

Agenda

Budget, Capital and Personnel Committee

Monday, February 13, 2017 4:00 PM
Legislature Chambers

1. **Call to Order (4:00)**
2. **Changes to the Agenda (4:00)**
3. **Minutes Approval (4:05)**
 - a. December 20, 2016
 - b. January 17, 2017
4. **Comments from the Public (4:10)**
5. **Committee Chair Report (4:15)**
6. **Director of Finance Report (4:20)**
7. **County Administrator Report (4:25)**
8. **Report from the Personnel Commissioner (4:30)**
 - a. **Report/Discussion:** Introduction of new staff member (ID #6842)
 - b. **Report/Discussion:** Diversity Consortium (ID #6840)
 - c. **Report/Discussion:** Brief Report on the Laserfiche Empower Conference (ID #6841)
9. **Report from Workforce Diversity and Inclusion Committee (4:45)**
10. **Report from Public Information Officer (4:50)**
11. **Resolutions (4:55)**
 - a. **Resolution:** Authorization to Participate in Various Contracts Let by Any Government Entity of the United States of America (ID #6793)
 - b. **Resolution:** Award of First Round of 2017 Strategic Tourism Implementation Funding (ID #6774)
 - c. **Resolution:** 2017 Strategic Tourism Implementation Program Budget Adjustment (ID #6849)
 - d. **Resolution:** Authorizing a Contract with the Tompkins County Soil and Water District to Provide Interim Financial Assistance to Support Grant-Funded Conservation Efforts throughout the County (ID #6822)
12. **Appointments and Liaison Assignments (5:25)**
 - a. **Appointment:** Advisory Board Appointments (ID #6827)
13. **Executive Session (5:30)**
14. **Adjournment (6:00)**

Budget, Capital and Personnel Committee
 Special Meeting Minutes – Draft 12-22-16
 Tuesday, December 20, 2016 5:00 PM
 Legislature Chambers

Attendance

Attendee Name	Title	Status
James Dennis	Chair	Present
Michael Sigler	Vice Chair	Present
Leslyn McBean-Clairborne	Member	Present
Glenn Morey	Member	Present
Peter Stein	Member	Present
Catherine Covert	Clerk of the Legislature	Present
Joe Mareane	County Administrator	Present
Amy Guerri	Commissioner of Personnel	Present
Greg Potter	Director of ITS	Present
Marcia Lynch	Public Info. Officer, County Administration	Present
Rick Snyder	Finance Director	Present

Call to Order

Mr. Dennis, Chair, called the meeting to order at 5:00 p.m.

Changes to the Agenda

The Committee agreed to withdraw from the agenda the resolution entitled Resolution Condemning Violence and Hate Speech, Expressing Solidarity with Muslims and All those Targeted for their Ethnicity, Race, or Religion.

Minutes Approval

November 28, 2016

RESULT: ACCEPTED [UNANIMOUS]
MOVER: Glenn Morey, Member
SECONDER: Peter Stein, Member
AYES: Dennis, Sigler, McBean-Clairborne, Morey, Stein

Resolution No. - Appropriation from Contingent Fund - Information Technology Services (ID #6744)

RESULT: RECOMMENDED [UNANIMOUS]
MOVER: Glenn Morey, Member
SECONDER: Leslyn McBean-Clairborne, Member
AYES: Dennis, Sigler, McBean-Clairborne, Morey, Stein

WHEREAS, Tompkins County has been able to respond to the needs of the community within ever-tightening fiscal constraints by providing information technology services, productivity-enhancing tools, and improved data network reliability and performance, and

WHEREAS, while the County has recently made important investments in major systems and the data network managed by the Department of Information Technology Services (ITS), and

Minutes Acceptance: Minutes of Dec 20, 2016 5:00 PM (Minutes Approval)

Minutes
Budget, Capital and Personnel Committee
Tuesday, December 20, 2016

WHEREAS, ITS has undertaken a review of data-network improvements to be implemented by the County to achieve greater efficiency, responsiveness, inter-connectedness, security, data integrity, and redundancy through network-based equipment replacements and upgrades, and

WHEREAS, this review has determined the need to replace the core routers configured in the two County data centers located in the Annex C and Public Health facilities, and

WHEREAS, it has been determined that additional core router features are necessary to enhance disaster recovery and network redundancy resulting in an increase of the core switch replacement project costs as previously budgeted, and

WHEREAS, the on-going net costs of annual maintenance and support service contract for the new core router equipment and operating system are expected to be approximately \$8,020 beginning in 2018, and

WHEREAS, ITS staff have provided direct support, configuration changes, and data processing to complete the Affordable Care Act (ACA) reporting requirements and respond to the Road Patrol retroactive payments for years 2010-2016, resulting in additional overtime and fringe costs, and

WHEREAS, funds were not adequately budgeted to provide for the proposed core switch replacement project and the additional overtime and fringe costs associated with the ACA implementation requirements and Road Patrol retroactive payment calculations in the 2016 ITS Operation Budget and/or Capital accounts, now therefore be it

RESOLVED, on recommendation of the Government Operations and the Budget, Capital, and Personnel Committees, That the request for contingency funding be granted to support the procurement of the core network routers and the additional overtime and fringe costs to meet the ACA and Road Patrol retroactive payment requirements,

RESOLVED, further, That the Finance Director be and hereby is authorized to make the following adjustments to his books:

FROM: A1990.54440	Contingent Fund	\$58,504
TO: A1680.52202	Network Components	\$52,500
A1680.51200	Overtime Pay	\$ 4,120
A1680.58800	Fringes	\$ 1,884

SEQR ACTION: TYPE II-20

* * * * *

Resolution No. - Appropriation from Contingent Fund - Terminal Pay- Assessment Department (ID #6747)

RESULT:	RECOMMENDED [UNANIMOUS]
MOVER:	Michael Sigler, Vice Chair
SECONDER:	Peter Stein, Member
AYES:	Dennis, Sigler, McBean-Clairborne, Morey, Stein

WHEREAS, the Department of Assessment had a retirement in the position of Senior Valuation Specialist effective October 31, 2016, and

WHEREAS, the Fiscal Policy of Tompkins County allows for terminal-pay reimbursement to the department from the Contingent Fund, now therefore be it

Minutes Acceptance: Minutes of Dec 20, 2016 5:00 PM (Minutes Approval)

Minutes
Budget, Capital and Personnel Committee
Tuesday, December 20, 2016

RESOLVED, on recommendation of the Government Operations and the Budget, Capital and Personnel Committees, That the Director of Finance is hereby authorized and directed to make the following budget appropriation:

FROM:	A1990.54440	Contingent Fund	\$16,630.18
TO:	A1355.51000796	Senior Valuation Specialist	\$ 9,028.52
	A1355.58800	Fringes	\$ 7,601.66

SEQR ACTION: TYPE II-20

* * * * *

Resolution No. - Appropriation from Contingent Fund - Terminal Pay - County Clerk/DMV (ID #6748)

RESULT:	RECOMMENDED [UNANIMOUS]
MOVER:	Glenn Morey, Member
SECONDER:	Leslyn McBean-Clairborne, Member
AYES:	Dennis, Sigler, McBean-Clairborne, Morey, Stein

WHEREAS, the Department of Motor Vehicles has a retirement in the position of Deputy County Clerk effective December 28, 2016, and

WHEREAS, the Fiscal Policy of Tompkins County allows for terminal-pay reimbursement to the Department from the Contingent Fund, now therefore be it

RESOLVED, on recommendation of the Government Operations and the Budget, Capital, and Personnel Committees, That, upon the retirement of the Deputy County Clerk, the Director of Finance is hereby authorized and directed to make the following budget appropriation:

FROM:	A1990.54440	Contingent Fund	\$23,619.00
TO:	A1411.51000202	Deputy County Clerk	\$16,209.60
	A1411.58800	Fringes	\$ 7,409.40

SEQR ACTION: TYPE II-20

* * * * *

Resolution No. - 2016 Budget Appropriation and Adjustments for Road Patrol Retroactive Wage Increase (ID #6752)

RESULT:	RECOMMENDED [UNANIMOUS]
MOVER:	Glenn Morey, Member
SECONDER:	Peter Stein, Member
AYES:	Dennis, Sigler, McBean-Clairborne, Morey, Stein

WHEREAS, the collective bargaining agreement between the Tompkins County Deputy Sheriff's Association and the County of Tompkins, valid from March 1, 2010, through December 31, 2016, that was ratified by the Tompkins County Legislature on February 4, 2016 (Resolution No. 2016-28), awarded retroactive salary and related adjustments for years prior to 2016, now therefore be it

RESOLVED, on recommendation of the Budget, Capital, and Personnel Committee, That the Director of Finance is hereby authorized and directed to make the following appropriation and adjustments during the 2016 fiscal year:

Minutes
 Budget, Capital and Personnel Committee
 Tuesday, December 20, 2016

REVENUE: General (A) Fund Reserves \$ 1,494,904

APPROPRIATION AND ADJUSTMENTS:

UNIT	ACCOUNT	TITLE	AMOUNT
3110	51000412	SGT-DEPUTY SHERIFF	\$25,643
3110	51000419	DEPUTY SHERIFF	18,928
3110	51000424	CIVIL/ACCT PER CLERK	18,122
3110	51000425	SECRETARY	4,160
3110	51200412	SGT-DEPUTY SHERIFF	742
3110	51200419	DEPUTY SHERIFF	142
3110	51200424	CIVIL/ACCT PER CLERK	5
3110	51200425	SECRETARY	1
3110	58800	FRINGES	30,966

UNIT	ACCOUNT	TITLE	AMOUNT
3113	51000412	SGT-DEPUTY SHERIFF	\$162,795
3113	51000413	CRIM. INVESTIGATOR	107,715
3113	51000417	SR. CRIM. INVEST.	30,746
3113	51000419	DEPUTY SHERIFF	555,233
3113	51000428	LIEUTENANT DEPUTY SHERIFF	11,760
3113	51200412	SGT-DEPUTY SHERIFF	25,598
3113	51200413	CRIM. INVESTIGATOR	7,854
3113	51200417	SR. CRIM. INVEST.	1,463
3113	51200419	DEPUTY SHERIFF	54,305
3113	51200428	LIEUTENANT DEPUTY SHERIFF	732
3113	58800	FRINGES	437,994

SEQR ACTION: TYPEII-20

Adjournment

The meeting adjourned at 5:13 p.m.

Minutes Acceptance: Minutes of Dec 20, 2016 5:00 PM (Minutes Approval)

Budget, Capital and Personnel Committee
 Special Meeting Minutes – Draft 1-20-17
 Tuesday, January 17, 2017 5:00 PM
 Legislature Chambers

Attendance

Attendee Name	Title	Status
James Dennis	Chair	Present
Michael Sigler	Vice Chair	Absent
Leslyn McBean-Clairborne	Member	Present
Glenn Morey	Member	Present
Peter Stein	Member	Present
Joe Mareane	County Administrator	Present
Michelle Pottorff	Chief Deputy Clerk of the Legislature	Present
Rick Snyder	Finance Director	Present
Amy Guerri	Commissioner of Personnel	Present
Marcia Lynch	Public Info. Officer, County Administration	Present

Call to Order

Mr. Dennis, Chair, called the meeting to order at 5:00 p.m.

Resolutions

Resolution No. - Request for Authorization to Extend the Additional One Percent Sales Tax Rate in Tompkins County (ID #6797)

RESULT:	RECOMMENDED [UNANIMOUS]
MOVER:	Leslyn McBean-Clairborne, Member
SECONDER:	Peter Stein, Member
AYES:	Dennis, McBean-Clairborne, Morey, Stein
ABSENT:	Sigler

WHEREAS, this Legislature in 1991, 1992, 1994, 1996, 1998, 2001, 2003, 2005, 2007, 2009, 2011, 2013, and 2015 requested and received authorization from the State of New York to enact an additional one percent local sales tax in Tompkins County in addition to the three percent authorization that all New York State Counties possess by law, and

WHEREAS, the current authorization received in 2015 expires November 30, 2017, and

WHEREAS, this Legislature has been requested by the offices of Assemblyperson Lifton and Senator O'Mara to forward any request for an extension of this authority when legislation can be timely prepared and submitted at the beginning of a session of the State legislature, and

WHEREAS, the expiration of the additional one percent local sales tax would necessitate, (1) approximately \$11 million in reductions in County expenditures, creating a major impact on the availability of services, or a 23 percent increase in County property tax rates, or some combination thereof, as well as (2) substantial sales tax revenue losses requiring spending reductions or tax

Minutes
Budget, Capital and Personnel Committee
Tuesday, January 17, 2017

increases for the City, towns, and villages of Tompkins County, now therefore be it

RESOLVED, on recommendation of the Budget, Capital, and Personnel Committee, That this Legislature requests that Assemblyperson Lifton, Senator Seward, Senator Helming and Senator O'Mara sponsor and support legislation extending the authority of the Tompkins County Legislature to extend the additional one percent local sales tax in Tompkins County beyond November 30, 2017, based on the same terms and conditions included in previous legislation, to provide local property-tax relief.

SEQR ACTION: TYPE II-20

* * * * *

Adjournment

The meeting adjourned at 5:09 p.m.

Minutes Acceptance: Minutes of Jan 17, 2017 5:00 PM (Minutes Approval)

**Budget, Capital, and Personnel Committee**

Governor Daniel D. Tompkins Building
Ithaca, NY 14850

Meeting: 02/13/17 04:00 PM
Department: Personnel Department
Category: Personnel (Positions, Salaries, Benefits)

**REPORT OR DISCUSSION ITEM NO.
(ID # 6842)**

Introduction of new staff member

I would like to introduce Michelle Rios-Dominquez, the newest staff member of the Tompkins County Department of Human Resources. Michelle began employment on Monday, January 30, 2017 in the title of Manager of Talent Acquisition and Engagement. No information of a confidential nature will be discussed.

**Budget, Capital, and Personnel Committee**

Governor Daniel D. Tompkins Building
Ithaca, NY 14850

Meeting: 02/13/17 04:00 PM
Department: Personnel Department
Category: Diversity and Inclusion

REPORT OR DISCUSSION ITEM NO.**(ID # 6840)**

Diversity Consortium

I have begun to take a more active role with the Diversity Consortium of Tompkins County by attending meetings, and will encourage involvement of my department staff as appropriate. I was recently invited to participate as one of several panelists for a "Ban the Box" panel discussion facilitated by the Diversity Consortium of Tompkins County. The purpose is to provide interested business owners, organizations, and individuals an opportunity to learn more about Ban the Box, and best practice implementation. This forum will be held on Friday, March 10, 2017, 9:30 am- 11:30 am in the Borg Warner Room of the Tompkins County Public Library. It is open to the public, and admission is free. I'm very pleased to have this opportunity to share information which may promote increased implementation among a broader cross-section of businesses across the County.



Budget, Capital, and Personnel Committee

Governor Daniel D. Tompkins Building
Ithaca, NY 14850

Meeting: 02/13/17 04:00 PM
Department: Personnel Department
Category: Technology

**REPORT OR DISCUSSION ITEM NO.
(ID # 6841)**

Brief Report on the Laserfiche Empower Conference



Tompkins County Legislature

Governor Daniel D. Tompkins Building
Ithaca, NY 14850

Meeting: 02/13/17 04:00 PM
Department: Finance Department
Category: Fiscal
Functional Category: Fiscal (Budget)

SCHEDULED

RESOLUTION NO. *DOC ID: 6793*

1 **Authorization to Participate in Various Contracts Let by Any**
2 **Government Entity of the United States of America**

3 WHEREAS, New York State General Municipal Law §103 has been amended to allow counties to utilize a
4 contract let by the United States of America or any agency thereof, any state, or any other county or political
5 subdivision or district therein for materials, equipment, supplies, or contract for services, and
6

7 WHEREAS, the Finance Department may determine throughout the 2017 fiscal year that it would be in the
8 County's best interest to participate in another government agency's contract, now therefore be it
9

10 RESOLVED, on recommendation of the Budget, Capital, and Personnel Committee, That Tompkins County is
11 hereby authorized to exercise the option to participate in any bid of the United States Government or its agencies, any
12 state, or any other county or political subdivision or district for materials, equipment, supplies, or contract services as
13 authorized by General Municipal Law §103,
14

15 RESOLVED, further, That the County Administrator, or his designee, be and hereby is authorized to execute
16 required contract documents.

17 **SEQR ACTION: TYPE II-20**



Tompkins County Legislature

Governor Daniel D. Tompkins Building
Ithaca, NY 14850

Meeting: 02/13/17 04:00 PM
Department: Strategic Tourism Planning Board
Category: Tourism
Functional Category:

SCHEDULED

RESOLUTION NO. *DOC ID: 6774*

Award of First Round of 2017 Strategic Tourism Implementation Funding

WHEREAS, the Tompkins County Legislature accepted the 2020 Strategic Tourism Plan on September 18th, 2012, and

WHEREAS, in 2016 the Tompkins County Strategic Tourism Planning Board (STPB) adopted an Agriculinary Tourism Implementation Plan and a Heritage Tourism Implementation Plan, each of which further identifies priority actions for implementing the 2020 Strategic Tourism Plan, and

WHEREAS, Tompkins County has established a dedicated funding source for implementing the 2020 Strategic Tourism Plan, known as the Strategic Tourism Implementation fund, and

WHEREAS, the Tompkins County Heritage Center project and Convention and Visitors Bureau (CVB) Agriculinary Tourism Implementation project are eligible for funding as Strategic Tourism Implementation projects, and

WHEREAS, the STPB established a category in the Strategic Tourism Implementation program for projects that have been identified by the STPB and the County's Tourism Program as priorities which are best suited for implementation internally by program staff, and

WHEREAS, staff leadership for the Tourism Program is provided by the Tompkins County Planning Department, and

WHEREAS, the STPB has developed a scope of work for the Tourism Program Communications project, and

WHEREAS, the STPB has voted to recommend funding in full for each of the three projects under consideration for funding, and

WHEREAS, Strategic Tourism Implementation funding exists within the hotel room occupancy tax-funded Tourism Program budget for 2017, now therefore be it

RESOLVED, on recommendation of the Budget, Capital, and Personnel Committee, That the following projects are awarded 2017 Strategic Tourism Implementation funding:

Applicant / Project	Award
Tompkins County Chamber of Commerce / Ithaca Tompkins County Convention and Visitors Bureau <i>CVB Agriculinary Tourism Implementation</i>	\$30,000
The History Center in Tompkins County <i>Tompkins County Heritage Center</i>	\$35,500

RESOLVED, further, That the Tompkins County Planning Department is authorized to spend up to \$3,500 out of the Strategic Tourism Implementation Program budget, account 6475.54492 to contract with a qualified design firm to assist with Tourism Program communications activities,

RESOLVED, further, That the County Administrator or his designee be and hereby is authorized to sign any

1 agreements pertaining to the aforementioned projects.

2 **SEQR ACTIONS:**

3 **TYPE II - 20 and Type II-3 (CVB Agriculinary Tourism Implementation)**

4 **TYPE II - 21 (Tompkins County Heritage Center)**

5 **TYPE II - 20 (Tourism Program Communications Project)**

Tompkins County
DEPARTMENT OF PLANNING
AND SUSTAINABILITY

Edward C. Marx, AICP
 Commissioner of Planning
 and Community Sustainability

121 East Court Street
 Ithaca, New York 14850

Telephone (607) 274-5560
 Fax (607) 274-5578

TO: Tompkins County Legislature
FROM: Tom Knipe, Principal Planner / Tourism Program Director
CC: Strategic Tourism Planning Board (STPB)
DATE: February 6, 2017
RE: **Award of 2017 Strategic Tourism Implementation Funding to three projects: the Tompkins County Heritage Center, the CVB Agriculinary Tourism Initiative, and Tourism Program Communications**

Action Requested

Award Strategic Tourism Implementation funding for the following projects:

CVB Agriculinary Tourism Initiative	\$30,000
Heritage Education Center	\$35,500
<u>Tourism Program Communications</u>	<u>\$3,500</u>
Total	\$69,000

Also, adjust the 2017 Strategic Tourism Implementation budget from \$100,000 to \$365,000 by adding \$265,000 from the previous year's allocated but unspent funds back into this year's budget.

Background

At the September 2016 STPB meeting, the board established guidelines and a process for award of Strategic Tourism Implementation (STI) funding, a special line in the Tompkins County Tourism Program budget to support "significant implementation of critical actions identified in the 2020 Strategic Tourism Plan and related tourism implementation plans". Projects which have been identified as priorities and which are to be implemented directly by the County are also eligible. The grant guidelines are available at this link: <http://www.tompkinscountyny.gov/tourism/tourism/plan>.

Two organizations - The History Center and Chamber of Commerce - submitted letters of interest in fall 2016 and were invited to submit full proposals based on review by the Planning & Evaluation Committee of the STPB. A Strategic Tourism Implementation Review Panel then reviewed these full proposals and submitted recommendations to the STPB to fund these projects in full. Panel members who participated in the review were Ken Jupiter (chair), Anne Kellerman, Josh Friedman, Martha Armstrong, Mary Kate Wheeler, and Mike Mellor. The full STPB voted unanimously to approve these recommendations at their January 2017 meeting.

In addition, the STPB voted at their November 2016 meeting to consider and then to recommend funding for implementation of a small communications project for the Tourism Program which was developed by the STPB's Branding and Communications Committee. This project was considered by

the STPB under Category C, as an “internal project identified as a priority by the STPB/Tompkins County Tourism Program”.

Summaries of each of the three projects recommended for funding are provided below. The full proposals are available to download and view at this link:
<http://www.tompkinscountyny.gov/tourism/2017JanSTI>.

CVB Agriculinary Tourism Initiative

This project strategically leverages outside USDA grant funding and annual CVB allocations to fully implement actions identified as priorities in the Tompkins County Agriculinary Tourism Implementation Plan. This plan was developed by an STPB Task Force and adopted by the board in September, 2016. It is available online at the following link:
<http://www.tompkinscountyny.gov/tourism/tourism/plan>

Below is a brief description of items included in the Agriculinary Tourism Implementation Plan which identifies the CVB as the lead organization for ensuring implementation, and which are supported by this investment:

- A. Agriculinary Tourism Backbone: Continue building backbone program support at CVB. Assessment for Agriculinary Businesses: CVB will collaborate with CCE to conduct the “visitor ready” and “group ready” portion of surveys for farms and businesses wishing to host visitors.
- B. Asset inventory: CVB will lead the effort to facilitate regular updates to our marketable asset inventory
- C. B2B Networking and educational events: Work with program partners and the agriculinary tourism committee to plan and execute events on a quarterly basis
- D. Marketing & Social Media: CVB will lead efforts to implement an annual marketing & social media program for the agriculinary tourism product available in Tompkins County.
- E. Branding Guidelines for Partners: Create and implement a branding and style guide for participants.
- F. Online Destination/Website: Continue to integrate IthacaFork.com into the CVB’s Visit Ithaca website.
- G. Microgrant Program Development: In addition, the CVB intends to create a microgrant program, making up to \$500 available to farmers or farm businesses in Tompkins County looking to start new agriculinary enterprises or to market or expand existing enterprises.

The CVB intends to support existing program objectives and accomplish new work plan objectives detailed above through a combination of existing staff resources and leveraging outside contractor support in the role of Agriculinary Tourism Program Coordinator.

Committee Feedback

- Concrete, measurable, achievable goals.
- Strong likelihood of encouraging longer stays and more return visits.
- Good leveraging of outside USDA funding.
- Precisely in line with the vision for implementation described in the Agriculinary Tourism Plan.

Heritage Education Center

The History Center in Tompkins County is leading a project to bring several complementary nonprofits together to become a new Heritage Education Center for Ithaca and Tompkins County. This

new collaborative entity will serve as a community hub that celebrates our rich history, heritage and culture in an exciting, synergistic way.

The heritage center will be located on the Ithaca Commons, in the heart of Tompkins County, welcoming visitors as a gateway to the area's many cultural destinations and serving as a gathering place for community members. The center will include staff to greet residents and visitors and to orient them to visitor services, exhibits, the library and archival resources, scheduled programs, multi-media presentations covering the history of the City and County, and a retail space.

Key partners involved in the development of a heritage education center include The History Center in Tompkins County, the Tompkins County Convention & Visitors Bureau, Historic Ithaca, Dorothy Cotton Institute, Ithaca Aviation Heritage Foundation and the Wharton Studio Museum. Three main goals are to 1) build community by offering opportunities to deepen connections among County residents through sharing of narratives and place based initiatives; 2) engage the public in a vibrant exploration of our unique community through history, heritage and cultural lenses; and 3) orient visitors to tourism, specifically heritage tourism, opportunities.

Overall there is a two year (plus) timeline for the project. This proposal focuses on 2017 with an emphasis on the first 8 months. Deliverables include: community presentations, operational and partnership agreements, a retail space plan, branding language and a name for the center, a concept overview, a website, finalized floor plans, an exhibit design, and an initiated capital campaign. There is also a fair amount of "process" work behind the deliverables, e.g., ongoing partnership meetings.

Committee Feedback

- Leverages program investment in the Downtown Visitors Center and many partner organizations.
- Directly implements an action identified as a priority in the Heritage Tourism Implementation Plan, adopted by the STPB in January 2016.
- Will create a new attraction in a central location on the Commons, which would have other positive economic effects on the downtown.
- The new exhibits and space should indeed be "spectacular" to match the quality of the space and create a draw...the steps in this project are the right steps to achieve that.
- Leverages past funding. The Tourism Program has already invested somewhat in this project, including feasibility studies for partnership between the History Center and the Wharton Studio and Ithaca Heritage Aviation.
- Biggest risk concern is around organizational capacity to support the implementation of a major development project. Tourism Program staff are encouraged to monitor project implementation and support The History Center to address this.
- Two contingencies are recommended:
 1. If purchase of the building is approved by the County and moves forward.
 2. Administratively, funds are recommended to be released as significant progress is demonstrated, such as based on an acceptable interim report(s).

Tompkins County Tourism Program Communications Project

This project scope was developed by an ad-hoc committee of the STPB, with a purpose of building overall awareness and appreciation for the County's Tourism Program among community members, visitors, and tourism industry stakeholders. Specifically, working on behalf of the STPB and County Tourism Program, the County Planning Department proposes to hire a graphic designer to replace an old and sub-optimal program logo and a 2016 annual report for the Tompkins County Tourism

Program. In addition, an attractive annual report template will be established which can be used to develop the annual report internally in subsequent years. Finally, the project will create branding guidelines for partners, similar to the “I Love NY” branding guidelines, that will give room tax funding recipients clear direction to ensure appropriate and identifiable recognition for the room tax investments being made by the County.

Budget Implications

Strategic Tourism Implementation funds come exclusively from hotel room occupancy tax, and funds for these awards are available in the 2017 Tourism Program budget, as detailed in the table below. \$265,000 in the Strategic Tourism Implementation line was allocated, but unspent in 2016; those funds are recommended to be brought into the 2017 budget with a budget adjustment. After award of funding for these two projects, up to \$146,000 of additional funding would be available in 2017 to support new Strategic Tourism Implementation grants. Additional letters of interest for this program will continue to be accepted on a rolling basis.

Summary of Available STI Funding

The 2017 Tourism Program budget identifies \$100,000 in its Strategic Tourism Implementation (STI) fund. A recommended adjustment to the 2017 budget to include previous year’s allocated but unspent funds will add \$265,000 to grow the total funding pool to \$365,000. The STPB has previously voted to recommend \$150,000 in STI funding for implementation of the Wayfinding and Interpretive Signage Plan. Formal allocation of those funds is likely to be considered later this year, once a revised project plan has been drawn up. This then leaves up to \$215,000 available for new awards in 2017. The recommendation currently before the Legislature allocates \$69,000 of those funds leaving a balance of up to \$146,000 in funding available for additional STI grants in 2017.

Strategic Tourism Implementation Funding

2017 Budget Allocation	100,000	<i>Budgeted</i>
2017 Budget Adjustment	265,000	<i>Adding previous year's allocated but unspent funds</i>
New 2017 Total Budget with Adjustment	365,000	

Strategic Tourism Implementation Expected Allocations

Tourism Program Communications	3,500	<i>this recommendation</i>
CVB Agriculinary Tourism	30,000	<i>this recommendation</i>
Heritage Education Center	<u>35,500</u>	<i>this recommendation</i>
	69,000	<i>total new awards recommended</i>
Wayfinding and Interpretive Signage	<u>150,000</u>	<i>STPB voted to recommend; not yet formally awarded</i>
Subtotal	219,000	<i>STPB recommendations - all combined</i>
New 2017 Total Budget with Adjustment	<u>365,000</u>	<i>from above</i>
Difference	146,000	<i>Available for additional STI 2017 grants (with budget adjustment)</i>

Contact Information

Tom Knipe, Tompkins County Department of Planning and Sustainability
607.274.5560, tknipe@tompkins-co.org

Attachment: MEMO-STI funding 2017_final (6774 : Strategic Tourism Implementation - 2017 #1)



SCHEDULED

RESOLUTION NO. *DOC ID: 6849*

2017 Strategic Tourism Implementation Program Budget Adjustment

WHEREAS, the Tompkins County Legislature accepted the 2020 Strategic Tourism Plan on September 18th, 2012, and

WHEREAS, in 2016 the Tompkins County Strategic Tourism Planning Board (STPB) adopted an Agriculinary Tourism Implementation Plan and a Heritage Tourism Implementation Plan, and is also scheduled to adopt an Outdoor Recreation Tourism Implementation Plan in 2017, each of which further identifies priority actions for implementing the 2020 Strategic Tourism Plan, and

WHEREAS, the STPB has also endorsed the Tompkins County Beautification, Signage, and Public Art Strategic Plan, the County Priority Trails Strategy, the Cayuga Lake Blueway Trail Plan, and the Tompkins County Wayfinding and Interpretive Signage Plan, and

WHEREAS, Tompkins County has established a dedicated funding source for implementing its 2020 Strategic Tourism Plan and related tourism implementation plans, known as the Strategic Tourism Implementation fund, and

WHEREAS, \$265,000 was allocated but unspent from the modified 2016 budget for Strategic Tourism Implementation, and

WHEREAS, letters of interest for Strategic Tourism Implementation funding will continue to be accepted on a rolling basis in 2017, now therefore be it

RESOLVED, on recommendation of the Budget, Capital, and Personnel Committee, That the Strategic Tourism Implementation program budget for 2017 is increased by \$265,000 bringing the total modified 2017 budget for this program from \$100,000 to \$365,000,

RESOLVED, further, That the Director of Finance be and hereby is authorized to make the following budget adjustment for 2017:

Revenue:	6475.54492	Strategic Tourism Implementation	\$265,000
Appropriation:	6475.41113	Room Tax	\$265,000

SEQR ACTION: TYPE II-20



Tompkins County Legislature

Governor Daniel D. Tompkins Building
Ithaca, NY 14850

Meeting: 02/13/17 04:00 PM

Department: County Administration

Category: Environmental

Functional Category: Soil and Water Conservation District

SCHEDULED

RESOLUTION NO. *DOC ID: 6822*

1 Authorizing a Contract with the Tompkins County Soil and Water
2 District to Provide Interim Financial Assistance to Support Grant-
3 Funded Conservation Efforts throughout the County

4 WHEREAS, the mission of the Tompkins County Soil and Water Conservation District (District) is to provide
5 assistance to citizens and units of local government in making sound decisions on the management of soil, water, and
6 related natural resources based on their needs, and
7

8 WHEREAS, the District will further assist in the implementation of decisions by seeking and coordinating
9 technical and financial assistance from federal, state, and local governments, and private sources, and
10

11 WHEREAS, the District applies for funds, throughout each year, on behalf of landowners and municipalities to
12 various entities, such as New York State Department of Environmental Conservation (NYSDEC), New York State
13 Department of Agriculture and Markets (NYSDAM), U.S. Fish and Wildlife Service (USFWS), U.S. Environmental
14 Protection Agency (EPA), and other organizations to conduct Soil and Water Conservation work, and
15

16 WHEREAS, the District is projecting over \$2,700,000 in expense disbursements in 2017 through these grant
17 and programmatic funding sources, and
18

19 WHEREAS, these \$2,700,000 of projected expenses are not paid for by the Tompkins County appropriation to
20 the District in the 2017 Tompkins County Budget which cover a portion of operational expenses for the District, and
21

22 WHEREAS, the funding entities to whom the District applies for funding, typically require a “full
23 reimbursement” process for project activities, meaning that costs must first be paid by the District, and then be
24 reimbursed by the funding entity, and
25

26 WHEREAS, the District does not have enough funding on hand to cover up-front project costs, but must
27 continue the coordination and implementation of critical conservation project activities, and
28

29 WHEREAS, the District has requested the assistance of Tompkins County to provide funding to support the
30 cost of Hydrilla Project activities in the past two consecutive years (2015 and 2016), with such funding fully returned
31 to the County as NYSDEC reimbursements for that work is received, and
32

33 WHEREAS, a similar assistance request is being sought for a broader array of conservation activities funded
34 by “reimbursement” grants in 2017, now therefore be it
35

36 RESOLVED, on recommendation of the Planning, Development, and Environmental Quality Committee, That
37 he Tompkins County Legislature hereby authorizes the County Administrator to enter into a contract with the
38 Tompkins County Soil and Water Conservation District that will provide up to \$200,000 to the District for
39 conservation project activities in 2017 and obligate the District to repay the County as reimbursements for conservation
40 project activities are received,
41

42 RESOLVED, further, That the Director of Finance is hereby authorized and directed to advance to the District
43 an amount not to exceed two hundred thousand dollars (\$200,000), said advance to be made from the General Fund of
44 the County,

- 1
- 2 RESOLVED, further, That the advance will be repaid to the County when the District is reimbursed by
- 3 NYSDEC; the advance will be recorded in the General Fund accounting records as a Contract Agencies Receivable -
- 4 Soil & Water, account number A14418730.
- 5 **SEQR ACTION:** TYPE II-20