

**Economic Development, Planning, Education, Employment,  
Arts and Agriculture Committee  
Meeting Minutes**

**DATE & TIME:** July 5, 2022 – 6:00 PM  
**LOCATION:** Powered by Zoom Meeting, Meeting ID: 824 6838 2243 By Phone (646) 558-8656  
**PRESIDING OFFICER:** Chair Brian Cahill  
**LEGISLATIVE STAFF:** Fawn Tantillo  
**PRESENT:** Legislators Herbert Litts, III, Thomas Corcoran, Peter Criswell, Chris Hewitt, Joseph Maloney, and Megan Sperry  
**ABSENT:** None  
**QUORUM PRESENT:** Yes

**OTHER ATTENDEES:** Legislators Phil Erner, Kathy Nolan, and Laura Petit; Deputy Executives Marc Rider and Chris Kelly; Director Lisa Berger, Tourism; Director Dennis Doyle, Planning; Director Tim Weidemann, Economic Development; Dr. Alan Roberts, SUNY Ulster; Director Nathan Litwin, Recovery & Resilience;

Chair Cahill called the meeting to order at 6:00 and asked Legislator Litts to lead the Pledge of Allegiance.

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**Motion No. 1: Moved to APPROVE the Minutes of June 7, 2022**

Motion Made By: Legislator Criswell  
Motion Seconded By: Legislator Litts

Discussion: None

Voting In Favor: Legislators Cahill, Litts, Corcoran, Criswell, Hewitt, Maloney, and Sperry  
Voting Against: None  
Votes in Favor: 7  
Votes Against: 0

**Disposition: Minutes APPROVED**

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**Presentation:** Ulster County Tourism by Lisa Berger – Director Berger shared real-time tourist information she is able to track through a variety of sources. The data shows length of stays, distance traveled, median tourist age, median tourist household income, international visitors, and other information that allows her to gauge the success of ad campaigns and where to target information.

Ulster County Tourism office will be recognized in October at a state-wide conference for Tourism Excellence and the creative use of data to drive success.

Director Berger shared ad campaigns and how they were being placed in social media like Spotify and Amazon, QR codes that take viewers to the county website, and a new “Leave No Trace” message to encourage visitors to adopt green practices.

She discussed some Hudson Valley regional efforts and partnership with agencies like I Love New York. These efforts include a presence at Stewart International Airport in Newburgh and work with Canadian travel writers

Director Berger spoke about ensuring the county's values and ideals are reflected in the county's message. Her office is sponsoring programs through the Ulster County Chamber of Commerce and Ulster Savings Bank for the first Black Business Achievement Awards and plans to help bring a traveling Harriet Tubman statue and exhibit to Ulster County in November. Her office also took part in a workforce recruitment effort at the Brickyard that was well attended by the industry.

She described some new businesses in the area that encourage sustainable tourism and have been featured in Travel and Leisure, Forbes and the New York Post.

Director Berger demonstrated a website feature her office launched that mimics Instagram. It is a beta site that will work well on the handheld smart phones and tablets that the majority of users on the web site employ for travel plans.

The displayed the new look of the online events calendar used by local residents and tourists. She also discussed the new streamlined Ulster County Travel Guide that is back after a COVID hiatus. The advertising is 100% sold out.

Legislators discussed how tourism ensures all business, large and small, are included in promotion efforts; any shifts in what types of attractions are popular; the impact on trails and trail related tourism; development of "reservation" systems at popular outdoor destinations; the importance of including local publishers in producing advertising.

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## Resolutions for July 19, 2022

Chair Cahill took Resolution 108 out of order.

**Resolution No. 341** - Amending The 2022 - 2027 Capital Improvement Program -Establishing Capital Project No. 642 - ARPA Homeowner Energy Improvements And Job Training Project - Amending 2022 Capital Fund Budget - Department Of Finance, Division Of Recovery And Resilience

**Resolution Summary:** This resolution amends the 2022-2027 Capital Improvement Budget by establishing Capital Project No. 642 for \$500,000 using Federal American Rescue Plan Act funding,

**Motion No. 2:** Moved to DISCUSS Resolution 341

Motion Made By: Legislator Criswell

Motion Seconded By: Legislator Hewitt

Discussion: See Transcript

Voting In Favor: Legislators Cahill, Litts, Corcoran, Criswell, Hewitt and Sperry

Voting Against: Legislator Maloney

Votes in Favor: 6

Votes Against: 1

**Disposition:** Resolution ADOPTED

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**Resolution No. 346** - Approving The 2022-2023 Ulster County Community College Budget – SUNY Ulster

**Resolution Summary:** approves the SUNY Ulster Budget for 2022- 2023 as filed with the Clerk of the Legislature, in the amount of \$28,459,575 providing for a contribution by Ulster County in the amount of \$6,400,863.

**Motion No. 3: Moved to DISCUSS Resolution 364**

Motion Made By: Legislator Litts  
Motion Seconded By: Legislator Criswell

Discussion: See Transcript

Voting In Favor: Legislators Cahill, Litts, Corcoran, Criswell, Hewitt, Maloney, and Sperry

Voting Against: None

Votes in Favor: 7

Votes Against: 0

**Disposition: Resolution ADOPTED**

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**Resolution No. 347 - Amending Capital Project No. 541 SUNY Ulster – Facilities Equipment - Amending The 2022 Capital Fund Budget – Ulster County Community College**

**Resolution Summary:** this Resolution will approve a funding Capital Project 541 – to replace facilities equipment for campus facilities in 2022 for \$340,000 and would be divided as follows: \$170,000 State and \$170,000 Ulster County;

**Motion No. 6: Moved to DISCUSS Resolution 347**

Motion Made By: Legislator Litts  
Motion Seconded By: Legislator Criswell

Discussion: See Transcript

Voting In Favor: Legislators Cahill, Litts, Corcoran, Criswell, Hewitt, Maloney and Sperry

Voting Against: None

Votes in Favor: 7

Votes Against: 0

**Disposition: Resolution ADOPTED**

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**Resolution No. 349- Approving The Execution Of A Contract For \$63,495.00 Entered Into By The County – The Offset House, Inc. D/B/A Catamount Color – Department Of Tourism**

**Resolution Summary:** this Resolution will approve a contract for professional services for the printing and distribution of the Ulster County Travel Guide

**Motion No. 7: Moved to DISCUSS Resolution 349**

Motion Made By: Legislator Criswell  
Motion Seconded By: Legislator Litts

Discussion: See Transcript

Voting In Favor: Legislators Cahill, Litts, Corcoran, Criswell, Hewitt, and Sperry

Voting Against: Legislator Maloney

Votes in Favor: 6

Votes Against: 1

**Disposition: Resolution ADOPTED**

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**Resolution No. 350** - Adopting The Inclusion Of Additional Lands In Agricultural Districts Within Ulster County As Recommended By The Ulster County Agricultural And Farmland Protection Board – Department Of Planning

**Resolution Summary:** This resolution adopts the recommendations of the AFPB as filed with the Clerk of the Ulster County Legislature, which includes the placement of additional lands within existing agricultural districts in Ulster County totaling 16 parcels and approximately 463 acres

**Motion No. 9: Moved to DISCUSS Resolution 350**

Motion Made By: Legislator Litts

Motion Seconded By: Legislator Corcoran

Discussion: See Transcript

Voting In Favor: Legislators Cahill, Litts, Corcoran, Criswell, Hewitt, Maloney, and Sperry

Voting Against: None

Votes in Favor: 7

Votes Against: 0

**Disposition: Resolution ADOPTED**

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**Resolution No. 351** - Authorizing The Department Of Planning To Submit An Application To The New York State Climate Smart Communities Grant Program For Renewable Energy Equipment At The Golden Hill Housing Site – Department Of Planning

**Resolution Summary:** This resolution authorizes the Ulster County Planning Department to submit an online application through the New York State Consolidated Funding Application to the Climate Smart Communities Grant Program for renewable energy at the Golden Hill low-income housing site for up to the category maximum of \$2,000,000 with match to come from Pennrose.

**Motion No. 10: Moved to DISCUSS Resolution 351**

Motion Made By: Legislator Corcoran

Motion Seconded By: Legislator Criswell

Discussion: See Transcript

Voting In Favor: Legislators Cahill, Litts, Corcoran, Criswell, Hewitt, and Sperry

Voting Against: Legislator Maloney

Votes in Favor: 6

Votes Against: 1

**Disposition: Resolution ADOPTED**

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Chair Cahill briefly spoke with Director Weidemann regarding and upcoming report on the CARES Act.

Chairman Cahill asked if there was any other business, and hearing none;

**Adjournment**

Motion Made By:           Legislator Litts  
Motion Seconded By:      Legislator Corcoran  
No. of Votes in Favor:     6  
No. of Votes Against:     0  
Time:                       6:43 PM

Respectfully submitted by: Fawn Tantillo  
Minutes Approved:         August 2, 2022

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**Chair Brian Cahill**

I'll call the July meeting of the Economic Development, Planning, Education, Employment, Arts and Agricultural Committee to order. We could we please rise for the pledge to the flag. Thank you.

**Committee Members**

I pledge allegiance to the flag of the United States of America, and to the Republic, for which it stands, one nation under God, indivisible, with liberty and justice for all.

**Chair Brian Cahill**

Thank you, everybody. So I, I assume everyone has reviewed the meeting minutes from our June 7 meeting. And if so, and there are no corrections, I will accept a motion to accept as submitted.

**Legislator Peter Criswell**

I'll make that motion.

**Legislator Herbert Litts, III**

Second.

**Chair Brian Cahill**

Okay, all those in favor?

**Committee Members**

Aye.

**Chair Brian Cahill**

All those opposed? No abstentions? Okay, great. Thank you. So tonight, we're going to have a presentation from the Department of Tourism. And it's a special day because it's the Director of Tourism his birthday today. Least I will tell you how old she is. I'll leave it up to her. Lisa's birthday today. And I just want to take a moment and say I hope you're having a great day. And I hope this presentation makes it even better.

**Director Lisa Burger**

Thank you very much. Chairman. I appreciate that. And I will say it's a significant birthday for everyone who's wondering so we can leave it at that I'm going to I am, Fawn, can you let me share... Okay. So, are you seeing my screen? You guys?

**Fawn Tantillo**

I do see it now.

**Director Lisa Burger**

Okay, great. So thank you so much, Chairman for asking me to come and do this presentation. We're at the halfway point, believe it or not for the tourism season. It really is already flown by. So, I'm just going to recap for you guys that tourism is vital to Ulster County, it's an export it brings money in from the outs from outside the area into the county it generates jobs revenue for local goods, services and businesses and as well as delivers sales and occupancy tax from people outside the area. So that is how it acts as an export.

**Fawn Tantillo**

I you should be able to share the screen.

**Director Lisa Burger**

I have the ability to get mobile visitation data through partnership through I love New York. And I just want to quickly go over what the years looking like for you guys. This statistic is showing you that we the average length of stay has increased this year average distance traveled by our visitor has increased our median tourist age it's weird, it's showing a little bit of an uptick. But that's not exactly accurate. I do want to draw your attention to the median tourist household income, which is very curious considering the percentage of tourists staying overnight. I had a conversation with our ad agency about this because these two are not jiving right now. And we think it might be a result of the fact that I geocache I geofenced a lot of trail heads. This is just recently, and it could be that it's reading local visitors more than outside visitors.

I just want you to know that last year our median tourist household income was anywhere between 70,000 to 83,000. Over the course of the year, we wound up at an average of I think it was 78,000 which we have other information that shows that that is probably still correct. I just like to give you guys the whole picture not only give you like that, Oh look how great everything is.

So, but this chart is showing you that as far as overnight visitation we are right now visiting we are right now far above where we were even at this point last year with overnight visitation. So that is a terrific

indicator and of, of the general health of the tourism Season. I mean, we beat it in February and March, which are usually our down months. The distance traveled likewise, this is showing you that it's increasing, which is also good for visitation, it means work that we're doing to hit our, quote, reach markets is actually having some impact. And this chart, we're going to come back to later, I just want to show you that our international visitation is up, of course, you know, during COVID, over the last two years, it would have been zero. But this is important for strategy that we've adopted moving forward. So, I just really wanted to walk you through a little bit of that.

So what have been we've been up to since last day. So, you guys, Ulster County Tourism has won two statewide awards for tourism excellence. We will be receiving those awards at a statewide conference in October in New York City. And one of the awards was given to us for creative use of data to drive success. And the other one was for overall tourism marketing excellent, by TPA, which is a tourism promotion agency, a county or destination marketing agency. So, we won that against measured against every other county in the state. And we're just really, really proud of our results of this of our award, and the recognition and, and we hope that you guys are too.

So in part, this is a quick peek at some of the things that helped us win these awards. You're looking at like some new messaging, you can see that in the fall, we were like telling people go stretch your legs in the spring, we wanted them to slip into, into some great cocktails. And now in the summer, we want people to find their happy space, so their happy place. So, I also have really great digital ads. And that's the bulk of what we run in place. I did not include them in my presentation, because I'm always worried that my links aren't going to work. And so, I didn't include them because I just was like, ah, it will probably work. But we have dynamic ads that run almost like video that that are placed on Google and on traveled sites and they are actually placed on am on places like Spotify, and Amazon. And so, you know, you might be watching something on Amazon and see one of the. They come up in their brief 32nd head.

So, we just thought I just thought I'd let you know that we have designed a brand-new craft beverage guide. That's what you see on one side, what I want to call your attention to is QR code which will be driving people back to our website. And the "Leave No Trace" language. At the end of last year, you know, as a result of the pandemic, we had so many people coming up here, and really loving our like most favorite places to death. So, we decided to adopt "Leave No Trace" language and put it on everything we put out. So, the craft beverage brochure is brand new. It also I only gave you the outs, I only gave you half of it. There's also a map that goes inside that shows you where these are. And we are really excited to have this in our hand. It's out for print, and we, we can't wait. We know that we're going to fly through these.

This is our fishing guide which we again we updated. You don't see the part where we added the QR code, but the "Leave No Trace" information is on here. And the more that we repeat this, "Leave No Trace", trace language the more we think that people will be able will willingly adopt the principles and so we're really working hard to do that.



I referred to international visitation before and a slight uptick. It's important for you guys to know we played a major role in welcoming play airlines to steward. This is a picture of me with my Orange County colleague and my Dutchess County colleague that is a picture of the very first flight that arrived at Stewart. Ulster County was so very lucky, the chief, the, the CEO, the Chief Operating Officer, and the Chief Marketing Officer along with the person that was in charge of their communications team, and their most important press Allstate in Ulster County. Either immediately prior to the launch or the week of the launch and in partnership with I love New York, Ulster County in Orange County are working on itineraries that will be they're going to be Hudson Valley wide. But believe me, Ulster County will be playing a real featured role in it. That will help. They will be posted on Play airlines website. And we are really looking forward to welcoming not just people from Reykjavik, but their entire model is a hub and spoke. And so we are looking forward to re welcoming visitors from Dublin and from Germany as well as people from London and Rome and some places that we that we didn't have previously, they will all be landing in Stewart and Amanda, Dana and I are working hand in hand with Island, New York to develop itineraries, which will be sold on plays website. So we're really excited about that.

The other thing that we're doing when it comes to international visitation is I had the ability to through partnership with New York State to enter into a program that will be working with Canadian travel writers. And so, we expect to really be doing something big, and really be welcoming Canadian travel, travel writers before the end of the year, and really opening up our own market to Canada, which has really not been done before. So, we're taking a look at international. And we're really we're really trying to get in there.

It's important for me to talk about the diversity, equity and inclusion work that we're doing. Some of you may know that Ulster County tourism was one of the sponsors with Ulster County Chamber of Commerce in Ulster Savings Bank, through their first annual Black Business Achievement Awards. That event grew out of a cup of coffee conversation that I was having with Jess Davis about making this the most friendly and inclusive place for visitors to come see. And with a lot of help and a lot of conversations. After that conversation about "how do we make sure that as a county, as a tourism department, we are making sure that our values and ideals are reflected in what we do". With a lot of help from other people.

The first step we thought was this black business Achievement Award. And we're and then we're working out from there. And you see a picture of Harriet Tubman here. And that's because our department is working with a diverse group of people to help bring that statue here, the traveling Harriet Tubman statue here in in November, and we're really looking forward to the programming that's going to happen. And we know that these kinds of things are very important to our visitors.

And so historic Huguenot Street has a big stake in the ground when it comes to indigenous people. And I want you to know that with our ad agency, we managed to find an old cultural heritage brochure that was done when I was first with this department. And now we're working with a with a broad cross section of stakeholders to make sure that the story we're telling and the sites we're directing people to are as inclusive as possible. And, and that's a big change for us. And we hope that you're happy with, with that kind of work that we're doing.

I still continue to do workforce work. We, we did a completely different kind of recruitment at Brickyard, this this spring of 40 people registered for it, everybody got to talk to the 22 businesses that were there. It was it was very well received by the industry. We need to figure out how to do things that are one off and that are more holistic. And so, I'm so happy that I am part of economic development and the Workforce Development Boards Workforce Summit. You know, as the second largest industry in Ulster County, it's so important that we all work together to solve these hiring issues. And I just want to give a shout out to Sharon and Tim for their leadership in this summit.

And I think it's going to be really terrific. It's coming up. So as always, part of what we do is welcome new editions. Some of you may recognize autocamp, which just opened in Saugerties at an old KOA campground, and we have worked very, very much with their PR agency and couldn't be happier with all the press they've gotten they've been in Travel and Leisure already, Forbes in the New York Post. They've had a terrific launch and we're really, really happy about it. Base Camp is something brand new, it's at the base of the trunks. Deanna Fomenko is providing a concierge service and outdoor concierge service there. And we really like what he's doing. And it's about sustainable use of the Shawangunk mountains. And we think he's done terrific things there, we're really happy to be a partner.

Lastly, this, let's cross our fingers at this hope this works, I want to show you our brand-new website, please let this work. Ah, it is not yet launched. This is completely different than what anybody else has. As you can see, we've set this up almost to mimic Instagram. And if it is fantastic on a handheld, we have information from our ad agency that shows us that the majority of our users are, are either using a smartphone or a tablet of some sort to access us. And this layout mimics Instagram, I'm the part where you see a static image here. We are bringing a photographer in market to get drone footage, and we expect to have that be dynamic. In the near future, probably not before the launch. So, this is a beta site. And I just hope that you guys like what you're seeing, this is our Instagram feed, I will do one thing and take you to I do want to show you, this is our events calendar, it just looks so different. We really love it. This tab where you start planning, we just love how it gets you immediately to the information that you need in order to decide to stay here. So, we, we are loving how the site looks. And we really hope that you guys do too.

So now for the tricky part I have to go back to from print slide and I did it I'm so happy. Which brings us up to the travel guide. This is a draft picture. This is not a draft. This is actually the cover of our travel guide. And I will let you know that that is of course the trestle in Rosendale. It's part of the Empire State Trail and the Empire State Trail has just exploded this year along with outdoor biking. And what you will see is you see on here we have a QR code, we decided to move in a different direction with our travel guide, it is not going to be a phonebook. With a lot of research, a lot of input from our partners, we found that doing itinerary based should by theme should help people find that's how people travel. And it should help direct people to what they want. And we have QR codes inside of here that will keep directing people back to our new website. So, we are really excited about this totally different travel guide than what anybody else has. And we can't wait for it to come through. We will include a map in that as we have in the past.

Here's our "Leave No Trace" principles, the "Leave No Trace" principles are also inside the travel guide itself in case you guys were wondering about that. And we just are really very, very excited about about

this tool and can't wait for it to come back out. We would like to remind you that the last time it was printed was in 2019. And we do not have any travel guides right now. So, you may be asking, you know why a travel guide? Well, I want you guys I want everyone here to know, all the committee members, the whole legislature to know that in 2020 at the end of 2020 and into 2021. We convened a committee of 20 people and they represented a wide diversity of businesses, everything from restaurants to attractions, to places to stay. And we brought people in to talk to them about possible alternatives of a travel guide. Why a travel guide? And through their work and guidance. These are the top eight reasons why we would need a travel guide. And so, in 2020, this department did not have money in their budget for a travel guide. And it didn't have it in 2021 and as we were going into this year After having done all this research with the group, I asked for money in our budget for the design of printing of a travel guide. And I'd like you guys, I should have said that a couple slides ago, I'd like you to know that the advertising for our travel guide or streamlined travel guide is 100% sold out. So, we met our advertising quota, you will be getting some revenue back on that. And we're really looking forward to it.

But what the committee came up with is "why a travel guide". Here they are, here are the reasons why we need a travel guide. And so you know, it's an in market tool, as well as an out of market marketing tool. It's essential, it enables us to tell our story the way we want it told, if we don't do it, somebody else is going to come into the market and tell a story about visiting Ulster County that may directly contradict everything that we do online. And in our other brochures, our core customers use them. That's what we found out. It's an extremely cost-effective way to reach expanding markets. It's a key travel show tool, people email and call all the time wanting them. The industry itself here and Ulster County wants fun. And without one, you disappear. And the reason I have this picture here is I was at the walkway this weekend, and this is on the Ulster County side. And I want you to notice that discover Duchesse is up here, their travel guide is in our market, driving people to their attractions, and our businesses don't like that. So I am done with my presentation, I will stop sharing. And I hope that everybody enjoyed it. And if you have any questions, I'm happy to answer them.

#### **Chair Brian Cahill**

So, I'll let Thank you very much, Lisa. That was excellent. And like usual, you're very professional in your presentation and gives us a lot of confidence, gives me a lot of confidence that our tourism department is in good hands. So, let's see Legislator Maloney has his hand up. And then I would like to ask a question when he's done. Go ahead, Legislator Maloney.

#### **Legislator Joseph Maloney**

I was wondering, you know, you use the phrase "partnering" with regards to a campground earlier. I was just wondering what's tourism's process, policy, procedures with regards to making sure you're not going to promote one Ulster County Business over another. So, we have this travel guide? We I feel like we have to ensure that every single campground gets the same promotion. Ultimately, it's tax dollars promoting a private business. So how do we ensure that every single business of that type gets the same an equal play, and when you start using terms like partnering, it makes me and certain other legislators a little uncomfortable, because you start to really worry that by promoting one business, you hurt another? And, and it's just not, you know, government has to be very careful with getting involved with the private sector (inaudible

**Chair Brian Cahill**

Legislator Maloney, you're breaking up. You're breaking up pretty badly.

**Legislator Joseph Maloney**

...on my connection...So I'm breaking...(inaudible) everyone. Okay, sorry. But I think (inaudible)

**Chair Brian Cahill**

You're having real trouble here. Are you there?

**Director Lisa Burger**

Sorry, Legislator Maloney, do you have anything else that you want to add? Before I answer?

**Legislator Joseph Maloney**

If you can't hear me, then I then I don't know. I don't if I don't have a great connection. Sorry. But I was just worried. I was just wondering if you can hear me if you have a process to ensuring that 100% of each type of business gets the same exact partnership from the...

**Director Lisa Burger**

So I was. Thank you so much. Legislator Maloney. And, and I really appreciate your question, because it's important that we do promote every nook and cranny of the County and all the businesses in it. So, when it came to partnering with the opening of Auto Camp, that may have been a little bit of a what, what I should have said is we worked the way that we do with every new tourism business opening. We work to make sure that I Love New York is aware of them; that travel writers are aware of them. We you know, we have the ability to work with Finn and Partners through I Love New York to access some of the very best writers there are. And, and what we want to make sure of when new tourism businesses are opening is that they get the best launch possible. And so, in that how we quote "partner" with them. Just the same way when we have businesses that are already open. A good example is I will go to them, I will go with them if they're having a hard time, and we will talk about strategies and things that they can do to improve visitation or ideas for promotions. It's all part and parcel of it. And I always like to say that every single property, they're all, they're all my children. I love them all equally. The fact is that in tourism, you need to have a reason to get people here, right. And so certain properties do always wind up being spoken about in, you know, when it comes to certain things. I'll use Rail Explorers as an example. You know, last summer, every famous person in the world was at Rail Explorers. Everybody was talking about them, right? Everybody who contacted us wanted to know, how can I get into Rail Explorers. So, it's part of the tough balancing act that we have here in the county. And I think our idea of driving people back to the website, where, under our new website, the listings randomize, they don't randomize now. So, if you go to "places to stay", you're not always going to get Apple Pie Lodge first. Do you know what I'm saying?

**Legislator Joseph Maloney**

I hear what you're saying. I do have concern. I mean, there's I don't know, is there 100 campgrounds or more? How do you ensure that every single campground when you start, you know, it's one thing, it's a very unique? This is when you talk about bringing in an airline, that that's somewhat small and kitchy, in certain areas of the world? I'm not real worried about airlines, the other airlines, but when you talk

about campgrounds and small businesses, it really does concern me as far as getting really involved in sitting down with private, small private businesses and, and pointing people in certain directions. I I don't I have concerns about that. So I mean, there's certain parts of this that I think are really good, but other parts I think we really got to be I don't know, especially with smaller, smaller businesses. I think, you know, I don't know if that's really should be our focus and the job of, of county tax dollars, but I appreciate your, your explanation.

**Chair Brian Cahill**

Thank you, Mr. Maloney. So, Deputy Exec Kelly, Kelly, I'll get you after my question, if your that's right with you. So, I'm really just curious a couple of things. One is, has there been a any kind of shift in what is the most popular attraction in Ulster County? And that'll give you that'll be my first question. And my second question will be, have you seen an impact on trails and trail related tourism that you can quantify in any way?

**Director Lisa Burger**

Those are two great questions. Chairman Cahill. So, I would say "yes" to the impact on our trails. And in fact, you know, Sam's Point Preserve, now has a reservation system on weekends and holidays, because of over usage. We have a tremendous... the demand for our connected rail system for our Connected trail system is unyielding. I mean, honestly, you cannot satiate that quench, you can't use that that thirst. You can't get enough people. We cannot open our trails fast enough to accommodate all the people. So, this weekend, not this weekend. It was it was the day before Fourth of July. So that was Sunday. Minnewaska state park with 700 parking spots was closed before 11:11am. And that is astounding to me. The Walkway Over The Hudson I happen to be on yesterday in before everything. And they had to have traffic cones up to keep people on the rates. So that traffic would keep moving on the bridge. So yeah, we have we I don't think that our core attractions have changed. But I will say to you, Mr. Chairman, is now that we're back to allowing people to be inside we have an incredible demand for music again, and for our events and that's really nice to see.

**Chair Brian Cahill**

Thank you very much, Deputy Exec Kelly, then Legislator Hewitt will go after him? If that's okay.

**Deputy Executive Chris Kelley**

I'll pass. Thank you very much. Yep. Thanks very much.

**Legislator Chris Hewitt**

Thank you, Lisa. Great presentation. Very informative. And I appreciate the need for the travel guide and everything that you do. I think that Legislator Maloney has a good point about fair partnerships. And you mentioned one reason to have a travel guide, is to enable you to tell our story and to tell it. Well, I think though the county is competing against our great local publishers. And you mentioned that, well, first, I'll say that one good thing about the county publishing is that you could be fair, you're not doing pay to play some publishers only published about the people who are advertising in their publications. And I think that you do a good job of really telling the full story. But you'd mentioned that you primarily do digital ads with Spotify and Amazon. And that means most of our money is going to

Silicon Valley and Amazon, Jeff Bezos. So I would suggest considering 90% Ulster publishers and supporting those publishers, and maybe just 10% to large corporations.

**Director Lisa Burger**

I appreciate that, Chris. And I know that local publishers keep people employed. And they also know that they that, that they do a great service for our tourism, businesses. And so our digit 90% of the advertising, it's digital isn't just OTT placement, we are also you know, doing that, you know, let me follow somebody around in a funnel, like who'd be identified, it's looking for a vacation, and so they may wind up, you know, if so, you may see our ads on various news sites, you will may see us in Google, we might pop up, you know, in a social feed, that is a cost effective way for us to place advertising. And it also seems to be working in driving visitation here. So but I, you know, I hear you about the importance of our local publishers in the great job that they do. They really do.

**Chair Brian Cahill**

Excellent. Thank you. Anyone else have any other questions for Director burger? Obviously, we let her go for the evening. celebrate her birthday. All right, thanks. Thanks so much.

**Director Lisa Burger**

Thank you.

**Chair Brian Cahill**

You don't have to leave you can hang around if you want to. I know we have a resolution on here for you. But if you want to go celebrate your birthday, please feel free.

**Director Lisa Burger**

Well, Chairman, I just do want to say that my husband is at home right now. I have a bad Wi Fi connection at my house. So I'm in my office and, and he's at home, waiting for me. He made me dinner. So thank you.

**Chair Brian Cahill**

Thank you. Thank you again, for taking the time this evening. Appreciate it.

**Director Lisa Burger**

Thank you. Yep. Bye.

**Chair Brian Cahill**

Okay, so that with that, we're going to jump right into resolutions. And our first resolution for the night is resolution number 341, which is Amending the 2022 to 2027 Capital Improvement Program, establishing, establishing a Capital Project Number 642- ARPA home energy improvements, training 2022 Capital Fund budget, Department of Finance, Division of Recovery and Resilience. I'll accept the motion

**Legislator Peter Criswell**

Motion for discussion.

**Chair Brian Cahill**

And then a second.

**Legislator Chris Hewitt**

Second.

**Chair Brian Cahill**

Okay. So is there any discussion? Okay, thank you. So, all those in favor?

**Committee Members**

Aye. Aye.

**Chair Brian Cahill**

All those opposed? Opposed? Okay, Any abstentions? Okay, thank you. We'll go on to resolution Number 346, which is Approving the 2022 to 2023 Ulster County Community College budget for SUNY Ulster. And I thought I saw Dr. Roberts.

**Dr. Alan Roberts**

Yeah. Yes, sir.

**Chair Brian Cahill**

Got a motion from Legislator Litts. Is there a Second.

**Legislator Peter Criswell**

I'll second that.

**Chair Brian Cahill**

Okay. Any discussion on the budget? We had a nice presentation from our last meeting and then during session so there's no further discussion. I'll call for the vote. Okay, all those in favor?

**Committee Members**

Aye. Aye.

**Chair Brian Cahill**

All those opposed? Okay, Any abstentions? Great. Thank you very much. Thank you, Dr. Robertson, and good luck to you.

**Dr. Alan Roberts**

Thank you Okay.

**Chair Brian Cahill**

All right, Resolution Number 347. Amending Capital Project number 541. SUNY Ulster for facilities equipment, amending the 2022 Capital Fund Budget. Ulster County Community College. I'm not sure

what this is an Yeah, because we weren't able to get all the backup for the second probably look, just give me one second. Okay. If anybody has any questions that is Dr. Roberts is still on here.

**Dr. Alan Roberts**

Yeah. Yeah.

**Chair Brian Cahill**

Yeah. So do you know if you would like to elaborate, please feel free and well, I'm looking.

**Dr. Alan Roberts**

Yeah, this is to replace, what we want to be able to do is move into more Green Fleet as the county has. So, we have some hybrid vehicles, we have some electric vehicles, and we're going to be replacing three of our major snowplow areas, snowplow trucks. So just the, you know, the amendment to move forward to get to this, you know, half of it's through the state and have sort of the county.

**Chair Brian Cahill**

Okay, It's in front of me now. Thank you very much. Any other discussion on that?

**Fawn Tantillo**

Has this been moved?

**Chair Brian Cahill**

I thought...

**Legislator Herbert Litts, III**

I moved it.

**Chair Brian Cahill**

Okay.

**Legislator Peter Criswell**

I seconded it.

**Chair Brian Cahill**

Yeah, I thought so too. Yeah. So, Litts and Criswell, okay. Any other discussion? Okay, all those in favor?

**Committee Members**

Aye. Aye. Aye. Aye

**Chair Brian Cahill**

Any opposed?

**Chair Brian Cahill**



Great. Any abstentions? No. Great. Thank you. So that moves.

**Dr. Alan Roberts**

Thank you very much.

**Chair Brian Cahill**

All right. Thank you, Dr. Roberts. Good luck to you. Thank you. All right. Resolution. Resolution number 349. is approving the execution of a contract for \$63,495 entered into by the county, the Offset House Incorporated, doing business as Catamount Color, Department of Tourism, I assume this is our travel guide. Yeah. And so I'll accept a motion.

**Legislator Peter Criswell**

I'll move it.

**Legislator Herbert Litts, III**

Second.

**Legislator Peter Criswell**

So we got Criswell and Litts. Any discussion.

**Chair Brian Cahill**

I have something to say if no one else does. So, I'm really glad to see this back. I've been an advocate to have this travel guide from day one. Even when the, there was not a lot of people traveling during COVID. I did do some traveling; I did travel back and forth between Florida and here a couple of times. And those tours, places were packed. Those travel places were packed. And there were people in there. And you know, there was stuff in there. And I always felt like wow, if we had something this may just get people here, even though we're in COVID. You know, and so I do believe that they do attract people, and they're useful. I know, I'm pretty old and I'm old fashioned. But when I go to a place I look for them, you know, I like to have them in my hotel room. I'm a computer guy as well. But I like you know, sitting on a balcony, looking at the ocean and looking at the travel guide as well. Right. So I think they're very important to tourism overall in the county. So I'm a big supporter of the travel guide. any other comments or questions? Okay. I'll call for the vote. All those in favor?

**Committee Members**

Aye. Aye. All those opposed?

**Legislator Joseph Maloney**

Aye.

**Chair Brian Cahill**

You opposed, Legislator Maloney or are for?

**Legislator Joseph Maloney**

Opposed.

**Chair Brian Cahill**

Okay, so. Okay, thank you.

**Legislator Joseph Maloney**

And I'm not against travel guides. But I do think there's a different a different approach. And I think we should bring in all businesses and do separate travel guides for specific types of businesses like camping and whatnot, bring them to the table, give everybody the same access and partner in a in a more inclusive way. But I'm a "no" in this approach.

**Chair Brian Cahill**

Thank you, Legislator. Resolution number 350 is adopting the inclusion of additional lands in the ag districts within Ulster County, as recommended by the Ulster County Ag and Farmland Protection Board, Department of Planning. I'll accept a motion.

**Legislator Herbert Litts, III**

So moved.

**Legislator Thomas Corcoran**

Second.

**Chair Brian Cahill**

Litts and Corcoran. Any discussion? Okay, all those in favor?

**Committee Members**

Aye. Aye. Aye.

**Chair Brian Cahill**

Anyone opposed?

**Fawn Tantillo**

Joe, were you opposed.

**Legislator Joseph Maloney**

I, I, I cut out for a second. Can you read the resolution again?

**Chair Brian Cahill**

Yes that was the resolution number 350 adopting the inclusion of additional lands in the agricultural district within Ulster County as recommended by the Ulster County Ag and Farmland Protection Board from the Department of Planning.

**Legislator Joseph Maloney**

I'm a "yes".

**Chair Brian Cahill**

Okay. So I think we have all Yes. Anyone opposed? Any abstentions? Great. Resolution number 351, which is authorizing Department of Planning submitted to the New York State climate smart communities grant program for renewable energy equipment at the Golden Hill housing site from the Department of Planning. I'll accept the motion for discussion.

**Legislator Thomas Corcoran**

Motion

**Legislator Peter Criswell**

**Chair Brian Cahill**

Okay, so Corcoran and Criswell, any discussion on this grant application? Okay, great. All those in favor?

**Committee Members**

Aye. Aye.

**Fawn Tantillo**

All those opposed? And Mr. Maloney? I'm a "no".

**Chair Brian Cahill**

Okay, All right. So that's all we have on resolutions. Is there any old business to discuss tonight? Okay, is there any new business that anyone like to discuss tonight? Okay, so I think that we had the Economic Development Department is going to give us a little update on CARES Is that still going to happen tonight or no?

**Director Tim Wiedemann**

Mr. Chairman, I'm, I'm here and happy to do it, if that would be helpful.

**Chair Brian Cahill**

You know, so I would just assume that unless anybody has a great urgency to see that, if you would just, you could email it to us. And we could review it. I think you did, actually. Right. And, yeah, if we want to do a presentation, because we are you completely done with that, or how much more do you

**Director Tim Wiedemann**

No, and I think what prompted the the the requests to update everyone is that we actually are requesting a public hearing soon. This is a requirement from the state funding program that we hold two public hearings, one at the beginning and one sometime before the end of the program. Initially, our end date for the program was July 14, but we requested an extension of a couple of months from the state in order to spend down the full amount. So we expect some time soon to come to you with a request for a public hearing. And I'm happy to circulate an update on the program now and then before that public hearing via email, so

**Chair Brian Cahill**

So do we have time to get it in the July Legislative session? No. Right. So it's gonna have to come in August, correct? Yeah. So we're working

**Director Tim Wiedemann**

with the clerk on that. And I think I think you're right. I think it hasn't gone in yet. So I think it'll be August.

**Chair Brian Cahill**

Okay. So let's just make sure we don't want to miss that deadline. Right. So let's, we'll put that on next month's agenda for now. And we'll go over everything with the CARES Act, including the public hearing. Okay. All right.

**Director Tim Wiedemann**

Thank you, Mr. Chairman.

**Chair Brian Cahill**

Thanks, Tim. So anyone else have any new business they want to talk about? All right, well, then I'll accept the motion hearing none.

**Legislator Herbert Litts, III**

I will make a motion for adjournment.

**Legislator Thomas Corcoran**

Second.

**Chair Brian Cahill**

All right. Thank you, Legislators. All right. Thanks, everyone. And I appreciate having a nice quick meeting. That's nice change of pace. Worked out. Well. I think we are in a good place and we'll see you all next month or next couple of weeks. Hey, stay healthy. Take care. Everybody