

TIOGA COUNTY ED&P/TOURISM/CCE/SOIL & WATER
LEGISLATIVE COMMITTEE AGENDA

April 5th, 2022

1:00 PM

- MINUTES
 - Approval of minutes of March 8th, 2022

- FINANCIAL
 - Economic Development- tracking
 - Planning- tracking
 - Sustainability Management- tracking

- OLD BUSINESS
 - Reports
 - Grants
 - Economic/Community Development
 - Land Bank
 - Workforce Development
 - Planning
 - Sustainability Management
 - IDA
 - Misc.

- NEW BUSINESS
 - Reports
 - Grants
 - Economic/Community Development
 - Land Bank
 - Workforce Development
 - Planning
 - Sustainability Management
 - IDA
 - Misc.

- PERSONNEL
 - PT- OSII

- RESOLUTIONS
 - D03-Authorization to Renew E-Waste Agreement with Towns to Accept Household Electronic Waste from Tioga Co Residents
 - D15-Authorize Transfer of Funds for Purchase of an iPad in the EDP Department

- D19-Authorization to Accept Hooker Foundation Funds and Modify ED&P Budget

- PROCLAMATIONS- N/A
- ADJOURNMENT

TEAM TIOGA

We work for you

ECONOMIC DEVELOPMENT & PLANNING

INDUSTRIAL DEVELOPMENT AGENCY

LOCAL DEVELOPMENT CORPORATION

DRAFT

ECONOMIC DEVELOPMENT & PLANNING TOURISM/AGRICULTURE LEGISLATIVE COMMITTEE MEETING March 8, 2022

ATTENDEES:

Legislators: Barbara Roberts, Dale Weston, Ron Ciotoli, Dennis Mullen, Marte Sauerbrey

Staff: LeeAnn Tinney, Linda Sampson, Cathy Haskell, Peter DeWind

Guests: T Hanson, Cornell Cooperative Extension

Committee Chair, Legislator Barbara Roberts, called the meeting to order at 1:00 P.M.

ECONOMIC DEVELOPMENT & PLANNING (ED&P): LeeAnn Tinney – Agenda and attachments previously emailed.

I. MINUTES

A. Approval of minutes of February 8th, 2022

Committee Chair, Legislator Roberts, asked for approval of the minutes from the February 8, 2022 committee meeting. Legislator Weston made a motion to accept the February 8, 2022 minutes, seconded by Legislator Mullen. All were in favor.

II. FINANCIAL

The Year-to-Date Budget Reports are in the committee packets; Ms. Tinney reported the following budgets are all tracking:

- A. Economic Development
- B. Planning
- C. Sustainability Management

There was confusion regarding the date on two of the Year-to-Date Budget Reports. The month of the report needs to be updated before running the report. This will be corrected next month.

III. OLD BUSINESS

A. Reports – Ms. Tinney introduced Ms. Hanson.

1. Cornell Cooperative Extension, T Hanson - Monthly report previously emailed. Ms. Hanson reviewed her report highlighting: 4-H & Youth Development, Strengthening ties for Youth in Agriculture across Tioga County and Other Community Engagements. Ms. Hanson announced hiring Bobbie Kuhlman as the new 4-H Youth Educator.

Ms. Tinney reported the following reports were previously emailed and are in the committee packet distributed:

2. Tioga County Tourism
3. Tioga County Soil & Water Conservation District – No report this month.

B. Grants

1. Status – Ms. Tinney reported on the status of grants the ED&P Department is involved in:
 - a. Potential - 14
 - b. Pending - 12
 - c. Active - 32
 - d. Completed – 0

C. Economic/Community Development

1. Village of Owego – The following projects are ongoing:
 - a. Downtown Revitalization Initiative (DRI) administration
 - b. NY Main Street (North Ave.) administration
2. Village of Waverly
 - a. RESTORE- Twigg – Waiting for final paperwork from the State.
 - b. Mural Project – Waverly Central School students submitted designs for the gateway beautification project that will be located at the railroad viaduct.
3. Town of Nichols
 - a. Sweeper/Vacuum Truck; shared services – Ordered; waiting for it to come in.
 - b. Broadband
 - i. USDA ReConnect Grant/STN – Grant application is due Wednesday morning. Southern Tier Network (STN) is the applicant; ED&P is providing assistance for broadband build out for unserved and underserved areas in the Town of Nichols. A portion of the ARPA funds that is designated for broadband expansion will be used for this project. The funding identified is 75% grant with a 25% match required. An agreement was made to split the match with the County and the Town; both are contributing a little over \$270,000.00 to make the application. The ARPA funds left that are designated for broadband will be used for other communities. When asked how locations were determined for expansion, Ms. Tinney explained that areas were defined in the Fujitsu Study. A year ago, the IDA paid for and partnered with STN to conduct a study with Fujitsu to determine where unserved and underserved communities were in Tioga County. Mr. Loveland, ITCS, will also provide input.
4. Village of Candor
 - a. NY Main Street administration – \$500,000.00 award to restore Main Street; construction has begun.
5. Municipalities
 - a. Visit the Town of Nichols
 - b. Snowmobile Grants - Ongoing
6. Annual Breakfast
 - a. Date moved to Thursday, April 28th
 - b. Location - Tioga Downs

D. Land Bank

1. Temple & Liberty Street
 - a. Demolitions – Mid March; waiting on the contractors to move forward.
 - b. Village of Owego Local Approval Process - Still pending; continue to work on.
2. Owego Apalachin Central School District Project – The Land Bank is partnering with the school on the purchase of a house that needs renovation. This will be a teaching tool for the students; they will be doing the renovating. When the project is complete the house will be sold for reinvestment in another property. There was a short discussion on how the Land Bank was established, its history and how it is separate from the County.

E. Workforce Development

1. Workforce Pipeline Development Study- Mr. Lanning has begun implementation; making a connection with the Ag program.

F. Planning

1. Marijuana Regulation and Taxation Act (MRTA) - Summary is near completion. When asked what the municipalities are doing, Ms. Tinney reported Ms. Jardine has offered guidance to the municipalities and is tracking this information. Ms. Tinney will get those opt-in/opt-out results to the committee.
2. Training – Ms. Jardine and Ms. Pratt are working on the following trainings available to the municipalities:
 - a. NYSERDA - Renewable Energy; 2 of the 5 trainings are complete. They have been well attended.

G. Sustainability Management

1. Renewable Energy Best Practices Study – This project continues to move forward.
2. Ms. Pratt is working in partnership with Public Health and CCE on the End Food Waste Program.
 - a. Working with CCE, Ms. Pratt is seeking funding for Composting Program equipment.
3. Tioga County Energy Action Plan – Looking for funding to move forward with this plan.

H. IDA

1. Lounsberry Industrial Pocket – Working with a developer to build a 5 or 6 light manufacturing spec space; this project is moving forward.
2. Owego Gardens II – This project is moving forward.
3. SunEast PILOT negotiations continue; IDA is standing firm with \$10,000.00 per megawatt.

I. Misc.

1. GIS Mapping
2. GIS/IDA/EDP - Site Mapping is ready for release. Maps of available industrial and commercial sites in Tioga County are located on the ED&P and IDA website; making them available to the public. A press release will be going out soon.

IV. NEW BUSINESS

- A. Grants – Funds are available to not-for-profits, ED&P approached for County to act as the applicant for the following:

1. Tioga Opportunities- CDBG CARES Act; resolution for authorization to apply listed below.
2. Racker Center- CDBG CARES Act; resolution for authorization to apply listed below.
- B. Economic/Community Development
 1. Presentations – No presentations this month.
- C. Land Bank – Ms. Woodburn attended the following:
 1. Rural Land Bank Committee and Regular Meeting
- D. Workforce Development – Mr. Lanning has begun making connections with school districts and BOCES.
- E. Planning
 1. 239 Reviews (2)
 - a. 2022-002 Town of Owego, Special Use Permit- Farmer Brown Solar; recommended approval
 - b. 2022-003 Town of Owego, Site Plan Review, Special Use Permit and Area Variance- Centerline Communications; recommended approval
- F. Sustainability Management – Ms. Pratt is working on the following:
 1. Electronic Waste drop off within Tioga County
 2. Funding for EV charging stations for interested parties
- G. Misc.
 1. State Lead Responses – None this month.

V. PERSONNEL

- A. PT- OSII
 1. This position remains vacant.

VI. RESOLUTIONS

- A. C02-Authorize Submission of FEMA HMP Update Grant Application
- B. C22-Re-Appoint Member (J Ward) to the TCLDC Board
- C. C23-Re-Appoint Member (M Kiechle) to the TCLDC Board
- D. C24-Authorization for EDP to Submit Grant Application to CDBG-CV Cares Act Program for Racker
- E. C25-Resolution to Schedule Public Hearing NYS CDBG-CV for Racker Project
- F. C26-Authorization for EDP to Submit Grant Application to CDBG-CV Cares Act for Tioga Opportunities
- G. C27-Resolution to Schedule Public Hearing CDBG-CV for TOI Project
- H. C30-Filing of an Application for State Grant

After reviewing the resolutions, Ms. Tinney asked this committee for support to move the resolutions forward; vote on the resolutions follows:

- Legislator Roberts - yes
- Legislator Mullen - yes
- Legislator Weston - yes
- Legislator Ciotoli - yes

VII. PROCLAMATIONS- N/A

VIII. ADJOURNMENT

With no further topics of discussion or questions, the meeting was adjourned at 2:00 P.M.

Respectfully Submitted,

Linda Sampson

Administrative Assistant Economic Development & Planning

DRAFT



TIOGA COUNTY, NEW YORK

Tioga County YEAR-TO-DATE BUDGET REPORT

FOR 2022 04

ACCOUNTS FOR:	ORIGINAL	TRANSFRS/	REVISED	YTD ACTUAL	ENCUMBRANCES	AVAILABLE	PCT	
A General Fund	APPROP	ADJSTMTS	BUDGET			BUDGET	USE/COL	
A6422 Economic Development								
A6422 411132	Tax On Hotel/Motel	-30,000	0	-30,000	.00	.00	-30,000.00	.0%*
A6422 419890	Contribution To Ec	-20,000	0	-20,000	.00	.00	-20,000.00	.0%*
A6422 421891	Other Home & Commu	-26,200	0	-26,200	.00	.00	-26,200.00	.0%*
A6422 510010	Full Time	277,161	0	277,161	62,393.06	.00	214,767.94	22.5%
A6422 510020	Part Time/Temporar	12,190	0	12,190	.00	.00	12,190.00	.0%
A6422 540010	Advertising	3,000	0	3,000	195.50	.00	2,804.50	6.5%
A6422 540040	Books	450	0	450	447.03	.00	2.97	99.3%
A6422 540070	Car Maintenance	2,000	0	2,000	116.16	.00	1,883.84	5.8%
A6422 540140	Contracting Servic	0	4,450	4,450	.00	.00	4,450.00	.0%
A6422 540180	Dues	400	0	400	173.00	.00	227.00	43.3%
A6422 540220	Automobile Fuel	150	0	150	.00	.00	150.00	.0%
A6422 540320	Leased/Service Equ	1,320	0	1,320	.00	.00	1,320.00	.0%
A6422 540360	Meals/Food	750	0	750	40.00	.00	710.00	5.3%
A6422 540390	Mileage Expense	0	200	200	93.36	.00	106.64	46.7%
A6422 540420	Office Supplies	1,280	0	1,280	172.62	.00	1,107.38	13.5%
A6422 540480	Postage	380	0	380	.00	.00	380.00	.0%
A6422 540485	Printing/Paper	1,500	0	1,500	.00	.00	1,500.00	.0%
A6422 540590	Services Rendered	20,000	-4,450	15,550	-5,000.00	.00	20,550.00	-32.2%
A6422 540620	Software Expense	100	0	100	.00	.00	100.00	.0%
A6422 540660	Telephone	740	0	740	143.04	.00	596.96	19.3%
A6422 540733	Training/All Other	5,000	-200	4,800	772.00	.00	4,028.00	16.1%
A6422 581088	State Retirement F	15,206	0	15,206	5,616.09	.00	9,590.31	36.9%
A6422 583088	Social Security Fr	22,030	0	22,030	5,227.44	.00	16,802.33	23.7%
A6422 584088	Workers Compensati	8,944	0	8,944	1,575.29	.00	7,368.41	17.6%
A6422 585588	Disability Insuran	384	0	384	83.91	.00	300.53	21.8%
A6422 586088	Health Insurance F	56,915	0	56,915	15,865.90	.00	41,049.01	27.9%
A6422 588988	Eap Fringe	88	0	88	18.02	.00	69.78	20.5%
TOTAL Economic Development		353,788	0	353,788	87,932.42	.00	265,855.60	24.9%
TOTAL General Fund		353,788	0	353,788	87,932.42	.00	265,855.60	24.9%
TOTAL REVENUES		-76,200	0	-76,200	.00	.00	-76,200.00	
TOTAL EXPENSES		429,988	0	429,988	87,932.42	.00	342,055.60	



**Tioga County
YEAR-TO-DATE BUDGET REPORT**

FOR 2022 04

	ORIGINAL APPROP	TRANFRS/ ADJSTMTS	REVISED BUDGET	YTD ACTUAL	ENCUMBRANCES	AVAILABLE BUDGET	PCT USE/COL
GRAND TOTAL	353,788	0	353,788	87,932.42	.00	265,855.60	24.9%

** END OF REPORT - Generated by Sampson, Linda **



TIOGA COUNTY, NEW YORK

Tioga County YEAR-TO-DATE BUDGET REPORT

FOR 2022 04

ACCOUNTS FOR: A General Fund	ORIGINAL APPROP	TRANSFRS/ ADJUSTMNTS	REVISED BUDGET	YTD ACTUAL	ENCUMBRANCES	AVAILABLE BUDGET	PCT USE/COL
A8020 Planning							
A8020 510010 Full Time	150,743	0	150,743	35,056.35	.00	115,686.65	23.3%
A8020 540010 Advertising	200	0	200	.00	.00	200.00	.0%
A8020 540040 Books	600	0	600	143.00	.00	457.00	23.8%
A8020 540140 Contracting Servic	22,000	-2,500	19,500	.00	.00	19,500.00	.0%
A8020 540180 Dues	800	0	800	757.00	.00	43.00	94.6%
A8020 540220 Automobile Fuel	200	0	200	.00	.00	200.00	.0%
A8020 540320 Leased/Service Equ	1,200	0	1,200	.00	.00	1,200.00	.0%
A8020 540360 Meals/Food	190	0	190	.00	.00	190.00	.0%
A8020 540390 Mileage Expense	600	0	600	.00	.00	600.00	.0%
A8020 540420 Office Supplies	500	0	500	.00	.00	500.00	.0%
A8020 540480 Postage	900	0	900	.00	.00	900.00	.0%
A8020 540485 Printing/Paper	1,000	0	1,000	.00	.00	1,000.00	.0%
A8020 540590 Services Rendered	4,875	2,500	7,375	5,000.00	.00	2,375.00	67.8%
A8020 540660 Telephone	600	0	600	62.46	.00	537.54	10.4%
A8020 540733 Training/All Other	1,200	0	1,200	561.00	.00	639.00	46.8%
A8020 581088 State Retirement F	11,872	0	11,872	3,941.46	.00	7,930.92	33.2%
A8020 583088 Social Security Fr	10,535	0	10,535	2,964.47	.00	7,570.34	28.1%
A8020 584088 Workers Compensati	2,449	0	2,449	677.33	.00	1,771.35	27.7%
A8020 585588 Disability Insuran	136	0	136	36.15	.00	99.57	26.6%
A8020 586088 Health Insurance F	44,033	0	44,033	11,537.18	.00	32,496.29	26.2%
A8020 588988 Eap Fringe	29	0	29	7.74	.00	21.38	26.6%
TOTAL Planning	254,662	0	254,662	60,744.14	.00	193,918.04	23.9%
TOTAL General Fund	254,662	0	254,662	60,744.14	.00	193,918.04	23.9%
TOTAL EXPENSES	254,662	0	254,662	60,744.14	.00	193,918.04	



**Tioga County
YEAR-TO-DATE BUDGET REPORT**

FOR 2022 04

	ORIGINAL APPROP	TRANFRS/ ADJSTNTS	REVISED BUDGET	YTD ACTUAL	ENCUMBRANCES	AVAILABLE BUDGET	PCT USE/COL
GRAND TOTAL	254,662	0	254,662	60,744.14	.00	193,918.04	23.9%

** END OF REPORT - Generated by Sampson, Linda **



TIOGA COUNTY, NEW YORK

Tioga County YEAR-TO-DATE BUDGET REPORT

FOR 2022 04

ACCOUNTS FOR:	ORIGINAL APPROP	TRANFRS/ ADJSTMTS	REVISED BUDGET	YTD ACTUAL	ENCUMBRANCES	AVAILABLE BUDGET	PCT USE/COL
A General Fund							
A8160 Refuse & Garbage							
A8160 439892 Solid waste State	-28,000	0	-28,000	.00	.00	-28,000.00	.0%*
A8160 510010 Fulltime	61,961	0	61,961	14,683.37	.00	47,277.63	23.7%
A8160 510050 All Other-On Call,	325	0	325	.00	.00	325.00	.0%
A8160 540010 Advertising	7,500	0	7,500	480.80	.00	7,019.20	6.4%
A8160 540180 Dues	175	0	175	.00	.00	175.00	.0%
A8160 540270 Insurance-Liabilit	1,425	0	1,425	1,275.55	.00	149.45	89.5%
A8160 540390 Mileage Expense	167	0	167	.00	.00	166.75	.0%
A8160 540420 Office Supplies	2,000	0	2,000	.00	.00	2,000.00	.0%
A8160 540444 Permits, Fees, Ins	100	0	100	.00	.00	100.00	.0%
A8160 540480 Postage	200	0	200	.00	.00	200.00	.0%
A8160 542140 Contracting Servic	100,000	0	100,000	11,342.50	.00	88,657.50	11.3%
A8160 542261 Household Hazardou	75,000	0	75,000	.00	.00	75,000.00	.0%
A8160 542485 Printing/Paper	1,500	0	1,500	.00	.00	1,500.00	.0%
A8160 542640 Supplies (Not Offi	11,000	0	11,000	.00	.00	11,000.00	.0%
A8160 542680 Tires	3,900	0	3,900	.00	.00	3,900.00	.0%
A8160 581088 State Retirement F	7,587	0	7,587	2,437.47	.00	5,149.53	32.1%
A8160 583088 Social Security Fr	4,396	0	4,396	1,252.73	.00	3,143.27	28.5%
A8160 584088 Workers Compensati	1,411	0	1,411	342.79	.00	1,068.21	24.3%
A8160 585588 Disability Insuran	113	0	113	18.27	.00	94.73	16.2%
A8160 586088 Health Insurance F	9,585	0	9,585	2,884.56	.00	6,700.44	30.1%
A8160 588988 EAP Fringe	115	0	115	3.92	.00	111.08	3.4%
TOTAL Refuse & Garbage	260,460	0	260,460	34,721.96	.00	225,737.79	13.3%
TOTAL General Fund	260,460	0	260,460	34,721.96	.00	225,737.79	13.3%
TOTAL REVENUES	-28,000	0	-28,000	.00	.00	-28,000.00	
TOTAL EXPENSES	288,460	0	288,460	34,721.96	.00	253,737.79	



**Tioga County
YEAR-TO-DATE BUDGET REPORT**

FOR 2022 04

	ORIGINAL APPROP	TRANFRS/ ADJSTMTS	REVISED BUDGET	YTD ACTUAL	ENCUMBRANCES	AVAILABLE BUDGET	PCT USE/COL
GRAND TOTAL	260,460	0	260,460	34,721.96	.00	225,737.79	13.3%

** END OF REPORT - Generated by Pratt, Ellen **

Tioga County Municipalities
 NYSMRTA OPT-OUT STATUS

MUNICIPALITY	OPT-OUT STATUS		PETITION	OVERRIDE	FINAL STATUS	
	Retail Dispensaries	Onsite Consumption			Retail Dispensaries	Onsite Consumption
Town of Barton	X	X			OUT	OUT
Town of Berkshire					IN	IN
Town of Candor					IN	IN
Town of Newark Valley	X	X			OUT	OUT
Town of Nichols					IN	IN
Town of Owego	X	X			OUT	OUT
Town of Richford	X	X	X		OUT	OUT
Town of Spencer	X	X			OUT	OUT
Town of Tioga	X	X			OUT	OUT
Village of Candor					IN	IN
Village of Newark Valley		X			IN	OUT
Village of Nichols	X	X			OUT	OUT
Village of Owego					IN	IN
Village of Spencer	X	X	X	X	IN	OUT
Village of Waverly	X	X	X	X	IN	OUT

Date: 3/16/2022

REFERRED TO: ED&P COMMITTEE

RESOLUTION NO. -22 AUTHORIZATION TO RENEW THE AGREEMENT WITH TOWNS TO ACCEPT HOUSEHOLD ELECTRONIC WASTE FROM TIOGA COUNTY RESIDENTS

WHEREAS: In January of 2015, New York State banned consumers from disposing of certain types of electronic waste in landfills, waste-to-energy facilities, in the trash, or at curbside for trash pickup; and

WHEREAS: Due to this ban, Tioga County's only drop off for residents is through the County's Household Hazardous Waste program which is located at the Broome County Landfill; and

WHEREAS: The Department of Solid Waste will pay for the recycling costs for acceptable household electronic waste brought to the Town either during their cleanup event or at an agreed upon permanent drop off location; therefore be it

RESOLVED: That the Tioga County Legislature authorizes and directs the Chair or their designee to enter the said agreement for the year 2022 upon its approval by the County Attorney.

REFERRED TO:

ED&P COMMITTEE
FINANCE COMMITTEE

RESOLUTION NO. -22

AUTHORIZE TRANSFER OF FUNDS FOR
PURCHASE OF AN IPAD FOR THE
ECONOMIC DEVELOPMENT & PLANNING
OFFICE

WHEREAS: The Economic Development & Planning Department has a need for an iPad; and

WHEREAS: The Economic Development & Planning Department would like to purchase an iPad and has acquired 3 quotes from the ITCS Department; and

WHEREAS: The Economic Development computer expense account, A6422-520090 has no funds available; and

WHEREAS: The Amending of Budget and Transfer of Funds from a contractual line to an equipment line requires Legislative approval; therefore be it

RESOLVED: That the Director of Economic Development & Planning be authorized to purchase the iPad and complete the following budget transfer as follows:

From: A6422 - 540733 Training	\$998.98
To: A6422 - 520090 Computer	\$998.98

REFERRED: ED&P COMMITTEE
FINANCE COMMITTEE

RESOLUTION NO. -22 RESOLUTION AUTHORIZING AND APPROVING THE
ACCEPTANCE OF ADMINISTRATIVE SERVICE
FUNDS AND MODIFY THE ECONOMIC
DEVELOPMENT BUDGET

WHEREAS: Tioga County Economic Development and Planning (TCEDP) was approved by Resolution #231-21 to create the Education Workforce Coordinator position that will be funded by way of grant funds and Resolution #33-22 to authorize the appointment of Sean Lanning to the position of Education Workforce Coordinator; and

WHEREAS: TCEDP is to provide the Education Workforce Coordinator with salary, fringe benefits, administrative services, office space and equipment necessary for the performance of the Workforce Development Program (WDP); and

WHEREAS: The Hooker Foundation (HF) will be providing the funds for this position by way of a grant in the amount of \$100,000 annually over three (3) years to offset all expenses associated with the newly created position and it's program expenses; and

WHEREAS: Salaries have been appropriated in the 2022 budget in the amount of \$47,009.00 the remaining funds will need to be appropriated to the TCEDP budget; and

WHEREAS: The annual amount requested to be paid by the Hooker Foundation for the calendar year 2022 is not to exceed \$100,000.00; and

WHEREAS: Appropriation of funds and budget modifications require Legislative approval; therefore be it

RESOLVED: That funding be appropriated as follows:

To: A6422 422800 Grant-Non State Federal (HF)	\$100,000.00
From: A6422 540487 Program Expense (WDP)	\$ 52,991.00

And be it further

RESOLVED: That the Tioga County Legislature hereby authorizes and approves the acceptance of up to \$100,000.00 annually from the Hooker Foundation to provide for the cost of salary, fringe benefits, office space and equipment for the performance of the duties of the Education Workforce Coordinator; and be it further

RESOLVED: That the Chair of the Legislature or duly authorized representative (including County Treasurer and/or Budget Officer), is hereby authorized to make any transfers of funds required within the Economic Development budget.



Tioga County Tourism March 2022

DRI Wayfinding Sign Project

The steering committee met with the Branding and Design Team to begin this process of defining a new brand for the Village of Owego.

- The Tioga Arts Council's renovations are complete with the exception of the reception desk. An opening is planned for April 2022.

Tourism Rebranding and Website Update Project

TCT is reviewing a proposal for a new brand and website update from Trampoline, the company that is creating the new brand for the Village of Owego.

Visitor Center Art Exhibit

An exhibit has been put up in the Visitor Center featuring the work of local artists Michael Husted and Timothy Jackson. The Visitor Center will be open on March 4th for First Friday to welcome the public to view the exhibit.

Recruitment Website

The branding process and website navigation for the recruitment website is ongoing. The tagline "Find Your Way Here" has been chosen and a logo is in being developed.

Agricultural Resource Group (ARG) / Finger Lakes Farm Country (FLFC)

Tourism will be working with ARG to organize and promote Sundaes at the Farm in July. TCT has submitted content for the Finger Lakes Farm Country website and campaigns. Becca will be attending the 2022 International Agritourism Conference with Finger Lakes Farm Country in August.

Tioga County Maple Weekend

In conjunction with NYS Maple Weekend, Tioga County will have its own tour featuring four Maple Producers and two pancake breakfasts in Norther Tioga County. The tour is being developed on the website and app, and will also include restaurants, shops and farms along the route to encourage visitors to explore the different businesses in Norther Tioga County.

ILNY Matching Funds Cooperative Marketing Program

Tioga County Tourism has been approved to run a \$30,000 cooperative marketing program in 2022. Outreach for applications will begin after our ILNY funds are received.

Online Services Technical Assistance Grant

Lisa Churakos, the consultant hired to work one-on-one with participating businesses, came to Tioga County to do in-person site visits. She is excited at the opportunities to assist them in adding, updating and marketing their online services. The participating business are: Broad Street Records, Owego Parkview, Lilly Style Loft, and Anam Cara Photography.

Finger Lakes Regional Tourism Council (FLRTC)

Becca is on the communications committee for FLRTC, which is working on two main objectives:

- 1) The selection of Public Relations firm to run a program in 2022.
- 2) Working with Advance Media on creating region-wide content that includes Tioga County partners and assets for social media and digital campaigns.

Outdoor Accessibility

Becca is part of a group that is looking at accessibility for people with disabilities in our outdoor spaces, including upgrades to existing trails, the creation of new trails that are geared toward individuals with Autism, and adding signs and digital wayfinding specific to this group.