

**Economic Development, Tourism, Housing, Planning & Transit Committee
Committee Meeting Minutes**

DATE & TIME: April 6, 2021 – 6:00 PM or (or immediately following Legislative Programs, Education & Community Services Committee)
LOCATION: Powered by Zoom Meeting by Dialing (646) 558-8656, Meeting ID: 952 9847 6763
PRESIDING OFFICER: Chairman Brian Cahill
LEGISLATIVE STAFF: Fawn Tantillo
PRESENT: Legislators Lynn Archer, Thomas Corcoran, James Delaune, Herbert Litts, III and Abe Uchitelle
ABSENT: Legislator Mary Beth Maio
QUORUM PRESENT: Yes

OTHER ATTENDEES: Deputy County Executives Evelyn Wright and John Milgram; Alan Macaluso, Director of Information Services; Dennis Doyle, Director of UC Planning; Lisa Burger, Director of Tourism; Kevin Smith and Karl Beard, Trails Advisory Committee; Connor Gillis, Patty Goodwin and other callers.

Chairman Cahill called the meeting to order at 6:01 PM.

Motion No. 1: Motion to Approve the Minutes of March 2, 2021

Motion Made By: Legislator Uchitelle
Motion Seconded By: Legislator Delaune

Discussion: None.

Voting In Favor: Legislators Cahill, Archer, Corcoran, Delaune, Litts, Maio, Uchitelle

Voting Against: None

Votes in Favor: 7

Votes Against: 0

Disposition: **Minutes Approved**

Presentation 2020 State of the Trails Report (see transcript)

Presentation of 2021 Tourism Plans (see transcript)

Motion No. 4: Motion to approve Resolution No. 173

Motion By: Legislator Archer

Motion Seconded By: Legislator Litts

Discussion: See attached transcript

Voting In Favor: None

Voting Against: Legislators Cahill, Archer, Corcoran, Delaune, Litts and Uchitelle

Votes in Favor: 6

Votes Against: 0

Disposition: Resolution approved

Resolution No. 174 -Appointing Alternate Member To The Ulster County Planning Board – Town Of Ulster

Resolution Summary: This resolution appoints Anna Hayner of Lake Katrine, NY to represent the Town of Ulster as an alternate on the Ulster County Planning Board from April 20, 2021 thru December 31, 2021, to coincide with the term of regular member Frank Almquist; finishing term of Dan Furman.

Motion No. 4: Motion to approve Resolution 174

Motion By: Legislator Corcoran

Motion Seconded By: Legislator Litts

Discussion: See attached transcript

Voting In Favor: Legislators Cahill, Archer, Corcoran, Delaune, Litts and Uchitelle

Voting Against: None

Votes in Favor: 7

Votes Against: 0

Disposition: Resolution approved

Resolution No. 175 -Approving The Execution Of A Contract Amendment For \$5,000.00, Causing The Aggregate Contract Plus Amendment Amount To Be In Excess Of \$50,000.00 Entered Into By The County – United Way Of Ulster County Inc. –

Resolution Summary: This resolution will approve a contract amendment with United Way of Ulster County, Inc., to extend the term of an agreement for payroll services for year-round youth employment; amending the term from 6/30/2021 -6/30/2022 for an additional \$5000 (100% federal).

Motion No. 5: Motion to approve Resolution No. 175

Motion By: Legislator Litts

Motion Seconded By: Legislator Archer

Discussion: See attached transcript

Voting In Favor: Legislators Cahill, Archer, Corcoran, Delaune and Litts
Voting Against: None
Abstain: Legislator Uchitelle
Votes in Favor: 5
Votes Against: 0
Abstain: 1
Disposition: **Resolution approved**

Resolution No. 176 - Approving The Execution Of A Contract Amendment For \$46,720.00, Causing The Aggregate Contract Plus Amendment Amount To Be In Excess Of \$50,000.00 Entered Into By The County – United Way Of Ulster County Inc. –

Resolution Summary: This resolution will approve a contract amendment with United Way of Ulster County, Inc., to extend the term of an agreement for payroll services for summer youth employment; amending the term from 10/31/2020 -10/31/2021 for an additional \$46,720. (100% federal).

Motion No. 6: **Motion to approve Resolution No. 176**
Motion By: Legislator Litts
Motion Seconded By: Legislator Corcoran

Discussion: See attached transcript

Voting In Favor: Legislators Cahill, Archer, Corcoran, Delaune and Litts
Voting Against: None
Abstain: Legislator Uchitelle
Votes in Favor: 5
Votes Against: 0
Abstain: 1
Disposition: **Resolution approved**

Resolution No. 177 - Authorizing The Chair Of The Ulster County Legislature To Enter Into Intermunicipal Agreements With Various Municipalities For The Operation Of The Summer Youth Employment Program And The Young Adult Employment Program

Resolution Summary: This resolution authorizes the Chair of the Legislature to enter into intermunicipal agreements for various youth and young adult employment programs.

Motion No. 7: **Motion to approve Resolution No. 177**
Motion By: Legislator Litts
Motion Seconded By: Legislator Corcoran

Discussion: See attached transcript

Voting In Favor: Legislators Cahill, Archer, Corcoran, Delaune and Litts
Voting Against: None
Abstain: Legislator Uchitelle
Votes in Favor: 5
Votes Against: 0
Abstain: 1
Disposition: **Resolution approved**

Resolution No. 178 - Authorizing The County Executive To Enter Into A Memorandum Of Understanding Between The Ulster County Workforce Development Board And The NYS Department Of Labor, NYS Education Department, NYS Office Of Children And Family Services And The NYS Commission For The Blind - Department Of Employment And Training

Resolution Summary: This resolution authorizes the County Executive to execute an MOU and any subsequent amendments between the UCWD and workforce partners.

Motion No. 8: **Motion to approve Resolution No. 178**
Motion By: Legislator Archer
Motion Seconded By: Legislator Litts

Discussion: See attached transcript

Voting In Favor: Legislators Cahill, Archer, Corcoran, Delaune, Litts and Uchitelle
Voting Against: None
Votes in Favor: 6
Votes Against: 0
Disposition: **Resolution approved**

Resolution No. 179 - Approving The Execution Of A Contract Amendment For \$60,141.00 Entered Into By The County – CB20 Inc. F/K/A Computer Professionals International Inc. – Information Services

Resolution Summary: This resolution approves a contract amendment for information systems technical and system engineering services with CB20, Inc. to extend the term of the contract from 1/1/2021 thru 6/30/2022 for \$60,141 (100% County)

Motion No. 9: **Motion to approve Resolution No. 179**
Motion By: Legislator Litts
Motion Seconded By: Legislator Corcoran

Discussion: See attached transcript

Voting In Favor: Legislators Cahill, Archer, Corcoran, Delaune, Litts and Uchitelle
Voting Against: None
Votes in Favor: 6

Votes Against: 0
Disposition: Resolution approved

Old Business:

New Business:

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

Motion to Adjourn

Motion Made By: Legislator Litts
Motion Seconded By: Legislator Corcoran
No. of Votes in Favor: 6
No. of Votes Against: 0
Time: 7:16 pm

Respectfully submitted by: Fawn Tantillo
Minutes Approved: May 4, 2021

**Economic Development, Tourism, Housing, Planning & Transit Committee
Committee Meeting Transcripts**

DATE & TIME: April 6, 2021 – 6:00 PM or (or immediately following Legislative Programs, Education & Community Services Committee)

LOCATION: Powered by Zoom Meeting by Dialing (646) 558-8656, Meeting ID: 952 9847 6763

PRESIDING OFFICER: Chairman Brian Cahill

LEGISLATIVE STAFF: Fawn Tantillo

PRESENT: Legislators Lynn Archer, Thomas Corcoran, James Delaune, Herbert Litts, III and Abe Uchitelle

ABSENT: Legislator Mary Beth Maio

QUORUM PRESENT: Yes

OTHER ATTENDEES: Deputy County Executives Evelyn Wright and John Milgram; Alan Macaluso, Director of Information Services; Director Dennis Doyle, Director of UC Planning; Lisa Burger, Director of Tourism; Kevin Smith and Karl Beard, Trails Advisory Committee; Connor Gillis, Patty Goodwin and other callers.

Chairman Brian Cahill

We can start, we know that there's not going to be any further legislators. Is there anyone? We can wait a few more minutes from the trails folks? Are you waiting for other people? Or, you know, we'll give them a few. We're gonna we have a few minutes of stuff to go through first but

Kevin Smith

I, you know, there they only have access to the dial in for audio so I don't we Steve rice is the only other person that we sent the link for the video. Okay, so

Chairman Brian Cahill

OK, so when it's time... we'll wait a few minutes, Kevin right when the time comes, if you want it will be good with that. So I call the meeting to order. And normally Herb Litts displays in American flag for us to do the Pledge of Allegiance. But we don't have one tonight. But Fawn does. So we if you don't mind was standing, say to pledge of allegiance. Thank you.

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

Okay, we've all been the committee members have been sent the Oh, there's Lynn. Okay. Sorry, Lynn. I forgot. We started a minute early, or on time, actually. So we've all the committee members have been sent the minutes. Have you had an opportunity to read them and review them? Is there any questions about them? And there's Herb? All right.

Good. I'll accept the motion to accept the minutes as presented.

Legislator Abe Uchitelle

I move to accept the minutes.

Chairman Brian Cahill

And I think Jimmy, you have to be on screen to vote. Is that correct? Yeah.

Legislator Delaune

I'll make that motion then.

Chairman Brian Cahill

So that's a second. All those in favor? Aye. Opposed? Okay. Thank you. So today, we have two separate presentations. The first one is going to be from the trials report from Kevin Smith. And Kevin, do you want to wait a few more minutes? Are you you're good to go? Is this your your man on the phone here, Steven?

Kevin Smith

That is not Stephen. Okay.

Fawn Tantillo

I have a caller ID 845 XXX XXXX. Can I get your name?

Kevin Smith

That's Patty Goodwin, the Woodstock Land Conservancy board president.

Fawn Tantillo

Okay.

Chairman Brian Cahill

So would you like would you like to wait a little while? Are you ready to go?

Kevin Smith

No, I, I think we should go ahead and start, we really appreciate the time that you've given us tonight. And I don't I don't want to delay things for you. So, my name is Kevin Smith. I am the Board Chair of the Woodstock Land Conservancy. I am a member of the Ashokan stewards program at the Ashokan Rail Trail. And, and I am currently serving as chair of the Ulster County Trails Advisory Committee.

And we really appreciate the opportunity to present our State of the Trails report to you tonight. It's been a labor of love. A tremendous amount of work went into this and a lot of volunteer work, which is very emblematic of what I want to impress upon you all is the extraordinary wealth of goodwill and expertise and knowledge and in the county, that are working, both professionally and on, on all volunteer levels, on, on trail projects around the county. It's kind of it's humbling to serve with the people on the on the Trails Advisory Committee, including many people who are not appointed members, but show up month after month after month. They advocate, they're out maintaining the trails, keeping the trails open for the public. And it's, it's a really extraordinary, you know. It's a, it's an extraordinary asset that we have here in the county.

So first and foremost, you know, we're just so appreciative of them, because they're the ones along with you all and your predecessors and the county administrations that came before that have made this everything that's in this report possible. We wanted to capture what we thought was an extraordinary moment in the life of Ulster County's trails that we saw coming together in the last several years and really, really kind of coming to, to a peak in 2019 and 2020, especially including the opening of the show can rail trail and the completion of the Empire State trail coming across the Walkway and through some of our some of our most extraordinary areas and communities and natural resource areas. So, with that, we decided to take a snapshot of our shared use trail system and, and some of the things that we know about it some of the things that we've learned and, and, and also have a flash forward of what's, what's next. Now that what we have is a is a true system. And, and, and there are still challenges remaining, and opportunities and trails are continuing to come online every few months. Even since we finished this report, the Hudson cliffs trail on the scenic Hudson property was completed a really significant restoration of the northern section of the Wallkill Valley rail trail was completed after we finished this report. So, this is we want to thank you all for supporting these trails over a number of years and supporting the trails, the work of the trails Advisory Committee. And, and, and really, this is our gift to you. And we have we have 1000 printed copies by virtue of my colleague Karl, my co presenter here Karl beard, longtime trail adviser to Ulster County City of Kingston, and several area land Trust's including my own. Karl has been on a grant of technical assistance from the rivers and trails conservation Assistance Program at the National Park Service for a number of years now. And closing out that grant Karl was able to secure from, National Park Service, from them printing 1000 copies of this report and we want to make them available to you and to other stakeholders in the county be they governmental, nonprofits, tourism, Chamber

of Commerce, whoever it is that can, can really utilize these in the best possible way. So with that, I'm going to hand it over to Karl to start our presentation fun if you can share Karl's or allow Karl to share his screen now.

Chairman Brian Cahill

Fawn, you're, you're muted.

Kevin Smith

And I know a lot of I'll fill in just for one second here that we have also a lot of gratitude to the Ulster County Transportation Council and the planning department they provided hands on review and assistance with our report, although all the mistakes and omissions are ours, not theirs. But a lot of the work that you see in here, and a lot of what's been accomplished on our trail system is because of the vision that that the planning department has had going back decades now.

Fawn Tantillo

You can I share now.

Chairman Brian Cahill

And before we do that, I just want to ask if you're, if you're if you could please put your phone on mute during the presentation. That would be great. Thank you. Everyone, but Karl that is

Karl Beard

Now can you see my screen? You can't Okay, it looks different from the way it usually looks when I do this. Let's kick into this. So, again, I'm Karl Beard, recently retired from the National Park Service, Rivers and Trails Program. And please give me a shout if there's any glitch that you see with this.

What we're presenting really is, just as Kevin said it, kind of vision snapshot of the trails in Ulster County and a vision of where we are. Through the perspective that trials Advisory Committee think we need to go in order to capture some really strong opportunities. You know why this, why now? From the end of 2019 into 2020, Ulster County added over 20 miles of new shared use trails. And as a result of that the county is really becoming transformed.

First of all,, what do we mean by, by the by this? I mentioned shared use trails. These are not your back-country hiking trails, but rather bicycle and pedestrian trails that are accessible to all types of non-motorized users. They're like you see here, you know, 10 to 12 feet wide, you know, reasonable grades as we had because they generally follow abandoned railroad corridors. And by transformed, I mean that the trails really have

changed the way that people live the things that people do in Ulster County and the way that people move around.

Some examples, the Ashokan Rail Trail open that incredibly beautiful part of Ulster County to the general public for the first time in 100 years transformative.

The Hudson Valley Rail Trail the seven miles completed from New Paltz to Highlander and the Walkway over the Hudson. Now you can go between those two communities from New Paltz over to walkway without going, without getting in a car. Transformative. That hasn't been doable since the days of the trolley there.

From New Paltz, the River to Ridge trail. Six miles from New Paltz to the carriage trail system of the Mohonk Preserve and the Minnewaska Park complex. You can go from New Paltz, or Highland to those places again without getting in your car. That's transformative.

Kingston Point Rail Trail, the county's first urban Rail Trail. Enabling people to go from the Midtown hospital neighborhood down to the Rondout and Hudson River waterfronts. Again, you know, on a reasonable grade, without going out on the roads, and overlaid on all of this.

As Kevin mentioned, the Empire State trail, we can go from Ulster County, to New York City to the Battery, with only about two miles of off road or off trail on road... I should say, two miles on road between here and in New York City. We can also go from here, north to Albany, a lot of that is on road, and from Albany north to the Champlain Canal Corridor and along Lake Champlain up to Canada. And from Albany West, all the way to Buffalo in the town of Tonawanda's on the Canalway Trail System. All of this is transformative.

And statewide, we're now plugged into a statewide 750-mile trail system. So, this map shows you kind of the backstory the, the opportunity that Ulster County has inherited from our history. There are four main trends, transportation corridors, railroad corridors that have been that are being repurposed for more sustainable uses, as currently defined, and we hope into the future. Those quarters are at the top up here, number one, the Ulster and Delaware quarter with the Ashokan Rail Trail shown in green, the Ontario and Western or O&W quarter extending south through the county down to Sullivan county at Spring Glen. The Wallkill Valley railroad corridor extending down to Walden / Wallkill through New Paltz. And then the Maybrook line that includes Walkway over the Hudson, actually is in private ownership that hooks down south out of the county this way, but it is now connected by the, the new extension along NYS Route 299.

On this map, the green stuff is what's completed today. The yellow stuff is what was in planning or some phase of development at the time of writing. So, some of this is actually now green. The Empire State trail extending up to the Rhinecliff Bridge. And the red is the remaining opportunity. And footnote the dashed line across the eastern part of the county here, that's the Empire State trail. So, you know, trails, all of these trails, you know, connect our, our communities with, with the special places that are around us. You know, some of them are destinations. Obviously Ashokan Rail Trail is a destination. Likewise, the Rosendale Trestle, shown here, is a destination, a recreational destination. But they're also, you know, spectacular views from every one of our rail trails along the way.

But in addition to creating these sort of recreational destinations, they also connect from community to community and within communities. So, they also form or offer a transportation function for people to go from point A to point B, again without going on roads. So...and people are figuring all this out.

We have you by paring down on some of the numbers. We figured that Ulster County rail trails alone received over 600,000 visitors in 2019. That number has gone up. That was a conservative number in 2019. It's probably more in the neighborhood of 800,000 or so. But we're seeing a lot of uses. And this this is a page out of the report and you can read the book. If you miss any of this. Don't Try to read it on your screen. From all of that us, we have derived at a minimum of \$10 million in direct spending by rail trail users again in 2019, the year for which we have the most complete numbers. Now, yeah, how do we get that kind of number? Again, it's a conservative number. But basically, what we do is we take that total, we break it down by the percentage of people that we know are local users, which is the majority. And then that fraction that are non-local users from out of county, but day trip people. And in addition, the people who are overnight visitors, so, you and I on a trail will spend between three and \$13 per day. All these figures are from about 40 or 50. studies from around the nation over the last few years. Non-local users who spend more than you know, 15 to \$35 a day, that's a cost of lunch, gas, things like that. And overnight, visitors will spend more by whatever the cost of accommodations are.

Kevin Smith

Hey, Karl, can I just can I just mention the fourth category here is really important, which is we didn't put a bullet for it. But what Ulster County has entered into now as a destination as this network has started to connect and fill out and, and so forth, is, is the multi night visitors. And this is a very coveted category because they spend a lot more money because they're staying here multiple nights, they need more things they want to go do and, and see more things. And, and so, that there's a fourth category here, that's probably even higher. Cycle tourists are one example of multi night visitors. And we now have the kind of destinations and amenities on and near our shared use trail system where people could stay here easily for a week and not see remotely close to everything. Thank you.

Karl Beard

That's a good point. Thanks. Thanks for jumping in. Yeah, that's, that's, that's really true. It again, the, the expanding spending rate is about the same, but it's per day. These are these are spending, spending rates per day. And the bottom line really is that a mayor of a Colorado town, told me in 1988, I wrote I found that paper, she said that good trails are good business. And she was kind of being a little bit insulting. She looked at office and said, "Of course you Easterners haven't figured that out yet." Well, I like to think that Ulster County is figuring it out. And, and doing it pretty well. You know, again, what's the nature of the businesses, you know, the obvious stuff, restaurants, snack shops, things like that. There is also what we call the "trail towns model", a publication put out was generated from the great Allegheny Passage trail in southeast Pennsylvania down to Maryland, that shows how to do capture these businesses more deliberately. It's something we should probably look at. And then there's just a kind of a factoid at the bottom trails actually create more jobs per million dollars spent than, than highways. Reason is, highways tend to depend more on large machines and engineering firms. And whereas the trails you know, plant more diverse basket of skills, landscape architects, things like that. An incredibly important benefit is health. And there's a, an important study that done some years ago in Lincoln, Nebraska, it was done by researchers from the CDC, HHS, and University of California San Diego that they found that each dollar spent for, for trails in fiscal promoting physical activity and trails leads us almost \$3 in direct medical benefits.

Why is that? It's because people who live close to trails are more likely to meet the recommended levels of physical activity. Those recommendations that come to us from every major health organization in the United States, American Heart Association, CDC, all of those and you know the drill, is 30 minutes, five times per week, people are at least half again, more likely to, to meet those standards. And by meeting those standards, we're directly addressing the big three obesity, heart disease, diabetes, and these are also noted in the Ulster County Community Health Improvement Plan addressed there and I think they, I have a quote here it says the, in the chip the trails. That means it's a goal to improve community environments that support active transportation and recreational physical activity for people of all ages. abilities. So, it does that. And importantly, it does it close to home. And I think the picture on the right-hand side kind of captures that this is a photo captured by Kara Gentry from Walker Valley Land Trust, a group she encountered on the trail. They call themselves strong as a mother. And these are local moms who, you know, get out with their kids. This photo was pre pre COVID. Because they said it's, you know, it's just an easy thing to do. And it's a great, you know, Social Forum for them. So, then COVID, what we learned is that trails really showed themselves as essential public infrastructure, not just amenities, but places that are actually essential to the quality of life in our county, essential to our health, and also our economy, their public health trails or public health infrastructure. And I would argue that they're as important to public health as much as any hospital, clinic, gym, YMCA, whatever. Because they get used people out on them in large numbers in COVID, is especially helpful because unlike hiking trails, rail trails, shared use trails are wide enough to enable social distancing. And they also have the added benefit of being alternative transportation, they can, you know, I can, your kids are bursting at the seams at home, it lets them get outdoors to gather together, and maybe learn how to ride a bike without fearing for their lives.

So, again, important on so many fronts, the report, really what I think is the core of the report of the trail stories, you know, I hope you get a chance to look at some of them. Because the real story is that trails are for people. And they, the trails, connect us to our communities, to our surroundings, and actually to each other. All of these became so important in the last year or so. And just a couple of highlights from that the top center is a veteran who now has Huntington's, Huntington's disease, who now writes his tricycle with and runs with a pal of his son three times a week. The couple of the upper right, came up on the train to Poughkeepsie with folding bicycles on folded their bikes and toured Ulster County, with their dog and brought their New York City dollars here. Bottom left, you know, a person using an assisted pedal assist is a hand crank bicycle, for that that is adapted for wheelchair users, our trails are generally highly accessible. And then, you know, your family on the lower right just out for riding into New Paltz to get ice cream with the kids. It's so many ways the trails provide benefit to our users to our, our residents and our visitors alike. And Kevin, do you want to take it from here? Is Kevin on?

Kevin Smith

Sorry, yes, I had to unmute. So, you know, we're at this point right now. And these numbers are changing by the month almost. But we're at 75 miles of shared these community trails out of a potential total of 120. And just like to hit, hit a couple of quick highlights of, of ones that are happening, you all approved the linear Park, the Kingston linear park to go to construction. And so, my understanding from director Doyle is that this will be going to construction, you know, this summer into the fall this construction season. And again, as Karl

mentioned before, this is an urban trail. So, this is a trail that's going to get used by some of those populations that will benefit from it most including because of some of the, the disproportionate number of percentage of health challenges that they have. So that's a really important one.

We have also on the U&D corridor at an earlier phase, planning phase, planning a design Big Indian to Highmark feasibility study. This is one that I feel incredibly passionate about. It's five-mile section of the U&D and when completed that conversion of that five mile sections over to rail trail will tie together the town Park potentially at Big Indian the, the Belleayre Beach Day Use Area the DEC day use area, which has the, has the swimming lake as well as day use facilities, Pine Hill Hamlet itself... sorry about that ring in the background... and Belleayre Ski Center and the cross-country ski trails and mountain bike trails and Belleayre. And ORDA, Olympic Regional Development Authority, is looking at starting to do more bicycling related activities including potentially in the future lift access. And they have a trail plan already done for the 1200 acres directly next to Belleayre all the way over to Big Indian, which is has has a cross country ski and mountain bike trail plan that's ready to be constructed by DEC. So that's a very exciting process project.

The O & W link trail between Washington Avenue and the beginning of the Hurley Rail Trail, long in planning, is really moving. Just like the last few items that have to be I's dotted and T's crossed and we're hopeful, the planning department is hopeful that, that will actually come to you by the end of the summer and, and contingent upon your approvals that, that will go to construction later this year and hopefully open in 2022.

Wallkill Valley Rail Trail, Empire State Trail project, you know these are state monies that are flowing into Ulster County for these trail projects that are connected with the Empire State Trail. New Paltz Village, the, the section of the Empire State Trail, that's the Wallkill Valley Rail Trail in the Village of New Paltz is going to get a major upgrade. They're going to work on safety improvements and surface improvements. And that's slated for late 21 or early 22 as well.

The Ulster County Transportation Council Unified Work Program project has a a pedestrian cycle path that is proposed at the Boiceville end of the Asokan Rail Trail right from the intersection, the redesigned intersection of Route 28. It will extend from there. It'll actually extend right from the the trail itself loop up onto 28 A, over the new replacement for the Five Arches Bridge come out at the intersection. And there will be a, a two-way bike lane or pedestrian cycle path extending right up to across from onto your middle school. That's something we just think that's so important. And it just shows once again, the the value of these trails for community.

So, there's other, there's an Ellenville Village Trail, that's it's not too long but it's an incredibly important trail again, because it's, it's right in the center of Ellenville. And that connects to a park. And obviously, there's all the historic assets in Ellenville as well. So, lots of opportunity there. And with that, Karl, I'll throw it back to you. Where should I you want me to you want me to keep going Karl with this last slide.

So, so, are you know, we looked at next steps to give you all a sense of like kind of what, what are the, what are the really tangible things that would really make a difference and keep moving things forward? Complete the trail network, close these four or five gaps to a completely unified system. Start, start the visioning now for new extensions that that are really important, even though they may be challenging, such as how are we going to connect our second largest municipality, Saugerties, into this trail system, given that we do not have a ready, you know, railroad, abandoned railroad or utility right of way, or some other really easy way of doing it. We should start that visioning. Now, even though that may be a 10 or 15-year project. As Karl mentioned

before, weave the trails into the communities, gateway signage, linkages, and then start to focus on coordinating management and stewardship of our trails.

And I would put in a plug here, that I think it's really important that the legislature can start looking at how, how we can better support what is a network moving forward, commensurate with the role of of the county and make sure that we're not only building trails, and renovating trails, to a high standard, but that we have the resources in place, we have the volunteer networks coordinated, to be able to manage them, and keep them at those high standards and operate them at high standards. Count our trail users. Because if we can't count them we know it's really hard to make the case for for more investments in the trails, and capture the health and economic benefits using that trail towns model is really important. And I think Lisa Berger is going to speak to this, possibly. After you. Okay, I'm gonna...next slide, Karl.

Karl Beard

Yeah. Oh, yeah.

Kevin Smith

So, with that, you know, that's, that's basically the highlights from our report, were, again, very appreciative to the legislature for the amount of work and investment of taxpayer monies, into these trails. The county really is the only you know, it, you know, it local Land Trust, or a municipality can do certain things, because that's on individual projects, but it's really the county where the network lives, the weaving together of these trails and playing that role that only the county camp. So, with that, I don't know if we have time for any questions, but that, that that is our presentation.

Karl Beard

I'm going to stop the share there.

Chairman Brian Cahill

Great. Well, thank you guys very much. Very good.

Kevin Smith

Thank you.

Chairman Brian Cahill

I just wanted to say that I, it's one of the things that I'm most proud of in Ulster County are the trails. My wife and I have, I bought myself a new car, for retirement. A Camaro. So, I like to drive around on the hills

in the back hills and see all those trails. And it's amazing, the number of people that are using these trails from one end of the county to the other. And I can tell you, because I've been from one end of the county to the other. And it's just really, the economic benefit is very clear to me. The restaurants around the trailheads, the parking lots are filled, you know, I, you know, you have trouble finding parking at our more popular trails around here. And it's due to your good work. And I just want to take a moment say thank you for that.

Kevin Smith

And thank you, Brian,

Chairman Brian Cahill

Thank you for that presentation. It was very, very good. Thank you.

Kevin Smith

Thank you. That means a lot. Thank you.

Chairman Brian Cahill

Anyone have any questions that they'd like to ask? All right, well, thank you very much, guys. Appreciate it.

Kevin Smith

You're so welcome.

Chairman Brian Cahill

Okay, so we're gonna move on, then we now have a presentation from Tourism Director Lisa Berger, for the 2021 Tourism Plan. And I think he said this is kind of like a throwback from the original plan pre, you know, I guess active COVID to transition to post COVID kind of thing, or hopefully post COVID or something like that. Anyway. So yeah, let you go ahead. Thank you.

Director Lisa Burger

Yeah, we're hopeful that it's going to be that that's exactly what we're looking at. Fawn, do you want to let me share the screen right now. So, you guys are seeing my screen?

Fawn Tantillo

No, no,

Legislator Herbert Litts, III

No, not yet.

Director Lisa Burger

Seeing...

Chairman Brian Cahill

Here we go. We can see,,,

Legislator Herbert Litts, III

Ok, we're good.

Director Lisa Burger

All right, great. Is it? It's so hard for me because I've got a double screen. Are you seeing it in full mode, like is a full picture

Fawn Tantillo

it doesn't look like... we see the whole thing with it slides down the side,

Legislator Abe Uchitelle

You are not in presentation mode. Lisa, if you go down to the bottom, there's a little... by that little arrow... is a full screen mode at the bottom. To your right.

Director Lisa Burger

You know what you guys I I did this. I did this once for somebody else. And

Legislator Abe Uchitelle

if you go down to the bottom right of the of the presentation, you'll see an icon where it says display settings. Yeah, yeah. But go for it further to the right further to the right. And right there no for the keep going the last icon right, keep going. Keep going that right there.

Director Lisa Burger

It's not working. Now. Here's what we're gonna do this in a totally different way. Now you guys seeing it?

Chairman Brian Cahill

Yeah, we can see fine anyway. It's just not filling up the whole screen. I know. I know. There we go. That's

Fawn Tantillo

There we go.

Director Lisa Burger

All right. Well, thank you guys for your patience. I'm gonna go backwards now. Oops. Um, thank you so much.

I am here tonight just to give you a little bit of an overview of exactly what our marketing and [inaudible] plan looks like this year, and I appreciate you guys giving me the time. So I just want to focus our discussion tonight on what the department's mission is. And that's to promote and expand cultural, historical, recreational and economic opportunities. So that Ulster County is recognized as the premier destination for everyone to enjoy, discover, explore, and spend their tourism, tourism dollars. As Karl and Kevin were pointing out.

And so that's a whole lot of words, what does it really mean? It means that what we really do is encourage people to come here and seek a connection to our land, to our communities and to our people. And I'm going to walk you through the tools and strategies we're going to use this year in order to successfully do that.

So, these are our goals overall, for our marketing strategy. It's to increase the number of people visiting and staying in Ulster County to increase referrals to lodging partners and overnight bookings, and to increase brand awareness of Ulster County as the premier vacation destination in the Hudson Valley and Catskills. And the reason we are emphasizing overnight stays is because as both Karl and Kevin pointed out, that's what returns the biggest amount of sales tax money to the county. So it's critical to our campaign.

So, what's that strategy look like? For this year, we intend to build on our highly successful "Seek for Yourself" campaign, continuing to position Ulster County as a rejuvenating respite with room to roam with a focus on driving overnight visitation. We will continue to invest in digital and social advertising in the New York Metro and secondary market markets as conditions allow. That means as things continue to open up, as it looks like visitation will, is being encouraged more, we are actively updating our website for a better user experience and overall functionality. And we intend to leverage updated audience intelligence gathered to fine tune and target all of our advertising and reduce waste.

We've also invested in travel data and measurement platforms so that we are better able, able to leverage the money that we have, and the time and respond to what that data is saying to us.

So, this is how we're going to measure success. We're going to measure lodging referrals that are up website, website, traffic is up. If impressions from our digital ads are our if if they're reached their clicks, like they're in any engagement of our social media posts. We're also going to track video completion completion rates. So these are the methods we're gonna use, we're using digital marketing, and in almost entirely that is really our focus, we've moved to an advertising plan that advertises that the digital error, we will be placing banner ads, programmatic video, static digital ads, and native content. And it's going to be served to people on websites where they're planning trips. So we are targeting people who are planning on going away, and planning a trip of some sort. And then that's, that's one of our main drivers. And then the next one is that we will retarget website visitors who fail to look at any of our lodging or fail to click through to book direct on our, the witches. On our website, it's the ability for somebody to click a link and directly book at a hotel, a cabin a cottage, something that they looked at. And if people come to our website, but they fail to do that, they're going to keep being served ads, where you're going to be chasing them around the internet. And we of course, will be doing some paid search, which is you know, Google ads like you guys all know.

Now, this is an example of what some of our digital ads are going to look like. And we are actually what you see here are some different titles, but all three versions have the same pictures so that we are actively in real time getting information from people as to what it is that's driving them to click through. So, I'm going to play some of these for you so that you can see that really, they've all got the same pictures. It's just a matter of the... it's the words that you see up in the top, and the way that the images are coming up. And then we're going to, and that's, and we are actually using three different versions so that we can figure out what it is that's attracting people. Does the word Catskills, grab people, what is it that is making people want, what did they respond to, and we're gonna get, we're getting that information in real time. And then we'll be better able to tweak our advertising. And this is digital video. What you will, you will see these... they're not really ads... you'll see this video on Amazon Fire TV, Apple TV. You may get a snippet of it on Spotify. And again, we're using beta testing, we have a couple of different presentations we play.

And that QR code drives people directly to our website. So, everything we're doing is driving people to our website with the intention of having them book an overnight stay.

And another big part of our media it our media mix is social media, the utilization of influencers on social media and public relations. So, the picture of the two kids came from a "mommy blogger" that we had come to Rocking Horse Ranch and to Pine Grove in the fall. And they did, she did a digital takeover that was highly successful. She used her Instagram stories. We posted, she posted content in real time. And it was very, very successful. Right now. We're identifying our influencers for this coming year.

Now, I'm so hopeful that this is going to work for me on on our Instagram. This was one of our most popular posts in the last like five, seven weeks. This is Woodstock Way Hotel. And up in here, where you see Ulster County Tourism... if somebody clicks on the link in the bio, let's see if this will do it. Hopefully we'll do it. Right now, I can't. You guys aren't seeing it, I'm seeing it on my other screen. But what happens is, it links to what's called a link tree. And so that what happens is if somebody clicks the link in our bio, it goes to something where you see a banner that says "Working remotely? Do it in Ulster County. Find a place to stay or visit our website." We instituted this at the end of February, and are seeing really, really good results from it.

And I wanted to show you guys our Facebook page, because there's actually video on the top of our our Facebook page, that's new to video is what's driving eyeballs on social media. And we've fully embraced that and tried to do it as much as we can. Also, if you look at our Facebook page, on your handheld device, you're going to see a button pop up right away that says "Learn more - book here" and it will click you through. So that was a new addition in the last few weeks as well.

And then when it comes to our public relations, I just wanted to let you guys know that what you're looking at here is literally a query that comes in. These come in every single day. And we get anywhere from three to seven of them from reporters saying, "This is information that I need; I'm looking for information on this, can you please supply it?" And as you can see, it's giving us a due date, a due time and date. Almost all of them are the same day. We, we, we definitely spend our time answering these because this is how we get so much of earned media. We're really, really good at being able to respond to these and getting it noticed by reporters.

So, that brings me almost to the end of my presentation. And really, what I really, really wanted to say to all of you is I know that when I was here, last time, we discussed our travel guide. We had put together a, a committee that looked at the travel guide. They were a diverse group of 18 people. They met for about four or five weeks, and did a lot of really good work. And they did come down pretty much in favor of a printed Travel Guide. Any of those plans, however, we're on hold, because "I Love New York," in this budget, was slated for a 35% cut to the matching funds program. And the travel guide is highly dependent on the use of matching funds money. And I don't want to move forward with any plans until I or unless I know that the money is there and secure. And so I did just want to address that with you. And I understand it since I put this presentation together. Albany has come up with a budget deal, I do not know what happened to the 35% cut in matching funds money.

And so, I'm just going to close with what we hope we inspire people to do is to come to Ulster County and find their own shooting star to wish upon. So I'm going to stop sharing now. And hopefully, we will go back to me looking at you. And and I can take any questions that you might have. And I do just want to say that Kevin is 100%. Right. We do believe the Trails Town model could be very important for Ulster County, the... our tourism visitation. And we're, we're hoping to take a look at that and maybe make some real strides toward that within the next year. You have any plant Any questions?

Chairman Brian Cahill

Well, first, I just want to say thank you, Director Burger. That was an excellent presentation, and highlighted some of the more beautiful parts of Ulster County. And that's great. And I'm hoping that it's effective. And

we draw more and more and more people here to spend their money here. Some people don't like hearing that. I do like hearing that. But anyway, thank you. If anyone has any questions, please feel free. Okay, I don't see anyone. But let me make sure they both screens here. Anybody over here now. So back to the real quick back to the Travel Guide. So what would be the lead time to make that an effective distribution for this tour season? Being that we're not quite sure what's going to happen in Albany, if you decide that that's a route you want to take.

Director Lisa Burger

Right. So we have enough travel guides from last year to actually get us through until the end of August, we think and I'm saying that with caution, because I have to tell you that right now, our requests for travel guides are at 100 or more coming into this office. I mean, I haven't been here in seven years. But that seems a high demand. And so to answer your question, really, we would need to get an RFP out and then to be able to award a contract and go through all of that we may not have enough time to do it based on what happened with New York state's budget. I can say, though, that the group did come down in favor of what would be called more of a sizzle piece. There has been I guess, so, there's been a lot of talk about how particularly well done bespoke pieces are something that people are gravitating to. And something that curates an experience for people and then drives them to the website is really the way to go. Go with this. And there are print on demand options, Chairman Cahill, that we haven't explored in the past, but that maybe we do fine. So with a lot of hedging that I just gave you.

Chairman Brian Cahill

Well, thank you very much. Anyone else have any questions? Go ahead, Legislator Lynn Archer.

Legislator Lynn Archer

Thank you, um, that I have both trails and tourism here. One of the questions I have is, do we understand where we may have technology gaps on the trail? I mean, part of the value of the guide is that it has all the maps in that. But if we were to have everything on the phone, which it seems to be the go to place most people go to today, do we know where we may have issues or gaps? And have we identified those as potential opportunities for better cell coverage?

Director Lisa Burger

To answer your question, and I think that's a fantastic question. And I and to my knowledge, we do not have other than to say that we know, there is not enough cell coverage, especially in the northwest part of our county. And it makes it very difficult for people to get around. And it's a safety issue for some visitors, right. And so, the guide, the guide, just so that, you know, it serves two purposes, it serves in market purpose to help people find things when their fear, but it also is a publicity piece in normal times when we are out at, at travel shows, or at the stopping clauses along the three way. So that if you're not there, you're kind of

not in the mix. So but as I said, the way they travel does seem to be going is in a curated experience, not necessarily phonebook, Rives people back through QR codes to the use of the website, and the map is the most important thing in that guy, until we have not ruled out the idea of just printing the map. That may be the solution when we're out of trouble, you know, to get us through this year, and especially if I lived in New York matching funds, money's not available.

Chairman Brian Cahill

Okay, are you done, Legislator Lynn Archer?

Legislator Lynn Archer

Just a follow up. And and I and I get I understand the double value that the the guide brings, but I'm really concerned and you know, we've got a new kind of reinvigorated both, both a focus on broadband and cell coverage, etc, I think it's probably important that we start to identify where those gaps are, so that we can look to providers to try and close the gaps in areas more remote and just for safety, but also for accessibility to what's around what's available. Because you know, you're traveling, particularly in the the northern part is, you know, you're you're, you're lost without cell coverage, and mapping and just even being able to identify what amenities are around you. So I think it would be an important initiative from a tourism perspective.

Chairman Brian Cahill

Director Burger, have you thought of just, you know, short of printing a whole travel guide, just like doing a QR code that links and say, Here's Ulster County travel... bang, and then it's downloaded to the phone, and it's over there, whether you got cell service or not, right? That would be something that I think would be, you know, extremely advanced, you know, because we could we could just put a QR code in the, in the rest areas, right, something like that.

Director Lisa Burger

I see Alan has his hand up. But that's a fantastic question, Chairman Cahill, because actually, it came up as far, as a way. Also, if we did something that was short and small like that, to put a message on about Leave No Trace, which is increasingly important. visitation, right, like, you know, so that is it. You read our... you read my mind. And I see Alan was waving his hand. So what we're going to say.

Director Alan Macaluso

along the same lines, but a mobile app, like if there was a free mobile app that you that would be Android or iPhone base that really just pulls from static content that you can actually, you know, keep it fresh. So the mobile app acts as a framework to kind of pull content from the website pre programmed. And I think it's a it's pretty lightweight. Yeah.

Chairman Brian Cahill

Anyone else?

Legislator Lynn Archer

So it'll be ready when, Alan? (Laughter)

Director Alan Macaluso

I'll be working on right now.

Legislator Abe Uchitelle

I just on the on that topic. For the for not having access to cell service or 3g, I don't think that the QR code is going to work because it still has to hit a website to download it. So the QR code is just like a URL. Right? So the it's going to have to go to a site. And what you could do is, is do something where they when they come to Ulster County, you know, through one of the gateways, wherever that might be, one of the exits or somewhere. They can download something that would have everything saved locally, and then that, that would be something that they could use without service, you know. That would, that would would mean a lot of stuff saved locally, and they would just have that one shot, but I think that sounds like a great idea.

Chairman Brian Cahill

Right? Yeah, that was kind of like what my suggestion was is to download it at a dot shop and bang, you have it on your phone, right? Yeah.

Director Lisa Burger

That's a good idea.

Chairman Brian Cahill

Kevin, go ahead.

Kevin Smith

Thank you. From a trail stewardship management standpoint, I can speak a little bit to this. From our experience with the Ashokan stewards program, which is a partnership between the company The Woodstock Land Conservancy, the New York / New Jersey Trail Conference and New York City DEP, we're very fortunate at the Ashokan, that we have cell coverage the entire 11.5 miles. And we have had emergency calls out there. People have had health crises and and you know, we've had to call first responders and get them out onto the trail. Additionally, we, we have a, we use slack messaging system, for our stewards, our volunteer stewards, when they're out there, are able to communicate with each other and also communicate with our steward coordinators. If something comes up... and that can be all kinds of things, including blowdown, across the trail, you know, such as, after these recent wind storms, we've been getting trees, you know, once twice, three times a week almost... and, and we have stewards who are certified and can go out and take those trees down and, and get them out of the way. We have other things where we have to move materials for the stewards from one trailhead, to another trailhead. And all of this is happening on slack.

And then lastly, thinking about, you know, managing users because we have a lot of tourists that are coming here, in addition to our residents. So we can actually send people to another trailhead, because our stewards actually know that the Ashokan station, trailhead still has 40 parking spots, whereas boys Ville is already at maximum capacity. If we extrapolate that out beyond just that trail, that potentially could be the kind of thing that could be used to help move people from the river Ridge trailhead, you know, or been in water, wherever it is that's overcrowded, and send them to another trailhead, perhaps another trail, and then spread them out to other really beautiful places and, and manage our visitors better.

Chairman Brian Cahill

I think that's an excellent idea.

Kevin Smith

You know, I don't know if Dennis, I don't know if Dennis has any thoughts on that. But that's the kind of forward looking management and stewardship that we think we need to be looking at.

Chairman Brian Cahill

Well, great, thank you is any. Any other questions? So we do have a few other things on the agenda we'd like to go to. But I will give the opportunity for anyone who wants to speak on these two subjects before we move on? We good?

All right. So again, thank you both for your presentations. We appreciate it. I see good things coming from both of you. Over the summer in Ulster County, I just feel very positive about what the next few months are going to bring you around here. And a big part of that, so thanks. Thanks for your support. Okay. All right.

So we're gonna move on to resolutions. And I just want to take a look at a quick note I have here. Okay. So, for resolution 171 - supporting the recommendations of the Ulster County Housing Action Plan of 2021, completed by Pattern for Progress and creating an Ulster County Housing Task Force for the Department of Planning. I'll accept a motion to move it... and a second... We have a second second. Okay. Any discussion on this? I know Evelyn's here if you'd like to ask her anything about this, and I think we, you know, this is the one that I circulated Yes, that we take a look at beforehand. Right. So we are good on that. Jim, go ahead.

Legislator Delaune

Yeah, no, I think I thought it was, you know, pretty comprehensive plan. I thought it was well executed. Just wondering about now, you know, how do we move forward? And you know, what kind of solutions are we looking at?

Dr. Evelyn Wright

Yeah, thanks, Jim. I and I apologize, I didn't get a chance to write back to your really thoughtful suggestions. But the core of what you suggested in terms of working with municipalities to identify priority areas for building is very much what we're thinking about in terms of the Housing Smart Communities Initiative, which is really the core or the centerpiece of the five recommendations, because of course, is that, as the county, we can support, we can lead, we can encourage, but but all these decisions are ultimately taken at the local level. And so what what we're looking at, and Dennis can say more about the, the, you know, implementation of this is, is to work with municipalities in a structure that we modeled on the state's Climate Smart Communities Program. So there's a menu of actions that municipalities can take starting from, you know, taking a pledge to join the program and setting up a committee to work through it...just like with the Climate Smart Program. And then choose from, from a menu of options around zoning and land use planning, streamlining the approvals process, short term rental regulations, as well as actions around energy efficiency and energy costs. But the the real kind of Holy Grail action is to do the kind of community process that you talked about where you actually really take a look at, what are the needs in our community? What are the priority areas that we really want to preserve in our community? And given all that, what does it make sense to build and where and, and get to a pre approval point with those projects, and go out and seek through an RFP process the developer to build the things that the community wants, rather than kind of passively waiting for projects to come along and then fighting about them?

Legislator Delaune

So, I just want to add one thing, and that is, even if we could just do it with one community, you know, rather than going out to everyone, is there one community that has come to you and said we want to do something and want to do something quickly? Or is that not the case?

Dr. Evelyn Wright

There, there are several communities that have already come forward. So I've been in the last couple of weeks to present at the Woodstock and Marbletown town boards, who are both very, you know, have processes going on. Woodstock has had a really active Housing Committee for a couple years now and they're getting ready to go through some zoning change process. I was rescheduled from New Paltz due to other scheduling snafu was this month, but I'm there next month? So you know, we've had a lot of interest already, I think we're looking at trying to intensively support communities through a consultant at a budget determined level. So probably a handful this year three or four. And then, you know, looking at trying to get through everybody who wants to participate over the coming years. Let me let me let Dennis say more about what what this may look like.

Director Dennis Doyle

So I and I thank you, Evelyn. And I appreciate the time. And and what I would say to the committee is it, it's, it's been a very interesting couple of months since the conversation sort of intensified around, around this, the Housing Action Plan. And we're seeing, already seeing communities, on their own initiatives take actions that are similar to what has been proposed and to discuss within the within the document. We're reviewing right now, this month, we're reviewing changes in accessory dwelling units in the Town of Olive that would now permit them in all in all the zones, changes to short term rental restrictions in the City of Kingston. Complete redo of zoning statutes in a Town of, in a Town of Esopus relative to things that they needed to do in terms of housekeeping, but also relative to the affordable housing provisions. So, it's already taken hold with respect with you know, with this, basically the county, saying these are things that you should consider doing and the communities are recognizing that this that we're actually in a crisis and moving to make some changes to the zoning statutes on their own. So that's the first thing that's happening.

The second thing is I think that we do have this opportunity to essentially work with communities to basically go through what I would call a similar to what environmentalists do with the NRI [Natural Resources Inventory] process, but what sort of expanding it so that not only are you're looking at the at the places where you shouldn't build, but you're also identifying those areas that we, we, that you can build.

We've had some initial discussions with the with Patterns for Progress. But given what we're looking at here, we're probably going to have to go through a RFP process to bring a consultant on board. And then we would manage the consultants at the county level and work with communities that are willing to say that they're that they're, that they're interested in moving forward rather than entering into a process at a community level, which sometimes can take months and years in order to complete. And then nobody wants to take action. So that's, that's what we're working out right now. That scope of services for the RFP process. You have to give us a little time we're we're a little bit busy. But I think that that we'll have, we'll have communities that are interested. We already have communities that are acting similar to what is in the in the report with respect to the recommendations, and the consultants are picking up on this as well.

Chairman Brian Cahill

Great. Anyone else? I'm sorry, Lynn, did you have your hand up? No. All right. Abe, go ahead.

Legislator Abe Uchitelle

Yeah, it's was curious and you might already be doing this. But when you're when you're meeting with local communities, are you inviting the legislators to represent those districts to join?

Dr. Evelyn Wright

I let Legislator Delaune about my appearance at New Paltz, which then was cancelled. So, you know, I think I'm doing it in a spotty way. But I will make an effort to do it in a more a more orderly way.

Chairman Brian Cahill

So is there a schedule? Do you have a schedule?

Dr. Evelyn Wright

What's the only one that's on the schedule right now, that's been moved to the May meeting. So I will certainly keep everybody posted as those come up.

Chairman Brian Cahill

Yeah, cuz I know. As we've discussed before, I think showing the support of the legislature is really very important, I think.

Dr. Evelyn Wright

Yeah, absolutely.

Chairman Brian Cahill

Go ahead. Legislator Lynn Archer,

Legislator Lynn Archer

I think you also met with the Housing Committee in Rochester, which is not the Town but you met with the committee that,, didn't you do a presentation with them as well?

Dr. Evelyn Wright

I spoke with, with Diane.

Legislator Lynn Archer

Oh, okay. So, you did? Oh, okay. So, you didn't meet with the committee or you were scheduled to meet with the committee? I thought at some point. Maybe, maybe not.

Dr. Evelyn Wright

I think we talked about doing that when they were a little further along.

Legislator Lynn Archer

Okay. Okay. And have you... Have you heard from our supervisor?

Director Dennis Doyle

I have.

Legislator Lynn Archer

Dennis has... okay. Yeah.

Legislator Lynn Archer

Because I know that they're already doing some updates to the code. They have a team together. And I just want to make sure that everybody's locked in.

Director Dennis Doyle

Yeah. And we've also met with a we've also met with a supervisor also had some...a gateway meeting with a with a project proposal on Route 28, I'm sorry, route 209. And we've, we made, we made that discussion there with respect to what they're doing. And that is that is part of that will be an affordable housing proposal. And it's a reuse of an exists, of existing structures on site.

Legislator Lynn Archer

Oh, the old Hotel Maybrook.

Director Dennis Doyle

That's correct. Yeah. Yeah. So we've we've had some interesting discussions, and they have a unique, a unique provision in their zoning statute for essentially allowing an increased densities on these areas where there are, where there's blight, and also where there's an affordability issue. So the developer is going to take advantage of that. I can tell you, there is some pushback from members of the town board with respect to that, but not from the supervisor.

Legislator Lynn Archer

Okay, good to know. Thank you.

Chairman Brian Cahill

So any other questions on this one? If not, I'll call for the vote. Okay, all those in favor? Aye. Aye. Opposed. Okay, thank you.

Move on to resolution 172, which is Authorizing the Continuation of the Agricultural District Number one, Hudson River towns of Esopus, Lloyd, New Paltz, Plattekill and Marlborough - Department of Planning.

Legislator Herbert Litts, III

So moved.

Legislator Lynn Archer

Second.

Chairman Brian Cahill

Okay. All those in favor?

Committee Members

Aye. Aye.

Chairman Brian Cahill

Opposed. Okay. Thank you. And I think we'll get this on record. Oh, no, not yet. All right. 174 is Appointing the Alternate member to the Ulster County Planning Board for the Town of Ulster.

Legislator Herbert Litts, III

You missed 173.

Chairman Brian Cahill

I did. Town of Marbletown. Sorry. So since I announced 174 we'll do that. And then we'll come back to 173, So 174, Appointing members to the Town of Ulster Planning Board. Motion?

Legislator Thomas Corcoran

Moved.

Legislator Herbert Litts, III

I'll second.

Chairman Brian Cahill

Second. All in favor?

Committee Members

Aye. Aye.

Chairman Brian Cahill

Okay. We'll go back to 173 which is Appointing a Member to the Ulster County Planning Board for the Town of Marbletown.

Legislator Lynn Archer

So moved.

Legislator Herbert Litts, III

Second.

Chairman Brian Cahill

Lynn moved, Legislator Litts seconded, All in favor?

Committee Members

Aye.

Chairman Brian Cahill

Aye. Okay, and then we're gonna come down Resolutions 175, which is Approving the execution of a contract amendment for \$5,000 causing the aggregate contract plus the amendment amount to be in excess of \$50,000 entered into by the county for the United Way of Ulster County, Incorporated. Office of Employment and Training. I know we have an abstention from Legislator Abe Uchitelle on this. Someone want to move it?

Legislator Herbert Litts, III

Moved.

Legislator Lynn Archer

Second.

Chairman Brian Cahill

Second by Legislator Lynn Archer. All Any discussion? All those in favor?

Committee Members

Aye.

Chairman Brian Cahill

Opposed? And an abstention, Legislator Abe Uchitelle. Correct? Okay, thank you. And then 176 is Approving the execution of a contract amendment for \$46,720 In the aggregate contract plus the amendment amount to be in excess of \$50,000 entered into by the county, United Way of Ulster County Incorporated, Office of Employment and Training. So we want to move that.

Legislator Herbert Litts, III

Move it.

Chairman Brian Cahill

Okay. Second?

Legislator Thomas Corcoran

Seond.

Chairman Brian Cahill

Second by Corcoran. All those in favor?

Committee Members

Aye. Aye.

Chairman Brian Cahill

Aye. Opposed? And abstentions. We have one. Okay. And then Resolution Number 178 is authorizing the county executive to enter into a memorandum of understanding between the Ulster County Workforce Development Board and New York State Department of Labor, New York State Education Department, New York State Office of Children and Family Services, and the New York State Commission for the blind Department of Employment and Training.

Legislator Lynn Archer

Move it.

Chairman Brian Cahill

Moved by Legislator Lynn Archer Second?

Legislator Herbert Litts, III

Second.

Chairman Brian Cahill

Legislator Litts. Any discussion on that one. Okay, all those in favor? Aye.

Committee Members

Aye.

Legislator Herbert Litts, III

Did we jump, jump again?

Legislator Lynn Archer

We jumped. Yeah, 177.

Chairman Brian Cahill

I'm in a hurry. I guess I want to get out in the Yankees are on. [laughter] I'm sorry. So 178 is good. Okay, so we'll go back to 177. Then sorry.

Fawn Tantillo

Question on 178. Are you abstaining on that Legislator Abe Uchitelle?

Legislator Abe Uchitelle

No. Just the ones with the with the federal pass through? Yeah.

Chairman Brian Cahill

So 177 is authorizing the Chair of the Ulster County Legislature to enter into an intermunicipal agreements with various municipalities for the operation of the summer youth employment program, and the young adult employment program.

Legislator Herbert Litts, III

So moved.

Legislator Thomas Corcoran

Second.

Chairman Brian Cahill

All those in favor? Aye. Yes, Lynn, go ahead. Sorry.

Legislator Lynn Archer

Yeah, that's okay. Um, is this What's our participation this year? Are we seeing an uptick as last year? Didn't we suspend the program?

Dr. Evelyn Wright

No, we we ran the program last year, it was smaller than usual. But we did run it. I think the application period has either just opened or is just about to open.

Legislator Lynn Archer

Also, we don't know yet. Okay. Yeah. Thank you.

Chairman Brian Cahill

Okay, sorry about that. Any other discussion? All those in favor?

Committee Members

Aye. [note; Legislator Abe Uchitelle told us ahead of time he was abstaining on 175, 176 and 177]

Chairman Brian Cahill

Opposed? Okay. And then resolution 179 is approving the execution of a contract amendment for \$60,141 entered into the county by CB20 Incorporated, formerly known as Computer Professionals International for IS. Someone want to move that?

Legislator Abe Uchitelle

Moved.

Chairman Brian Cahill

Okay, seconded by... Move by Legislator Abe Uchitelle. Seconded by Legislator Litts. Any discussion. So what exactly is this one, I always like to find out what they've computer stuff is.

Director Alan Macaluso

This is just, it is rate, to increase the not exceed value for their services. And to extend it until March 2022. They provide...this is a very, they're very strategic partner of us. And we'll be relying on the more heavily in the last couple of months. And we expect into 2021. As we have a lot of initiatives moving forward. I mean, they handle it, they help us handle everything from our virtual machine environment, our storage, our windows, desktop support, and our entire networking infrastructure. So they're very critical piece of the equation for us. And again, we expect to use more than in the next, you know, as we unwind COVID-19 and some other initiatives are coming.

Legislator Abe Uchitelle

Can I ask a question about that?

Chairman Brian Cahill

Sure. Of course,

Legislator Abe Uchitelle

For the... so the, the Microsoft 365 stuff? Is that that is is are they reseller for that or does the county contract that directly from Microsoft?

Director Alan Macaluso

We don't, no not, not office 365? We'd get that through a... they...

Legislator Abe Uchitelle

Okay. I see that. So this is just the email.

Director Alan Macaluso

Yeah, but they help us with configuration, etc. Okay,

Legislator Abe Uchitelle

So, it's a managed service contract?

Director Alan Macaluso

Yeah, yeah, it's a service contract. They help us manage certain rules, security policies and things that we know cloud based type of stuff. And they helped us we were prototyping a, DR failover into the cloud. And they're helping us prototype that, for example, right?

Legislator Abe Uchitelle

So is there like, Is there an SLA in here for the uptime for all the programs that they're running? Like, did they come in when there's a like an outage for many of these and deal with it, or is that a...

Director Alan Macaluso

They... they will Yeah, so we were but we a lot of what a lot of what you see there a lot of technology, we have the staff in house to respond. So, to like level one types of responses, you know, level two types of needs. And then we get into the kind of level three where we do kind of dig into some of the problems or what the root cause might be. Then they we bring them in for things like that. If that answers your question,

Legislator Abe Uchitelle

Yeah, it does. Yeah.

Chairman Brian Cahill

Any other questions or comments? All right, on call for the vote. All those in favor? Aye. Aye. Okay, so we're done with their resolutions and just wondering any, is there any old business that you would like to bring up tonight? No, okay. Is there any new business that anyone would like to bring up tonight? Okay, well, you know what that means, Herb.

Legislator Herbert Litts, III

I will make a motion to adjourn, sir.

Legislator Thomas Corcoran

Second.

Chairman Brian Cahill

All right. All those in favor, aye. And ready. Have a great night.

Legislator Herbert Litts, III

Be's safe. Stay healthy.

Chairman Brian Cahill

Okay. Thank you.