

PRESENT:

Richard B. Hatheway, Mayor
Sandra F. Brennan, Deputy Mayor
Margaret Duff, Trustee
Benjamin Gajewski, Trustee
Bob Wilcox, Trustee

Marsha B. Merrick, Village Clerk/Treasurer
David Woods, Planning Board Chair

ALSO PRESENT:

Sarah Simon – Genesee Sun Matt Leader – Livingston County News
Tourism Committee members: Jim and Anita Whitehead, Hop Manapol, Kathy Trainor,
Mary Kay Nitsche, and Tom Hill

1. MEETING OPENED:

Mayor Hatheway opened the meeting at 5PM. The minutes of the February 22, 2016 regular meeting were reviewed. Trustee Gajewski moved to approve the minutes as amended with second from Trustee Duff. The vote was as follows: Deputy Mayor Brennan-Aye, Trustee Gajewski-Aye, Trustee Wilcox-Aye, Mayor Hatheway-Aye, and Deputy Mayor Brennan-Abstain.

2. JIM WHITEHEAD – TOURISM COMMITTEE:

Jim addressed the Board as one of the co-chairs for the Tourism Committee. He thanked Trustee Wilcox for his many contributions to the Committee and thanked the Board for their financial support. Handouts included a letter seeking continued funding and a chart of programs/scope of work.

The Committee is requesting the same funding for next year as for this year, \$5,500, the same amount that is contributed by the Town of Genesee.

Programs the Committee is involved in include outreach, publications, advertising, website/online marketing, and welcome center. Each program illustrates why Genesee is a great place to live, stay, and play. The Committee strives to promote Genesee in general not just from a tourism standpoint. Jim stated that the Committee better targeted their message and established better corroboration within the community. The category of outreach involves the most direct person to person initiative. Three events involved outreach to incoming College students, the Orientation Advisor tour on Main Street, the Resident Advisor tour on Main Street and participation in the Information Fair during orientation. Incoming students and their families are a really great group that want to learn about Genesee and are a prime demographic. The College is a good example of a potential corroborator. Tourism materials are now in the admissions office. Between the materials that went to incoming students and in the admissions office, 5,000 additional brochures were needed.

Another outreach program is the eNewsletter, a project in collaboration with the Downtown Partnership; hopefully more and more folks will subscribe. The project costs zero dollars and reaches lots of people.

The Committee has done some work on walkability, an asset that Genesee has in terms of its sidewalks and unusually friendly ways of getting around the area. On the Geneseeony.com website one can find a five mile walk encompassing the central historical district then adding loops on to that. Working with the College on walkability projects includes walks that include information on phenology, what is going on with nature over

time. The Arboretum is used as an anchor, then expanding into the community. Students are working on ways to put together reasons for people to walk around the community; projects that might even morph into funded research.

Partnerships and active members are also listed on the chart of programs and outcomes. They are passionate about what they do because they care about Geneseo. In terms of total impact on visitors, the Livingston County Chamber of Commerce calculated a return on investment in tourism promotion of 350 to 1. While the Geneseo Tourism Committee is not capable of producing that sort of specific data (according to their letter), they believe their performance is even better. The letter goes on to state: *We benefit from a much more closely targeted audience and lower operating costs due to volunteer efforts. This year for example, we estimate that we put our brochure into the hands of 15,000 people who actually visited the Town and Village. And our volunteers contributed the equivalent of at least \$54,000 in personal time. We believe strongly that the Geneseo Tourism Committee represents an extremely effective promotional vehicle for our community at an incredibly low cost to taxpayers.*

The Board thanked the Committee and they thanked the Board for their support.

On the subject of tourism, Mayor Hatheway added that he had a meeting last week with Rick Hauser (Mayor of Perry), Joel Mike (Mayor of Mt. Morris) and Louise Wadsworth. The purpose was to consider the possibility of jointly hiring a main street coordinator for the three main gateways to Letchworth Park, Mt. Morris, Perry and Geneseo. We could apply for funding through the USDA to appoint a main street manager to be shared between the three communities. Cost for the initiative is estimated to be \$119,000 with \$89,000 requested from USDA and \$5,000 per year over two fiscal years from each community. Grant writing would be done by LaBella with the Village of Perry taking the lead role in the initiative. Each community would be asked to contribute \$600 toward an \$1800 contract with LaBella.

Trustee Gajewski suggested that the Park should be a contributor as well as the three communities. We don't want to market ourselves around them without their involvement. Ben also wondered what the funding would look like after the grant runs out. Dick said the grant runs for two years and then the task would be to find out if the initiative is self sustaining. The Board was supportive of pursuing the initiative at least through the grant process.

On a final tourism note, Trustee Wilcox added that one of the tasks of a Tourism sub-committee is to formalize procedures to some extent, to adopt some rules and regulations about the operation of the Committee. One possibility is to change the name of the committee to the Geneseo (encompassing Town and Village) Tourism & Promotion Board. It will be a couple of months before that project is completed; Bob asked if anyone had any objection to the name change and the response was no.

3. YORK PROJECT:

With regard to the Town of York requesting another 250,000 gallons of water per day for a new cheese factory, MRB's Bill Davis analyzed current usage and determined that it would not be a problem, Mayor Hatheway reported. They (Bill and water treatment plant personnel) have been looking at peak daily demand rather than average daily production. Sometimes the pumps are shut down for several days and then turned on to fill the water tank back up. Therefore, it is not a productivity issue. Operations to supply the additional gallons of water to York would not change a bit. Over the past five years, according to the "gallons pumped" report, the average has been 1.3 million gallons in 2011, 1.2 in 2012, 1.1 in 2013, 1 in 2014 and 1 in 2015. Production has gone down in recent years due to the improvements at the tank has resulted in the Town not flushing their water mains as much. The proposed project is on the County Planning Board agenda, and the

Town of York has asked to act as lead agency for SEQR; DEC has approved that status. One factor to be considered, however, is what the additional draw might do to the Lake. All of the entities drawing from the Lake are well within their allotment set by the DEC. The project would be a boon to the County with the possibility of thirty new jobs for the area. There will be more information as time goes on.

4. MEETING WITH BILL DAVIS (MRB):

Mayor Hatheway met today with Bill Davis to discuss the many things that are going on presently with the water and wastewater plants.

Involvement with the SUNY microgrid project is probably not economically feasible. In addition, the idea of increasing the amount of food waste provided to the plant has been researched, with the conclusion that the wastewater treatment plant serving the Village and various outlying areas is not large enough to make efficient use of excess gas. Ithaca has a 10 million gallon/day facility and we have a 1mg daily facility. The gas produced is now just flared off, but if it were to be used for energy purposes it would need to go through several other processes. It would be a huge expense up front for the Village to be able to do that.

There will be a meeting about the wastewater plant at the end of the month with NYS Department of Environmental Conservation. The discharge permit carried by the Village in order to drain wastewater into the Genesee River will expire a year from now (5 year renewal). There is some concern as to what new processes might be required with the new permit. Not only is NYS DEC involved in that process, but they must adhere to and pass down any regulations by the Federal EPA. Future planning must be done for those eventualities.

There is also a regional basis conversation going on with water. Area water purveyors including Livingston County Water and Sewer Authority and the Villages of Avon and Geneseo all have the same pressures to serve more residences, extending water service further and further out into the country. One of the projects the Water & Sewer Authority is working on is to run lines to feed the prison (Groveland Correctional) with water from Hemlock Lake. However, regionalization and secondary sources of supply are going to come into play in the future. Thankfully the Village contracted with the County for a supplemental supply some years ago.

In terms of the Main Street project closeout including the milling and paving that will be done this spring, there will be a meeting scheduled with MRB and the financial consultant to see where we are with final expenses and paying down the general fund and water fund borrowing for the project. A change order will be drafted to cover final bills and project closeout.

Project number HR-18, Water System Improvements that began with the re-piping of the water tank in 2013 is still open. Technical computer work has still not been completed. The firm that was doing the work has been absorbed by another firm. Hopefully that work can be completed soon and that project can be closed out.

Another project is the raw water well retaining wall that needs to be done at the water plant. The difficulty there is finding a contractor that would do the work.

Many projects are on the burner!

5. SUNY MEETINGS:

Mayor Hatheway and Deputy Mayor Brennan met with Drs. Battles and Bonfiglio to discuss some issues between the Village and the College. There will be a bigger group meeting at the end of the month. Last Thursday the College hosted a community breakfast where a lot of good information was shared.

Apparently a student group wanted to hold a 50/50 raffle. A note from Dr. Bonfiglio stated that SUNY Counsel has indicated raffles are not permitted in Geneseo. There are only two college towns that have not approved holding raffles, Geneseo and Alfred. We will be looking into that.

6. CORRESPONDENCE:

Notification was received from Livingston County Development Downtown Coordinator Louise Wadsworth congratulating Mark Scoville on another phase of his improvements to 93 Main Street. \$11,675 was reimbursed from the Main Street Grant program.

SUNY has teamed up with a *consultant evaluation scientist* who will be meeting with the college and village personnel to determine the future of the Heathy Campus Community Coalition. Individual meetings will be held March 24-25 at the Big Tree Inn. Mayor Hatheway was given a time to meet with her, as has Trustee Wilcox.

7. PUBLIC SAFETY:

- Accreditation process: Department personnel are working through the process that will accomplish accreditation. Accreditation tends to enhance things quite a bit, Trustee Gajewski added; the Conservancy is going through a renewal and that is an easier process. Chief Osganian mentioned that there is a lot of record keeping to be done along the way and it will be an ongoing process.
- Notice of claim: The Board will go into executive session later in the meeting.
Chief Osganian's monthly report of activity was received.

Trustee Gajewski reported the following for Chief Chanler: The Mack is out for some brake repairs and the 1990 Saulsbury has also had repairs. They are both back in service. The Fire Department and the SUNY Hockey team have been well linked recently. FD personnel welcomed the hockey team as they returned from a win in Plattsburgh. The team was selected to participate in the NCAA tournament and will host the first game on Saturday night. This is only the second time in school history that has happened. FD personnel continue their association with the hockey team, along with their regular duties.

Trustee Gajewski moved to accept the following resignations from the Fire Department: Brent Bisdee, Vincent Xiao, and Mingxin Li. Deputy Mayor Brennan seconded the motion and all were in favor.

Trustee Gajewski moved to approve the following new members: John Coacci and Allen Roberts. Deputy Mayor Brennan seconded the motion and all were in favor.

8. PUBLIC WORKS:

Trustee Duff reported the following for Supt. Frazier:

1. Millennium Drive 4" water service to the medical building has been pressure tested, chlorinated and tied into the building.
2. Crews have been cleaning, polishing and waxing the floors in the Depot, DPW and Village building.
3. Crews are out cold patching streets as needed.
4. Only a few salt spreading runs on the streets this year, due to the mild winter.

Trustee Wilcox noted the following items for Supt. McTarnaghan: water crews are connecting the old medical building on Millennium Drive to the metered line today. A pump was removed from the wastewater treatment plant and will be rebuilt. Crews are starting spring cleanup. Steve is working on reports for the Department of Health (water) and the Department of Environmental Conservation (sewer) as well as the Annual Water Quality Report that will be published in May.

9. TRUSTEE REPORTS:

Deputy Mayor Brennan: Mayor Hatheway and Deputy Mayor Brennan plan to talk with a few people that have an interest in the parking situation. Folks gathered will include the meter attendant, Don Livingston and Donna Kelsey. The meeting will be scheduled in the near future.

Trustee Duff: Margaret stated that Clerk Lund has been keeping a log of complaints with regard to parking. There are several each day and not only does the meter attendant take a lot of criticism, the front office clerks do as well.

With regard to the Social Host law, Trustee Duff spoke with Chief Osganian about the need to spell out the *Good Samaritan* consideration in the law. Trustee Wilcox will review the wording with the Chief to see if it can be made clearer.

Trustee Gajewski: nothing further

Trustee Wilcox: Even though the Healthy Campus Community Coalition hasn't met, they have been working on some things behind the scenes, Bob reported. He also reiterated that the Tourism folks are a great group of volunteers doing many things to promote the Village and Town of Geneseo as was evident during this evening's report.

10. CLERK/TREASURER'S REPORT:

Mayor Hatheway mentioned that the budget group met on February 24 to start the process of developing a budget for fiscal year 2016-17. All of the department managers were very diligent in drafting their budgets. A resource officer position will be included and cost sharing will take place with the Central School.

11. EXECUTIVE SESSION:

Deputy Mayor Brennan moved to enter into executive session to discuss pending litigation at 6:24PM. Trustee Duff seconded the motion and all were in favor.

Deputy Mayor Brennan moved to come out of executive session at 6:45PM. Trustee Duff seconded the motion and all were in favor. It was noted that no official action took place during the session.

12. ADJOURN:

With no further business to discuss, Trustee Wilcox moved to adjourn the meeting with second from Trustee Duff. The motion carried and the meeting adjourned at 6:47PM.

Marsha B. Merrick, Village Clerk