan, Holmquist); NOES: 1 (May). MOTION CARRIED.***

**4. FINANCE:** William Fisher, Deputy County Executive

**a. Authorizing the Transfer of Tax Delinquent Property to the City of Syracuse**

Mr. Fisher distributed a tax map (*copy on file with Clerk*)

- Small property, assessed at \$4,800
- Near airport, within the property that would normally be part of the airport
- Real Property Tax Svcs. Office – told that the owner no longer lives at the address listed and may be deceased

- Taxes have not been paid in 5 or 6 years – approx. \$400/yr.
- Normally this property would go to auction, but there is nothing on the parcel and the airport property, owned by the City, requested that it be transmitted to the airport
- The City would lease the property to the Syracuse Regional Airport Authority

In answer to Mr. Jordan, Mr. Fisher said the abutting road is Route 81 and an access road. Mr. Jordan asked what the buildings are, reflected in the photo. Mr. Weber said that he thinks they are utility buildings – are not part of the parcel. There is nothing on the parcel except a high fence; the land is wet beyond use.

Mr. Jordan said that there has been discussion about the conveyance of county properties and asked if this property has been listed for sale or indicated that it was available for purchase. It seems the property could be well suited for commercial development for a business ancillary to the airport. Mr. Weber said that it is his understanding that it is not very desirable. It is fenced in, the highway is right there, only assessed at \$4,800, and the City approached the County about it. Mr. Jordan would rather see the opportunity be made; if no one comes forward and shows an interest in it, then so be it. Mr. Weber believes it was auctioned before with no bids.

Mr. May asked if this fits the new policy. Mr. Fisher said that the property around the airport tends to be aggregated and then the airport develops it. When the City takes property, they don't have the ability to generate funds for themselves. It is part of the airport, and the federal government restricts it – can't divert airport revenue for general fund. If the airport is being managed properly, then the property out there gets developed and helps that airport be successful. The question is: is it the right public policy to take this property and keep it in the County hands when the County doesn't know what to do with it; it is cheap, and haven't been able to sell it. Or, give it to the City and let it be part of what the airport is managing. The policy has been changed as far as other property goes.

In answer to Chairman Knapp, the parcel is 1.61 acres. Mr. May said that one-third of it is wet. Mr. May asked if there is a timeline for this, i.e. expressed need. Mr. Fisher said "no" – the airport has no plans for it. The City is negotiating the lease of all of the property, and this would be made part of what gets leased.

Mrs. Ervin said that it doesn't seem to be a usable parcel for anybody else; it makes no sense to hold on to it. Mr. Fisher said that meanwhile, the County is paying the town – County makes the towns whole – losing money every year.

**Mr. May asked for confirmation as to whether or not the landowner is deceased and if the property has gone to auction in the past. Mr. Weber will find out and report back to members. Mr. May said if confirmed, it can be voted on Tuesday. Chairman Knapp said that no vote will be taken today; will get the requested information back – can go to session.**

## 5. PURCHASE:

### a. Revenue Contract Report

Chairman Knapp said that Purchase Division was reached out to, but no response was received back. It will be assumed that there is no report.

## 6. ECONOMIC DEVELOPMENT: Kevin McAuliffe, Hiscock & Barclay; Joe Goethe, Cameron Group

### a. Amend Res. No. 55-2013 Regarding an Alternative Allocation of Payments in Lieu of Taxes for the Project Known as "Township 5" and Authorizing the Co. Exec. to Agree to Such Changed Terms

Mr. McAuliffe said that since last before the legislature, there have been two changes to financing the infrastructure – things they need to do in order to use this site. The majority of them are mandated by NYS DOT, before given the break in access.

- Infrastructure costs went up by \$929,000
- Some soft costs reduced – not going to USDA now
- Cannot float a bond – bond market is terrible
- Net increase is \$654,000
- Key Bank, construction lender, trying to sell the bond in the market. It couldn't be done – tried every iteration
- Key Bank said they would increase the loan by \$3.5 million
- Payment schedules have been modified; have met with town and school district
- Have met with IDA preliminarily; will meet on 11/7
- Plan - have a separate tranche on construction loan of \$3.5 million and pay down as they move forward; when bond market improves, go back to IDA and fund a net of the \$3.5 million plus the \$3.061 million that will come out of pocket now
- The IDA resolution will amend the original resolution – not bonding anymore; not use the USDA guarantee
- Mandates modifications to the cap on how much can be taken out each year
- Town and school district have already approved unanimously
- Caps before were \$325k and \$575k – have been modified to \$475k and \$575k
- Calculation to the PILOT hasn't changed – starts at \$2.15/ft for everything placed in service, increases to 3% over time; over the life of the PILOT, still paying the IDA an amount of money comparable to what would have been paid in taxes

***A copy of the revised PILOT calculation was distributed – on file with clerk.***

Mr. McAuliffe said that the site is being prepared and grubbed. All municipal approvals are in place. They go back to IDA on Nov. 7th, at which time will have a final resolution from them. It takes 8 week to get the permits from DOT. Mr. Goethe said that the permits from DOT won't slow them up; right now they are clearing and grading the site and anticipate delivery to Costco in March or April, for an opening next summer. The work on the connection road can be cleared and graded now.

Chairman Knapp asked about the delivery to Costco. Mr. Goethe explained that Costco will be given a big pad of 150,000 sq. ft., and they will build their own building in 120 days. The key to that is to have all of the infrastructure in place (pump station, off site work, interchanges, Hinsdale ramps) in order to get the certificate of occupancy. Chairman Knapp asked if the physical plan originally presented is still the same. Mr. Goethe said that it is; have signed a contract with the apartment building who will start next year and open in 2015.

Mr. Holmquist stated that he will be abstaining, as his employer, Key Bank, is involved.

**A motion was made by Mr. Kilmartin, seconded by Mrs. Ervin to approve this item. AYES: 6 (Knapp, Ervin, Williams, Jordan, Kilmartin, May); NOES: 0; ABSTENTIONS: 1 (Holmquist). MOTION CARRIED.**

#### **AFFORDABLE CARE ACT:**

Chairman Knapp asked for an informational update from Mr. Morgan regarding the Affordable Care Act. He noted that many folks are getting pushed to Medicaid, and asked what the County's exposure for Medicaid be going forward. Mr. Morgan said that with the Affordable Care Act, part of the plan is to extend coverage to uncovered folks or to those that are covered and want better insurance. States have been asked to expand their Medicaid programs. New York State had already expanded its program. The expansion is mainly for singles and childless couples. In terms of New York expanding its program, they don't really have to do that. If more folks get pushed to Medicaid than anticipated, the County is protected because of the cap that is in place. The cap has been in place since 2006 but it wasn't a hard cap; after 2014, it will be a hard cap. For 2014 a projection of \$4 million reduction is factored in related to this expansion. More will be received by the federal government by saying that we will expand the Medicaid eligibility for certain populations; will pay more for that expansion. It starts at 75% and will go all the way up to 90% for New York State. The federal government is paying for the whole expansion in other states.

Mr. May noted that phone calls have slowed down to him regarding retiree health care, and asked how it is going on the executive side. Mr. Morgan said that it has slowed down a little bit. People are starting to use the new program and getting more comfortable with it. Fires are still being put out. Mr. May said that navigational issues are inherent to change—the important issue is benefit coverage and cost for all concerned.

Mr. May said that he is sure a punch list is being developed, due to the massive change. There are issues going forward, as the plans are renewed every year. **He asked that the legislature to be made aware of what the issues are**, as legislators get calls from people. Mr. Morgan said that there is a plan change that will potentially go into effect next year, which retracts a benefit a little bit. Vision coverage will be changed in the plan; still working with MVP to understand what the change is. Mr. May said that can be funded outside of the plan.

#### **7. LAW DEPARTMENT: Kathy Dougherty, Deputy County Attorney** **a. Litigation Update**

**A motion was made by Mr. Jordan to leave regular session and enter executive session to discussion JACQUELINE A. MOGLE v. GARY M. DIXON, individually and as an officer, agent and/or employee of ONONDAGA COUNTY PARKS and/or COUNTY OF ONONDAGA; ONONDAGA COUNTY PARKS, by and through its officers, agents and/or employees; COUNTY OF ONONDAGA, by and through its officers, agents and/or employees, and LUCINDA A. WALTZ, Individually and as Executor of the Estate of LUCINE WILLIAMS LATANT, Deceased, vs. COUNTY OF ONONDAGA d/b/a Van Duyn Home & Hospital; and THE ONONDAGA GUILD TO THE VAN DUYN HOME AND HOSPITAL, INC. Ms. Williams seconded the motion. Passed unanimously; MOTION CARRIED.**

**A motion was made by Mrs. Ervin, seconded by Mr. Kilmartin, to exit executive session and enter regular session. Passed unanimously; MOTION CARRIED.**

**Chairman Knapp noted for the record that no action was taken during executive session.**

A resolution was distributed, entitled, **Authorizing the Settlement of the Action Filed with the Supreme Court of the State of New York, County of Onondaga, Lucinda A. Walts, Individually and as Executor of the Estate of Lucine Williams Latant, Deceased V. County of Onondaga, Et Al.**

**A motion was made by Mr. Kilmartin, seconded by Mrs. Ervin to approve this resolution. Passed unanimously; MOTION CARRIED.**

The meeting was adjourned at 10:20 a.m.

Respectfully submitted,

DEBORAH L. MATURO, Clerk  
Onondaga County Legislature