



Sullivan County

100 North Street
Monticello, NY 12701

Planning, Real Property and Economic Development Committee

Meeting Agenda - Final

Chairman Matt McPhillips
Vice Chairman Terry Blosser-Bernardo
Committee Member Luis Alvarez
Committee Member Catherine Scott
Committee Member Joseph Perrello

Thursday, March 7, 2024

10:00 AM

Government Center

Call To Order and Pledge of Allegiance

Roll Call

1. Housing Presentation - Hudson Valley Pattern for Progress

Reports:

1. Division of Planning [ID-6222](#)

Attachments: [February 2024](#)
[Jan 24 AG report](#)

2. Division of Community Resources [ID-6232](#)
Monthly Report
March 2024

Attachments: [2024 PCD DCR March Report](#)

3. County Treasurer

4. Real Property Tax Services [ID-6218](#)

Attachments: [Real Property Tax Services Monthly Report for 1.2024](#)

5. IDA [ID-6240](#)

Attachments: [02-24 IDA Activity Report.docx](#)

6. Visitor's Association [ID-6254](#)

Attachments: [EDCMarchReport- edited.docx](#)

7. Partnership Monthly Report [ID-6267](#)

Attachments: [Partnership Reports - March 2024](#)

8. Chamber of Commerce

Public Comment

Resolutions:

1. TO CORRECT THE 2024 TAX ROLL OF THE TOWN OF MAMAKATING FOR TAX MAP #8.-1-7.2 [ID-6219](#)
2. TO CORRECT THE 2022 TAX ROLL OF THE TOWN OF LIBERTY FOR TAX MAP #2.-1-1.6 [ID-6220](#)
3. TO CORRECT THE 2023 TAX ROLL OF THE TOWN OF LIBERTY FOR TAX MAP #2.-1-1.6 [ID-6221](#)
4. Authorize award and execution of contract for Caregiver Resource Center (CRC) services [ID-6223](#)
Sponsors: Office for the Aging and Deoul
5. To authorize an Agreement between Sullivan County BOCES (BOCES) and the County of Sullivan (COUNTY) for use of facilities to run an Automotive Trade Program. [ID-6227](#)
6. To authorize an Agreement between Sullivan County BOCES (BOCES) and the County of Sullivan (COUNTY) for use of facilities at Garnet Health to run a Home Health Aide (HHA) and Clinical Nursing Assistant (CNA) Trade Program. [ID-6233](#)
7. Authorize contract with Drapkin Strategies for JET Facilitation [ID-6253](#)

Adjourn



Sullivan County

Legislative Memorandum

100 North Street
Monticello, NY 12701

File #: ID-6222

Agenda Date:

Agenda #: 1.



DIVISION OF PLANNING, COMMUNITY DEVELOPMENT & ENVIRONMENTAL MANAGEMENT

ACTIVITY REPORT February 2024

CONTENTS

- I. Planning**
- II. Sustainable Energy**
- III. Parks, Recreation & Beautification**
- IV. Grants**
- V. Agriculture & Farmland Protection**

I. PLANNING ACTIVITY

Land Use Planning & Technical Assistance:

- **GML-239 Referrals**

GML-239 Referrals, December 2023 – January 2024					
Date Received	Date Requested	Project Name	Action Type	Referral ID #	Legislator
1/25/24	2/14/24	K Rubin Holdings	Other	THO24-02	Ward
1/31/24	2/6/24	74 North Main, LLC	Site Plan Review	LIV24-04	Alvarez
1/31/24	2/6/24	Ingrids Little Angels Home Daycare Babies and Kids	Site Plan Review	LIV24-05	Alvarez
2/2/24	3/1/24	Viking Estates, LLC	Site Plan Review	BET24-01	M. McPhillips
2/13/24	3/13/24	Camp Belz	Site Plan Review	FAL24-03	Ward
2/14/24	3/13/24	Bais Yaakov High School	Site Plan Review	FAL24-04	Ward
2/16/24	3/15/24	Thompson Square Mall	Site Plan Review	THO24-03	Ward
2/21/24	3/20/24	Glen Wild Homes	Site Plan Review	WOO24-02	Perrello
2/21/24	3/7/24	Local Law 1-2024	Amendment of Zoning Text	LIV24-06	Alvarez

Land Use, Strategic and Comprehensive Planning

- **Neversink Watershed Management Plan**
 - Meetings of the steering committee as well as public outreach events continue as the plan is drafted.
- **Countywide Resiliency Plan:**
 - The County's consultant, Metropolitan Urban Design Workshop (MUDW) presented the draft plan at the January Executive Committee meeting. The plan is available for review at www.resilientsullivan.com. Staff will be coordinating a community outreach event to allow an opportunity for members of the community to comment publicly.
- **Water Resources and Infrastructure**
 - A request for funding to study Sullivan County's aquifers/groundwater resources was prepared and submitted to local State representatives. The estimated cost of the study is \$500,000. In the event funding cannot be secured through the current request, Planning staff will identify other funding opportunities.
 - Met with Legislator Matt McPhillips, representatives of Jeffersonville and the owners of the Lake Jeff dam to discuss the future of the spillway.

Recreation, Quality of Life & Tourism-based Economic Development

- **Sullivan O&W Rail Trail**
 - Progress continues on the Neversink Crossing project. The Town of Fallsburg has identified a potential source of funding to cover all or a portion of the projected funding gap.
 - Staff continue to participate in monthly meetings of the O&W Rail Trail Alliance as well as regular meetings with the engineering firm and partner municipalities.
 - Town of Rockland will be starting work on design/engineering for the segment between Rotary Park and Sonoma Falls. The County has \$300,000 in funding allocated for this work. A resolution authorizing a memorandum of agreement with Rockland is on for consideration today.
 - Appraisals for two properties along the trail are in process via the Open Space Institute.
 - Dates have been set for 2024 events:
 - SNO&W (Sat 2/24/24): More than 105 people turned up for this event
 - National Trails Day (Sat 6/1/24)
 - BOW-WO&W (Thurs 8/1/24)
 - HO&WL (Fri 10/25/24)

Community Development & Revitalization

- **CDBG Housing**
 - Manufactured Home Replacement

- Fully subscribed, 4 applications with signed formal funding awards.
 - \$625,000 total committed funding, fully subscribed: Contracts are complete and signed.
 - Work on these projects has been mostly completed and we are drawing down funding from the State.
- Home Repair
 - 9 projects are currently under repair and/or finished, totaling \$250,000 of work.
 - RUPCO has conducted Contractor Outreach and implemented a new media campaign to push the information out to homeowners and local agencies. This has resulted in an additional 10 projects for the program.
 - We have secured an extension through May 31, 2024 to allow time to finish construction on the recently identified projects. RUPCO contracts have been modified to reflect the extension.
- **Housing**
 - A presentation is being provided to the Legislature on March 7, 2024.
 - In 2023 the County hired Pattern for Progress to develop a housing program to address the high cost/unaffordability of housing in the County, based on the 2022 report. The 2024 budget has funding allocated to support this initiative.
 - Pattern for Progress is also reviewing the County's Fair Housing Plan, and will be developing municipal training modules about housing friendly communities and protection of community character.
- **Bicycle and Pedestrian Infrastructure Master Plan**
 - We have received the draft contract from NYS Department of Environmental Conservation. The NYSDEC anticipates we will have contracts executed by March or April of 2024. Once this contract is executed Planning can move forward with a solicitation to procure a consultant to assist with and write the plan.
 - Planning staff have identified various stakeholders to serve on the Advisory Committee, as well as those which we believe are important to engage via interviews and focus groups, to assist with the development of the plan and provide feedback throughout the process. We are working with staff at Cornell Cooperative Extension to develop and

provide some training to committee members in order to properly orient them to the process and topic.

- The plan will focus on connecting residents and visitors in and around community centers (villages, hamlets) with safe pedestrian and bicycle infrastructure.

Economic Development

- **Emerald Corporate Center Economic Development Corporation (ECCEDC)**
 - We continue to work with the Town of Thompson to transfer Emerald Springs Water Company (ESWC) and all assets to the Town of Thompson, based on discussions with counsel having experience with the process.
 - Met with the Town of Thompson to discuss next steps, timeline, and process of getting approval for the transfer via the NYS Public Service Commission. It appears that, since the water company is being transferred to a municipality from an entity which is not regulated by the PSC the transfer process should be very straight forward and can move forward more quickly than originally anticipated.

Administration

- A municipal training was held on January 30 for Town, Village, Planning and Zoning Board members to discuss the handling of issues related to potable water and wastewater when reviewing applications. This was held in a “Roundtable Discussion” format to allow various boards from across the County to discuss best practices. Representatives from the NYS Department of Health and the NYS Department of Environmental Conservation were on hand for the discussion.
- We are actively recruiting potential candidates for vacant positions including a Planner and Director in the Department of Planning.
- Attended the New York State Association of Counties Legislative Conference.
- Prepared the annual report for the Division including the Departments of Planning, Sustainable Energy, Parks, Recreation and Beautification, and Grants Administration.
- Presented to the Sullivan County Chamber of Commerce Leadership class about current initiatives and the role of Planning.
- Attended Sullivan 180 Partner’s Gathering to exchange ideas on creating a healthier Sullivan County.

II. OFFICE OF SUSTAINABLE ENERGY (OSE)

- OSE continues to act as lead for the Resiliency Plan project. Staff are completing administrative reporting, assisting with quarterly request for reimbursement for the Countywide Resiliency Plan, and collecting documentation required by NYS DOS to enable us to close out the grant this spring.
- Staff met with Hudson Valley Regional Council representatives to discuss the new Climate Smart Communities program and Sullivan County's eventual recertification.
- OSE staff are setting up administrative and reporting tasks for the SC Bicycle and Pedestrian Master Plan, completing paperwork needed to execute the contract with NYS DEC. Our The Planning team has begun to brainstorm potential members of the project Advisory Committee and develop a recruitment process.
- OSE staff have continued to review monthly utility statements, and to work with NYSEG and DPW staff to resolve ongoing issues with meter readings and monthly billings. Data is being collected from utility bills for use in creating the 2023 Benchmarking report.

III. PARKS, RECREATION & BEAUTIFICATION

- Callicoon Park Property: Fisher Associates have developed the scope of work for the development of an entryway, parking area, and walking path to the Delaware River. The scope includes design, engineering, required environmental survey of wetlands/watercourse, delineation and boundary/topographic surveying and permitting. Partial funding for these services will be thru a National Fish and Wildlife Foundation grant which was received by the Division of Planning. A resolution authorizing additional funds for the design and engineering has been prepared for consideration by the Legislature. The environmental survey will not be able to be completed until the growing season begins in the Spring of 2024. A significant portion of the property is covered with Invasive Species such as Knotweed and Mugwort. The Catskill Center (CRISP) has provided us with an Invasive Species Management Plan for the property.
- The department has contracted with Weston & Sampson to provide professional consulting serves to develop a parks and recreation master plan. We have started collecting data for the firm to assist them with the plan. The plan will review the current inventory of County parks and operations and make recommendations for future projects, programming and fee structures. The plan will also provide a County-wide community needs assessment to identify locations where expansion of publicly available parks and recreational opportunities are needed most.
- The department has hired an Assistant Recreation Director. This position will oversee the summer operations at Lake Superior State Park and provide year-round programming throughout our parks and community. The person in the position is required to be certified to teach lifeguarding certifications. This will be a terrific asset to help offset the lifeguarding shortage that the entire county faces.
- The department is still actively recruiting potential candidates for vacant seasonal positions for Lake Superior State Park, D&H Canal Interpretive Center and the Sullivan County Clean Team.
- This year marks the 175th anniversary of the first crossing of the Roebling Aqueducts over the Lackawaxen and Delaware Rivers. The first crossing occurred on April 26, 1849. Various community organizations are planning a celebration at the Delaware Aqueduct and the Inn at Lackawaxen on Saturday, April 27, 2024.
- On Sunday, March 3rd, at 2:00pm, the Frederick Cook Society will present an exhibition of Mount Denali photos that Dr. Cook scaled in Alaska along with a brief talk of this expedition. A performance by Little Sparrow and friends will follow. The event is free and takes place at the Sullivan County Cultural Center 265 Main Street, Hurleyville, New York.

IV. GRANTS ADMINISTRATION

- Activity/Technical Assistance
 - Since January 22, we have received two funding resource requests: one related to small business start-up and one related to home repair. DGA met with one community stakeholder related to historical arts programming for local youth.
- In-County Grant Readiness
 - Assistance has been provided to departments requiring support with the grant process, including the District Attorney's Office, ITS, Community Resources, Public Health, Planning, Public Safety, and Public Works. Of note:
 - DGA submitted the sixth and final project under FEMA / NYS DHSES – Public Assistance for Disaster Declaration DR#4480 for COVID-19 Emergency Protective Measures Projects. This project allowed the County to recoup up to 5% of Administration Time (Management Costs) and received approval from NYS Department of Homelands Security and Emergency Services – Disaster Assistance Representative to submit the application onto FEMA staff via FEMA Portal. The anticipated total reimbursement for the Project 6 submittal is \$30,587.13 (5% of Projects 1-5 Total Award).
 - DGA worked with Planning staff related to submit an application for RAISE funding in the amount of \$3,155,000 to improve safety and connectivity along the O&W Rail Trail.
- Administrative Activities
 - Statewide Financial System Transition: DGA has been collaborating with Treasurer's Office related to grant-management within the SFS. All Grants Gateway users and contracts should have migrated to the SFS. DGA has been following the process closely; it was noted that contracts appear to have migrated over to the new platform. However, it remains to be determined how Grants Gateway users will be migrated and/or what roles might be assigned. DGA awaits additional information related to system users, and is on standby to perform manual entry if necessary.
 - DGA staff participation in County leadership training is ongoing. Staff avail themselves of additional professional development opportunities via funding agency webinars and professional grant-related platforms as time permits.
 - Grants Best Practices trainings for Planning Division and Department of Public Health are pending scheduling of training dates and times. Meeting with Compliance Office requested to discuss proposal for roll out of County-wide training.
 - DGA staff participation in County leadership training is ongoing. Staff avail themselves of additional professional development opportunities via funding agency webinars and professional grant-related platforms as time permits.

V. AGRICULTURE & FARMLAND PROTECTION

- CCE January 2024 Ag report attached

TECHNICAL ASSISTANCE:

Farm Visits: 2 **Technical Assistance/Inquiries:** 85 **Soil Tests:** 1

Business and Marketing Plans, Sales Channels, Ag Districts, soil tests, field crops, poultry production, plant pests, disease, and ID, vegetable production, whole farm planning, farmers markets, CSA's, Farm to School, Funding sources, Mobile Markets, agricultural job posting, farm start up.

Catskills Kitchen: 4 renters using the commercial kitchen. Technical assistance was provided to 5 inquiries on licensing, permitting, testing, labeling, packaging and food business start up.

Horticulture: Technical Assistance was provided to 12 contacts on seed starting, composting and invasive species. Horticulture staff provided support to community gardens and will be teaching at public facilities such as community libraries.

PAST WORKSHOPS

Crop Planning Panel (1/30/24): Over 30 people attended this workshop to hear from Hidden Acre Farm, Bobolink Farm and Willow Wisp Organic Farm about how they manage their crop planning for their farm.

Funding Webinar Series (NRCS) (1/8/24): For the January webinar, the Natural Resources Conservation Services presented on the different funding opportunities they offer to over 25 people.

Invasive Species Webinar (1/10/24): Over 60 people registered for this webinar to learn about invasive species including Emerald Ash Borers, Spotted Lanternflies, Japanese Knotweed, and Water Chestnuts.



UPCOMING WORKSHOPS for February

Funding Webinar Series (USDA FSA): 2/5/24 from 6 to 7pm A webinar on ag funding with the US Dept. of Agriculture - Farm Service Agency (USDA-FSA). Learn about the variety of funding opportunities out there for agricultural businesses.

Farmer Mixer at Upward Brewery: Thursday, February 8th from 5-7pm. Enjoy an evening with great conversation and community with folks from our farming community.

Garden Design Series: Feb 8th & 15th

Get ready to dig into our two-part series on garden design, and start taking notes for your own green oasis! Learn about: site assessment, elements of design, garden styles, plant selection.

Farm to School Farmer & School Food Service Director Meet Up: Monday 2/5/24. As part of our Farm to School program, we are hosting a Farm to School buyer/producer networking event to help connect farmers to schools in order to sell their products.



AG & FOOD SYSTEMS PROJECTS

Beginner Farmer Program: CCE, through funding from the USDA, secured a 5 year grant to develop a Beginner Farmer program. As part of the program, we provide one on one technical assistance, connect farmers to professional business and marketing consultants, host farmer mixers, develop workshops and webinars and launch a Beginner Farmer Mentor Cohort. The Mentorship Cohort is a farmer-to-farmer mentorship, that focuses on individual learning opportunities through mentor-mentee interactions. The mentee's farm business goals are the foundation for the mentorship, and the mentee and mentor will work together to determine where the mentor's knowledge and skills will be most helpful for the mentee's learning process. Outside of the mentor-mentee interactions, mentees will be expected to participate in a certain number of workshops and farmer networking events. Mentees will work alongside other participants in the Mentorship Cohort and learn as a community with the other mentees. Mentees and mentors will be matched with the help of CCESC staff. We received 27 applications and accepted 10 mentees in the program, which is launching in February 2024.



Farm to School: CCE, Sullivan 180, Single Bite/Catskills Food Hub, local farms and school districts, are working to get more local farm products into school. This group meets on a monthly basis and works on training for farmers, producer/buyer networking events, training for food service directors, educational programming for students and technical support for cafeterias.

Research project & Regional Teams:

- **Cornell Livestock Program Work Team:** CCE Sullivan staff Michelle Proscia participates in this statewide team. The statewide team has developed a livestock resource website for NYS and works to offer programs regionally and through webinars based on timely topics.
- **Northeast Sustainable Agriculture Research and Education Grant Project:** CCE Staff are part of a team conducting a research project on broiler poultry production and ways to make the process more efficient. The final research is being compiled. The next step is to develop trainings and publish the findings and recommendations.

Farm Food Safety: The farm food safety program provides technical assistance and training for vegetables farms to help them come into compliance with FSMA rules (Food Safety Modernization Act). Staff are working regionally to help farmer prepare for audits, develop farm food safety plans and provide hands on workshops and webinars in 2024.

Sullivan Fresh: The Sullivan Fresh program continues to operate in the winter months, providing food to 500 people on a weekly basis, purchasing from local farms. Staff are also in the process of preparing for the 2024 market season.

Invasive Species Outreach: CCE was just awarded a \$72,000 grant from NYS to develop an invasive species educational and outreach project. The project will also entail translating fact sheets and resources on invasive species into Spanish.

LAND ACCESS, AG ZONING, FARMLAND PRESERVATION PROJECTS

- **Land Access:** Staff are working to develop land access workshops for 2024. These workshops include a Realtor Workshops where they will receive CLE credits, a land leasing series for farmers and landowners and succession/estate planning workshops. CCE staff recently hired a new agriculture educator who is going to focus on these land access issues. She is also a designated Ag Navigator, which is an online platform that helps to connect farmers with farmland.
- **Municipal Training:** CCE, Planning and the County Ag Board are working to develop workshops on agriculture for municipal officials. Workshops will focus on conservation easements, agri-tourism and a farm tour for municipal officials.
- **SC Ag Board:** CCE provides staff support for the County Ag Board. They meet quarterly and are working on providing resources and training on the topics above.
- **Ag Zoning:** Staff provide technical assistance to municipalities on ag zoning and other land use topics.
- **Agricultural Districts:** Staff coordinate the Ag District program for Sullivan County. Landowners can apply to be included into an agricultural district every April. In addition to coordination of this review, staff provide technical assistance to both landowners and municipalities on how this program works.





Sullivan County

Legislative Memorandum

100 North Street
Monticello, NY 12701

File #: ID-6232

Agenda Date: 3/7/2024

Agenda #: 2.

Division of Community Resources Monthly Report

March 2024

Workforce Development

- ✓ The Center for Workforce Development (CWD) has a NYS Systems Change and Inclusive Opportunities Network (NYSCION) grant through NYS DOL. This grant provides funding for a Disability Resource Coordinator (DRC) who works to support and expand partnerships, collaborations, service coordination and delivery across workforce, education and disability service systems. The DRC works with businesses and with individuals who are in receipt of SSI or SSDI and want to work.

One event that the CWD is hosting is “Empowering Towards Independence” educational forum for the public and businesses striving to change the capacity of existing employment systems to serve employers and individuals with disabilities. The event is scheduled for March 12, 2024 at the Kartrite. To date there are 94 people registered and 7 vendors.

- ✓ The CWD is working with HC Staffing and Training who provide training for the Delaware Valley Job Corps (DVJC) to provide Home Health Aide (HHA) and Certified Nursing Assistant (CNA). The plan is for HC Staffing to provide an instructor and BOCES will allow the use of their training space at Garnet Catskills Medical Center. A class is expected to begin in April.
- ✓ CWD has contracted with Work Readiness LLC to work with Fallsburg School district Juniors & Seniors for an after-school work readiness program to become work ready. Recruitment is underway and the class will start in March. All enrolled youth must be eligible according to Workforce Innovation and Opportunities Act (WIOA).
- ✓ The CWD sent an email blast to County departments and vendors offering a presentation/review of services of the CWD and other departments under the Division of Community Resources. This is being conducted for outreach purposes to bring awareness of what services are available with new and changing staff. To date 11 presentations have been completed and 2 are scheduled.

- ✓ Workforce Innovation & Opportunities Act (WIOA) updates:
Bi-weekly, statewide calls for Directors are held; All staff have been trained on how to use the Virtual Reality and it is being used by customers to explore jobs and careers; NYSDOL applied for \$10 million in Round 3 of the Federal National Dislocated Worker Emergency grant for Opioid; the CWD has signed on to participate if NYS is awarded. NYS Department of Labor (DOL) is rolling out Virtual Career Centers; Virtual Reality Training & Solutions; Digital Literacy to all Career Centers; Community Colleges as Group Program Sponsors.
- ✓ The in-house hiring events are underway for 2024. The first one will be March 7 from 11am to 2pm. Catholic Charities and Sullivan County Government will be onsite at the Career Center.
- ✓ Career Center data updates:
Social media:
 - 921 followers; January 2024 had a reach of 9,614 people with 495 Facebook page views.
 Center Services:
 - The CWD provided services to 7 business customers and listed 117 jobs in the month of January.
 - The CWD assisted 499 participants that came into the Career Center for the month of January 2024.
 - Welfare to Work caseload profile January 2024:
Total Caseload - 297
TANF – caseload 84
Medical issues – 14%
Disabled – 31%
Pregnant/Newborn – 1%
Needed in Home – 10%
No Child Care – 18%
Criminal Justice involved – 35%
Cases closed – 24

Safety Net – caseload – 206
Medical issues – 10%
Disabled – 17%
Needed in Home – 1%
Criminal Justice involved – 37%
Cases closed – 32

Labor Market Data

The Labor Market data for January 2024 is not available for this report.

Transportation

✓ County Transportation:

Month 2024	Veterans Medical Centers	Veterans In- County Medical	Senior Medicals	Shopping Buses
January	50	12	70	150
February				
March				
April				
May				
June				
July				
August				
September				
October				
November				
December				

Move Sullivan 2024	Average Daily Ridership	Monthly Ridership	Monthly Paratransit
January	436 (21 days)	9,154	Not available
February			
March			
1st Quarter Totals			
April			
May			
June			
2nd Quarter Totals			
July			
August			
September			
3rd Quarter Totals			
October			
November			
December			
4th Quarter Totals			
Annual Totals			

Community Assistance Center (CAC)

- ✓ The team continues to provide referral and assistance to callers looking information and/or resources.
- ✓ Continue distribution of test kits.
- ✓ The CAC remains active providing food assistance deliveries as well as connections to community resources.
- ✓ The Food Bank deliveries to the pantries are bi-monthly.
- ✓ Support HV Food Bank monthly mobile pantry efforts in Freemont, Yulan and Fallsburg.
- ✓ A member of the Sullivan Catskill Food Security Coalition.
- ✓ A tour of the new Hudson Valley Food Bank location is happening on March 7. Staff will be attending.

Office for the Aging January 2024 Monthly Report

Monthly Accomplishments

OFA Director:

- Continued participation on Food Security Coalition. Assisted in Coordination of Food Pantry event at Cornell Cooperative Extension.
- Participation on Alzheimer's community forum planning committee and PAC (Public Advisory Council).
- Recorded new Public Service Announcements to be aired on WSUL and affiliated stations.
- Solicited nominations for Older New Yorkers Day awards. 4 received, 2 awardees selected by OFA Advisory Council.
- Continued participation on New York State Master Plan on Aging Levels of Care subcommittee.
- Hosted in-service for all staff from Rural Law Center of New York virtually.
- Participated in RSVP Advisory Council meeting.
- Continued participation on Empowering Towards Independence Forum planning committee, now postponed until March 2024.
- Senior Needs Assessment- Review of final draft ongoing.
- Monthly Hoot distribution continues to increase via mail, email and drop off locations. Direct mail list has grown to over 380.
- Participated in PAC (Public Advisory Council) for Public Health CHHA (Certified Home Health Agency).
- Continued distribution of freely available COVID test kits to community organizations.

- Leadership training ongoing for Director, Coordinators and Managers with supervisory responsibilities.
- Preparation of 2023 Annual report.

RSVP:

- Completion of shorter RSVP application PDF fillable application.
- Expansion of monthly RSVP Newsletter soon to be emailed to town clerks and supervisors in addition to all active volunteers with updates, new opportunities, recognition, and more.
- Nearly 600 volunteer hours performed in January with a value of \$20,387 according to IndependentSector.org.

Nutrition:

	Units:	Clients:	Contributions:
Homebound:	1,807	87	\$1,403.00
Congregate served at home:	736	43	
Congregate served at sites:	205	35	\$277(collected at our 2 active congregate meal sites)
Total:	2,748	165	\$1,680.00

- Full Time staff continues to cover part-time vacancies and driver shortages.
- Nutrition Site Operator and Chauffeur positions have been posted and applications are coming in to fill.

Transportation:

- 71 SCT (Sullivan County Transportation) Medical Trips
- 149 SCT Shopping Trips
- 57 RSVP Medical Trips
- 3 OFA Staff provided Medical Trips
- 41 Congregate Nutrition Site Transportation

Legal referrals: 3 referrals made to Rural Law Center

NY Connects:

- 135 contacts; NY Connects staff completed 7 trainings.
- NY Connects staff have begun scheduling outreach events at senior centers throughout the county. They will include representatives from several of our partner agencies such as Alzheimer's Association, Caregiver Resource Center and Independent Living Center.

HIICAP (Health Insurance Information Counseling Assistance Program):

- 33 contacts; Lots of follow ups from individuals who were assisted during the Annual Election period. January is usually a busy month as we have

the follow ups as well as the start of Medicare Advantage Plan Open Enrollment from January 1 – March 31st.

- HICAP staff have a Spring Training in Latham coming up which is a review of Medicare/Medicaid programs.

PERS(Personal Emergency Response System):

- 21 clients currently receive PERS through CSE, EISEP & IIIE funding

EISEP:

EISEP FULL-SERVICE CASEFILES during January

Casefiles already open as of 01/01/24**	23
Casefiles opened 01/01–01/31/24	3
Casefiles closed 01/01–01/31/24	(2)
Casefiles open as of 01/31/24**	24
**plus 2 NON-EISEP [PERS only]	
Casefiles open with PCA as of 01/31/24	18
Casefiles open with no PCA, waitlisted as of 01/31/24	4

PCA- Personal Care Aide

Sullivan County Youth Bureau:

- Meetings & planning ongoing with Sullivan West Central School regarding Youth Internship.
- Attended planning, event and debrief of MLK Youth Summit.
- Participation in United Sullivan meetings.
- Member of Hudson Valley Youth Bureau by-law committee, final draft presented to team.
- Continued involvement with several community organizations to spread information on Youth Bureau resources.
- Youth Bureau e-blasts and social media ongoing, increase in followers and engagement.
- Review and processing of applications for State Funding and submission of claims ongoing.
- Follow up with student from Saint John St. School regarding internships and employment.
- Site visits to several funded programs.
- Data entry into state reporting system (QYDS) commencing.
- Participated and completed YMHFA (Youth Mental Health First Aid Training).
- Approved 1 new youth member to the Youth Bureau Advisory Board.
- Participated in Empowering a Healthier Generation School Grant Review committee.

IN PROGRESS FOR NEXT MONTH

- Continue to work on opening additional Congregate sites in conjunction with Sullivan County Transportation and Jail kitchen. Posting for PT Nutrition Site Operator and Chauffeur added to CWD's Hot Jobs.
- Continued participation in Long Term Supports Subcommittee of Master Plan on Aging- Statewide collaborative planning effort between OFA & DOH.
- Continued RSVP site additions ongoing. MOU executed with YB to assist with Site Monitoring. Recruitment efforts have increased especially for medical transportation.
- Redesign of brochures and informational materials for several programs. Working to create materials in alternative languages.
- Policies and procedures review ongoing for all programs and functions and being updated and improved.
- Planning underway for a RSVP Driver recognition event with RSVP Advisory Council.
- End of year reporting and data entry ongoing. Claims for all programs ongoing.
- Conducting one on ones with all staff to set 2024 goals and evaluate progress.



Sullivan County

Legislative Memorandum

100 North Street
Monticello, NY 12701

File #: ID-6218

Agenda Date: 3/7/2024

Agenda #: 4.

Real Property Tax Services Monthly Report for January 2024

Real Property:

We continue to provide services internally, to the assessment community and to the public. The department continues to be busy with the uptick in real estate activity.

Deed and subdivision count:

These statistics through the end of **January** 2024:

January deed count:

2024 total: 378

2023 total: 541

January Subdivision Lots:

2024 total: 10

2023 total: 4

Director's activities for the month of January:

- Reviewed and made recommendations on forty (40) correction of error applications.
- Attended a meeting of the Agriculture and Farmland Protection Board.
- Attended a meeting of the Sullivan County Assessor's Association.
- Met with the County's Tax Levy group to discuss simplification of the recap reports.
- Produced and provided a shapefile to the Board of Elections of the proposed Village of Ateres.
- Assisted the Board of Elections with developing an address list of all physical addresses within the proposed Village of Ateres.
- Met with the Department of Grants, ITS and the County Clerk to discuss the need for grant funding to scan the county's historic tax maps.

General office activity for the month of January:

- Reviewed one (1) new condominium project.
- Answered numerous 911 address inquiries.
- Assisted a taxpayer with collecting the information required to abandon a large subdivision.

E-911:

January new addresses assigned: 13

2024 Total: 13

2023 Total: 9

January new roads created: 0

S.C.R.P.T.S. DEED/SUBDIVISION REPORT							
MONTH OF	January	2024		DEEDS		SUBDIVISION LOTS	
SUBDIVISION LOTS	DEEDS	TOWN	MONTH	2023	2024	2023	2024
	33	BETHEL	JANUARY	541	378	4	10
	12	CALLICOON	FEBRUARY				
	11	COCHECTON	MARCH				
	3	DELAWARE	APRIL				
	70	FALLSBURG	MAY				
	12	FORESTBURGH	JUNE				
	7	FREMONT	JULY				
	13	HIGHLAND	AUGUST				
	40	LIBERTY	SEPTEMBER				
	11	LUMBERLAND	OCTOBER				
10	58	MAMAKATING	NOVEMBER				
	6	NEVERSINK	DECEMBER				
	20	ROCKLAND	TOTAL	541	378	4	10
	68	THOMPSON					
	14	TUSTEN					
10	378						
378 NEW DEEDS RECEIVED IN 2024							
10 NEW SUBDIVISION LOTS FILED IN 2024							

This report reflects the number of deeds received through January 2024.

0 units of the Subdivision lots total for January 2024 were Condos.

S.C.R.P.T.S. E-911 ADDRESS REPORT

MONTH OF	January	2024		NEW E-SITES ADDED		ADDRESS VERIFICATION & OTHER ISSUES	
NEW E-SITES ADDED	ADDRESS VERIFICATIONS ETC	TOWN					
1	1	BETHEL	MONTH	2023	2024	2023	2024
0	0	CALLICOON	JANUARY	9	13	18	17
0	1	COCHECTON	FEBRUARY				
3	0	DELAWARE	MARCH				
0	2	FALLSBURG	APRIL				
1	0	FORESTBURGH	MAY				
0	0	FREMONT	JUNE				
0	0	HIGHLAND	JULY				
1	0	LIBERTY	AUGUST				
1	0	LUMBERLAND	SEPTEMBER				
4	2	MAMAKATING	OCTOBER				
0	0	NEVERSINK	NOVEMBER				
0	0	ROCKLAND	DECEMBER				
2	11	THOMPSON					
0	0	TUSTEN					
		OUTSIDE CO.	TOTAL	9	13	18	17
13	17	17 New E-Sites added in 2024					
		13 Address verification, address changes, and other issues, 2024					

This report reflects the number of new E-Sites created through January 2024

Other issues include road name issues, address changes and corrections, etc.



Sullivan County

Legislative Memorandum

100 North Street
Monticello, NY 12701

File #: ID-6240

Agenda Date: 3/7/2024

Agenda #: 5.

ACTIVITY REPORT – FEBRUARY 2024
COUNTY OF SULLIVAN INDUSTRIAL DEVELOPMENT AGENCY (IDA), SULLIVAN COUNTY
FUNDING CORPORATION (SCFC), THE SULLIVAN COUNTY INFRASTRUCTURE LOCAL
DEVELOPMENT CORPORATION (TSCILDC)

March 1, 2024

The IDA Board held its regular monthly meeting on February 12th to conduct routine business.

The SCFC Board also met on February 12th, at which time they conducted the annual review and approval of SCFC's procurement policy, investment policy, disposition of real property guidelines, mission statement, and performance measurements. The SCFC Board also adopted a resolution authorizing the issuance of replacement bonds relating to the Sullivan County Community College Dormitory Corporation project. The bonds have been purchased by Amos Financial LLC, and the replacement bonds will reflect Amos as bond holder.

During February IDA staff made three Payment in Lieu of Tax (PILOT) distributions to the taxing jurisdictions, totaling approximately \$4,500,000.

We are working to complete the 2023 IDA, SCFC, and TSCILDC annual reports to the New York State Authorities Budget Office, to be filed through the Public Authorities Reporting Information System (PARIS) in March.

The March IDA Board meeting has been rescheduled from Monday, March 11th to Tuesday, March 26th at 9:30 AM in the Legislative Committee Room at the Sullivan County Government Center.

##



Sullivan County
Legislative Memorandum

100 North Street
Monticello, NY 12701

File #: ID-6254

Agenda Date: 3/7/2024

Agenda #: 6.

Update for March 2024

Economic Development Committee

It is hard to believe that two months of 2024 have already flown by. In those two months, SCVA distributed thousands of guides to the traveling public via requests, at travel shows or at one of our many bulk distribution centers. Along with the unveiling of the new and improved web site and the Catskills GO app, travelers are showing major interest in vacationing in the Sullivan Catskills with all of the natural beauty and unlimited accommodations and restaurants.

FAST FACTS

According to the recently released data, 2022 traveler spending in Sullivan County reached a record high of \$892 million a 25.8 % increase over 2021's \$710 million in traveler spending. Since 2019 visitor expenditures increased 154.4 %. Were it not for tourism-generated state and local taxes, the average household in the county would have to pay an additional \$3,370 to maintain the same level of government revenue, already hard hit by the pandemic.

This boost has brought about a myriad of economic benefits, including increased employment opportunities and support for local businesses. In 2022, total tourism-generated employment registered 4,701 jobs, 16.3% of all jobs, according to Tourism Economics.

SCVA Activities for February

- **2024 Travel Guide is being distributed to the travel plaza and information center in New York, PA, CT as well as locally and at recent Travel and trade shows. Over 25,000 copies have been distributed in 2024 so far**
- **Planning and execution of New Website design to be unveiled March 5th**
- **New Dove Location unveiled in the Town Of Thompson**
- **Planning for March 9th Marketplace at Liberty Square Mall**
- **The new Catskills Go app has been downloaded over 500 times.**
- **Participation in planning and execution of 2024 Heart-A-Thon**
- **Geocaching set for Spring**
- **The new transportation service NYC Limo VIP is working with SCVA businesses and contemplating moving a fleet of vehicles to the Sullivan Catskills.**
- **Catskill Cuisine Planning continues-event will expand to 3 days.**
- **Sullivan Catskill Barbeque planning under way for June with a sanctioned event through Kansas City Barbeque Society.**
- **Planning for PRIDE event for Father's Day weekend**
- **Planning and Collaboration with NYSHTA for Legislative Breakfast March 9th at Resorts World Catskills**
- **Trade and Travel Shows; including 3 golf, 1 fishing and 1 trade**

Meetings

- Regional Catskill Association Tourism Promotion Agency Meeting
- Sullivan O&W Rail Trail Alliance Meeting
- D&H anniversary meeting
- Accessibility Tours Meeting
- SCVA Marketing Meeting

Social Media & E-News

- Continue to utilize videos produced by our members to create short vignettes and Tik Tok placements to use on our social channels. Tik Tok and Instagram reels are seeing a lot of likes and comments.
- SCVA continues to work with our social media group Awestruck and Fisher Mears Associates to create and implement targeted marketing to the drive traffic within two hundred miles of the Sullivan Catskills
- Social media engagement has increased over 2023 at an incredible rate due to new strategies aimed at increasing organic traffic and maximizing efficacy of current algorithms- many increases have been over 1000% from 2023.

AD PLACEMENTS AND CREATIVE

- Bi-weekly Zoom meetings with SCVA, Awestruck, and Core Creative
- Writing and designing weekly Consumer E-Blast every Monday for Wednesday release
- Completed creative review and recommendations on the new SullivanCatskills.com Website
- Completed Save the Date social media and website creative assets for Catskill Cuisine (attached)
- Creative Assets for March 9 Spring Market Place
- Updated Canal Anniversary Logo
- Updated Catskill-Cuisine.com (with Save the Date Pitch)
- **Print and Digital Ads and Advertorials Completed and Released:**
 - Catskill Delaware Spring Magazine Ad
 - Travel Taste & Tour Spring Ad and Editorial
 - Valley Table Spring Magazine Ad
 - Edible NJ Spring Ad
 - Chronogram March Print Ad
 - Visit Vortex Spring Ad
 - Byways Magazine February Ad
- **In Progress:**
 - Catskill Cuisine Sponsorship Deck Update
 - Catskill Cuisine Creative Assets for Catskill Cuisine Golf Tournament
 - Concept Development and Storyboarding for :30 Spring 2024 TV Ad Campaign with :15 cutdowns for social media
 - Travel Guide Report
 - Series of New Pullup Banners for use at Trade Shows and Press Events
 - SC Democrat Catskills Confidential Ads – March – December
 - Hoy En Sullivan Print ads – March – December
 - SC Democrat Summer, Fall Catskills Delaware Magazine Print ads
 - Mass Republican Spring Advertising Assets (eblast, print ads)
 - Brew Trail Map/Logo
 - Outdoor Art Trail Logo/name

CORE CREATIVE

Dec 2023 / Jan 2024							
*Ran in fall/found in Jan '24	MAXIM	Luxury Hotels Are Going Green with Unique Garden Experiences	Chris Wilson	Online	Core Creative	772,801	7,148
12/27/2023	ELLE	24 Wellness Experiences to Book in 2024	Todd Plummer	Online	Core Creative	162,000,000	1,498,500
01/07/2024	The Travel	10 Charming Small Towns In New York's Catskills	Noah Staats	Online	TBD	2,091,076	19,342
1/10/2024	Hudson Valley Magazine	Blue Fox Motel Is a Countryside Oasis in Narrowsburg	Sabrina Sucato	Online	TBD	118,234	1,094
1/11/2024	Sullivan County Democrat	A new dove lands at the Domes	Vincent Kurzrock	Online	TBD	13,103	121
1/13/2024	Fox News	From Florida to Washington, brand new hotels in America to check out in 2024	Perri Ormont Blumberg	Online	Core Creative	1,700,000,000	15,725,000
1/14/2024	NY Post	From Florida to Washington, brand new hotels across the nation to check out in 2024	Perri Ormont Blumberg	Online	Core Creative	177,000,000	1,637,250
1/17/2024	River Reporter	A new dove on the trail	Editors	Online	TBD	51,508	476
1/22/2024	Travel + Leisure	This Gorgeous All-inclusive Resort in New York's Catskills Just Added 3 Tree Houses — With 20-foot Ceilings, a Private Deck, and Fire Pits	Devorah Lev-Tov	Online	TBD	16,400,000	151,700
1/23/2024	Forbes	Bethel Woods Center CEO Eric Frances On Camping, Glamping And Woodstock At 55	Jim Ryan	Online	Bethel/Rosen Group	81,472,794	753,623
1/26/2024	Sullivan County Democrat	Original Woodstock venue opens upscale campground	Editors	Online	Bethel/Rosen Group	15,179	140
1/31/2024	Travel + Leisure	You Can Camp on the Legendary Woodstock Festival Grounds in Upstate New York for the First Time	Rachel Chang	Online	Bethel/Rosen Group	16,400,000	151,700
1/31/2024	Robb Report	These Luxurious New Treehouses in N.Y. Afford Breathtaking Views of the Catskills	Demetrius Simms	Online	TBD	3,334,879	30,848

CORE CREATIVE

February 6, 2024	Frommers	Camping at Woodstock Festival Site Now an Option —Minus the Mud and Bad Acid (We Hope)	Zac Thompson	Online	Bethel/Rosen Group	1,069,367	9,892
February 7, 2024	The Knot	The 11 Best Sites for Glamping in New York	Beth Ann Mayer	Online	TBD	15,698,145	145,208
February 8, 2024	Hudson Valley	Bethel Woods Center for the Arts Launches Upscale Camping Experience	Kayla Sexton	Online	Bethel/Rosen Group	127,864	1,183
February 11, 2024	WorldAtlas	9 Picturesque New York Small Towns for a Weekend Retreat	Editors	Online	TBD	5,133,887	47,488
February 16, 2024	Conde Nast Traveler	The Best New Wellness Retreats Around The World for 2024	Jen Murphy	Online	Core Creative	5,934,969	54,898
February 19, 2024	Hudson Valley Post	NY's Largest Indoor Water Park Lives in the Sullivan Catskills	Editors	Online	TBD	810,346	7,496
February 19, 2024	WRRV	New York's Largest Indoor Water Park Lives in the Sullivan Catskills	Editors	Online	TBD	300,399	2,779
February 19, 2024	G1057.com	https://q1057.com/ixp/706/p/in -touch-kartrite-resort/	Editors	Online	TBD	155,550	1,439
February 20, 2024	Sullivan County Democrat	98.3 WSUL 46th Heart -A-Thon raises over \$80K	Vincent Kurzrock	Online	TBD	15,179	140

[Full Updated Monthly PR Report Here](#)

SCVA MOBILE APP- Overall Usage

Nov 27, 2023 - Feb 25, 2024					
Lourdesa					
Total Users 16,367 <small>0% From Aug 28 - Nov 28</small>	Avg Session Duration 2m 41s <small>0% From Aug 28 - Nov 28</small>	Total Sessions 16,632 <small>0% From Aug 28 - Nov 28</small>	Pageviews 18,703 <small>0% From Aug 28 - Nov 28</small>	iOS Downloads 338 <small>6660% From Aug 28 - Nov 28</small>	Android Downloads 100 <small>3233% From Aug 28 - Nov 28</small>

Popular Searches

Item Title	Views
Hemlock Neversink	217
The Kartrite Resort & Indoor Waterpark	141
Resorts World Catskills	139
Villa Roma Resort & Conference Center	138
Callicoon Hills	81
Roscoe Mountain Club	67
The Eldred Preserve	61
Legoland New York Resort	47
French Woods Farmhouse	45
Honor's Haven Retreat & Conference	39
The Chatwal Lodge	34
YO1 Wellness Center	34
Villa Roma Resort & Conference Center	28
Wild Roots Farm	23
StayBettr: Lakefront Haven Home	21

SCVA Travel And Trade Show Update

Trade Shows

2022-Feb 2024

- ▶ 13 Travel Trade Exposure to up to 50,000 buyers. Meetings or direct connections to over 500 buyers
- ▶ 7 Consumer Shows: Exposure to up to 100,000 visitors

Strategy

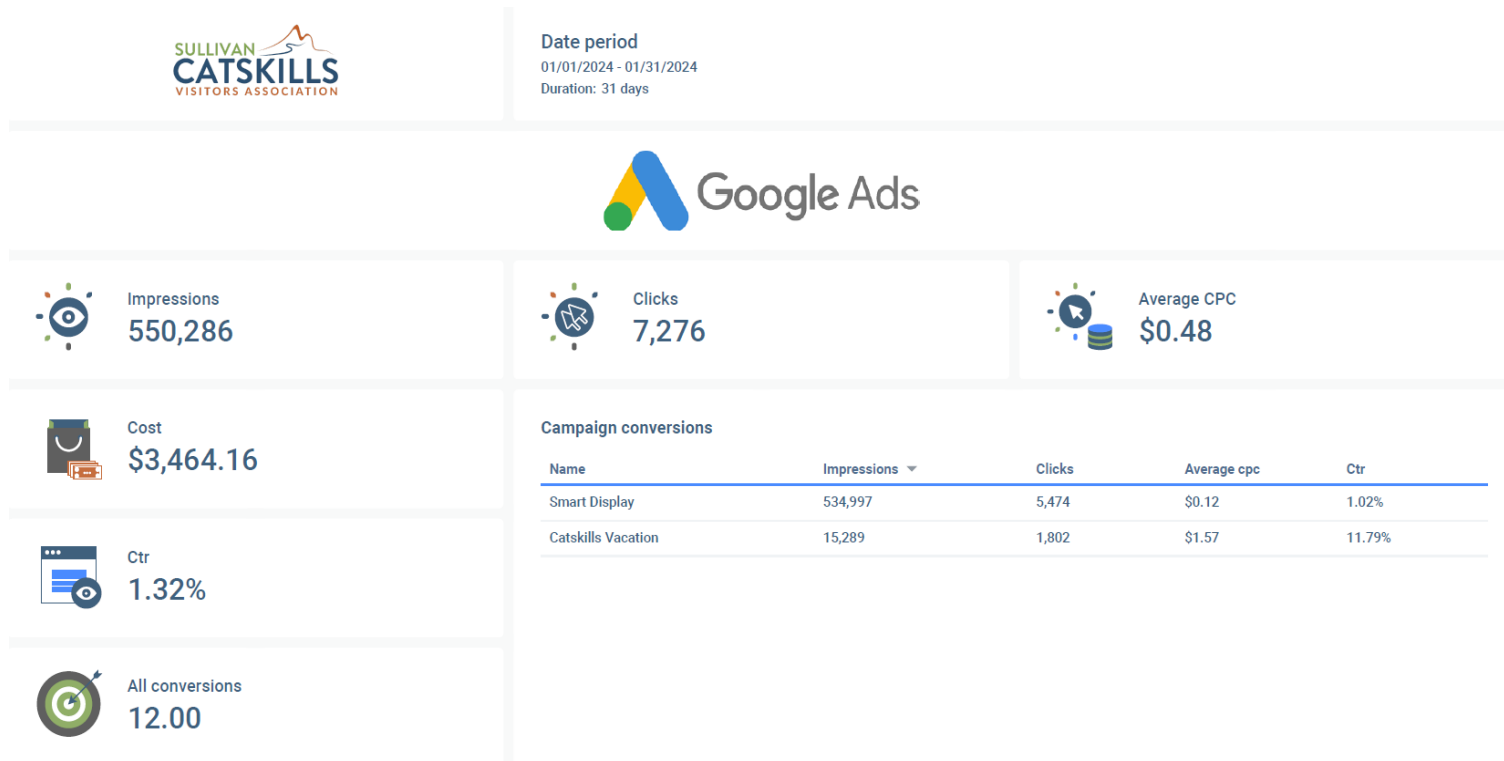
2024 to 2025

Travel Trade

- ▶ Solidify relationships
- ▶ Identify shows with best ROI and Product Interest

Consumer

- ▶ Attend niche shows that align with the Sullivan Catskills offerings-and demonstrates significant ROI and #of attendees



Website Performance

Session default channel grouping	Sessions ▼	New users	Total users
Organic Social	7,219	6,624	6,712
Organic Search	7,214	5,564	5,717
Direct	4,911	4,162	4,214
Display	2,313	1,536	1,634
Paid Search	1,910	1,556	1,572
Email	895	759	794
Referral	820	642	693
Unassigned	94	3	92
Organic Video	3	2	3
Summary	25,379	20,848	21,335

01/01/2024 - 01/31/2024

Top Performing Ads

Ad Name: Winter Ad V1 Updated
Campaign Name: Traffic Campaign

Amount spent	Impressions	CTR (link click-through rate)	Link clicks
\$1,297.76	284,348	1.70%	4,826

Ad Name: Winter Ad V2 Updated
Campaign Name: Traffic Campaign

Amount spent	Impressions	CTR (link click-through rate)	Link clicks
\$337.57	71,254	1.71%	1,219

Ad Name: Winter Ad V1 2
Campaign Name: Traffic Campaign

Amount spent	Impressions	CTR (link click-through rate)	Link clicks
\$137.49	35,917	1.56%	561

Ad Name: Winter Ad V2
Campaign Name: Traffic Campaign

Amount spent	Impressions	CTR (link click-through rate)	Link clicks
\$142.66	34,392	1.72%	593

Ad Name: Workout Reel Boost
Campaign Name: Workout Reel Boost

Amount spent	Impressions	CTR (link click-through rate)	Link clicks
\$50.00	10,524	0.03%	3

01/01/2024 - 01/31/2024



Account impressions
111,386



Static In-Feed Post Impressions
18,525



Stories Impressions
49,298



Followers
24,727



New followers
198



Engagement rate
9.61%



Engagement
2,377



Website clicks
110



Reach
60,416

Top Performing Reels



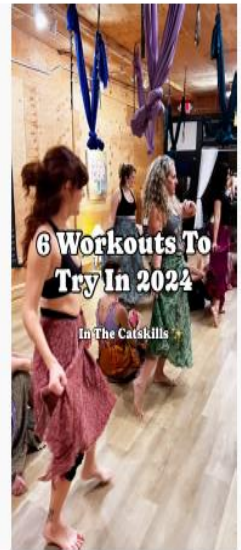
Message: Craving Catskills charm? Look no further than the North Branch Inn, a cozy retreat nestled just 2 hours from NYC in North Branch, NY. Ne...

Plays	Likes	Saved	Shares	Comments
7,379	397	35	52	22



Message: Brunch lovers! Beat the winters blues and head to The Catskills for a delicious brunch! Spend the night at one of the charming properties...

Plays	Likes	Saved	Shares	Comments
5,407	161	52	77	30













Message: Try these 6 workouts next time you're in the Catskills! All great options for a healthy kick of to 2024 & throughout the year as you look fo...

Plays	Likes	Saved	Shares	Comments
3,997	111	15	29	14

01/01/2024 - 01/31/2024

facebook

 Engaged users 19,180	 Impressions 623,415	 Reach 207,780
 Post engagements 25,240	 New page likes 137	 Page views 7,146
 Paid reach 166,560	 Page clicks 21,645	 Total Page likes 53,775
 Page posts impressions 573,245		

A

PAID SOCIAL



META PAID SOCIAL

- In January, we saw over 436,430 impressions (an increase of +286% MoM), 7,202 link clicks (+66% MoM), and 839 post reactions.
- Our top ad : Winter V1 - Catskills indoor and outdoor activities, generating 284,348 impressions and 4,826 link clicks.
- The first account Reel boost analytics:
 - Impressions : 10,524
 - Link Clicks: 3

Google Ads



GOOGLE

- Over 7,200 clicks (+97% MoM) were recorded from our Google campaigns in January with an average click-through rate of 11.79% in Search far exceeding industry standards.
- The display campaign alone generated over 534,000 impressions (102% increase MoM) and 5,400 clicks (+131% MoM) with an average CPC of \$0.12

OTT - CTV & DSP



CTV:

- Impressions: 336,917
- Completion rate: 97.38%
- Website Conversions: 2,981

DSP:

- Impressions: 256,328
- Clicks: 281

Top Regions:

- NY
- PA
- CT
- NJ

FB ACCOUNT INSIGHTS

Numbers are showing a great upward trend! Organic & Paid are both performing well and we are seeing huge increases in impressions & profile visits.



CONTENT INTERACTIONS

Jan 2023

Content Interactions 2,800
reactions, saves, comments, shares and replies
Link Clicks 5,600
Engaged Users 12,915
Post engagements 17,688

Jan 2024

Content Interactions 3,600 **+28.57**
reactions, saves, comments, shares and replies
Link Clicks 7,724 **+ 37.93%**
Engaged Users 19,180 **+48.52%**
Post engagements 25,240 **+42.71%**

REACH

Jan 2023

Accounts Reached 119,165
88,367 Paid
30,798 Organic
Impressions 12,244
Profile Visits 1,935

Jan 2024

Accounts Reached 207,780 **+74.37%**
166,560 Paid **+88.53%**
55,233 Organic **+79.35%**
Impressions 623,415 **+4,992.63%**
Profile Visits 7,146 **+269.23%**

GROWTH

Jan 2023

Overall followers 51
Follows 88
Unfollows 37

Jan 2024

Overall followers 164 **+38%**
Follows 191 **+117.05%**
Unfollows 27 **-27.03**

IG ACCOUNT INSIGHTS YEAR OVER YEAR

Numbers are showing a great upward trend, if we continue on this path we will see further growth in the account and engagement.



ENGAGEMENT

Jan 2023

Content Interactions 2,008
Link Clicks 154
Engagement rate (Interactions+clicks/followers)
9.69%

Jan 2024

Content Interactions 2,800 **+39.44%**
Link Clicks 543 **+252.60%**
Engagement rate (Interactions+clicks/followers)
13.51% **+39.42%**

REACH

Jan 2023

Accounts Reached 13,500
Impressions 111,386
Story Impressions 11,504

Jan 2024

Accounts Reached 29,100 **+115.56%**
Impressions 135,585 **+21.72%**
Story Impressions 49,298 **+328.50%**

GROWTH

Dec 1 - Dec 7

Overall Followers 22,293
New Followers 159

Jan 1 - Jan 4

Overall followers 24,727 **+10.92%**
New Followers 198 **+24.53%**

Social Media Ads

[Version 1 horizontal](#)

[Version 2 vertical](#)

TV Ads

[SCVA Winter 23 Version A-New TV output for Fishermears.MP4 \(dropbox.com\)](#)

[SCVA Winter 23 Version B-New TV output for Fishermears.MP4 \(dropbox.com\)](#)

Go! play

Good eats. Good drinks. Good times.

This spring, head to the Sullivan Catskills, where the food is plentiful, the drinks are flowing, and the fun is never-ending. Our creative chefs and mixologists rule the foodie scene. Tour the Dove Trail – it's selfie heaven. Indulge at our spas and wellness centers. Sample our maple syrup. Roll the dice at Resorts World Catskills.

Make a splash at Kartrite Resort and Indoor Waterpark.

Reserve a table at The DeBruce
in Livingston Manor
—a semi-finalist for the
2024 James Beard
Foundation Restaurant
for Outstanding Restaurant.

*Mini vacays... Longer stays,
or anything in between
— we're just a short trip away.*

**SULLIVAN
CATSKILLS**

This institution is an equal opportunity provider and employer.



SullivanCatskills.com
1.800.882.CATS

PLAN YOUR VISIT NOW!

2ND ANNUAL CATSKILL CUISINE FOOD FESTIVAL: MAY 10-12

A foodie affair with celebrity and local chefs and farm-fresh seasonal ingredients at Bethel Woods Center for the Arts.

RESTAURANT WEEK: APRIL 8-21

Go! explore

**Our charming small towns
are bursting with big experiences.**

Events, food, drink, and outdoor fun are all around
and perfect for groups— large and small. Visit our
legendary Sullivan Catskills. We're just 90 minutes
from New York City and a real crowd pleaser.

*Mini vacays... Longer stays, or
anything in between
— we're just a short trip away.*

**SULLIVAN
CATSKILLS**



SullivanCatskills.com

1.800.882.CATS

This institution is an equal opportunity
provider and employer.

BOOK YOUR GROUP NOW FOR THESE FUN ACTIVITIES:

CATSKILL CUISINE
MAY 10-12

RESTAURANT WEEK
APRIL 8-21

RIVER ADVENTURES
MAY-OCTOBER

CONCERTS
BETHELWOODS

¡Ir jugar!

La diversión invernal en el lugar donde vive está llena del encanto de un pueblo pequeño y de grandes experiencias. Ponte un par de raquetas de nieve y recorre las senderas; tenemos docenas. La pesca y el patinaje sobre hielo son divertidos para todos. ¡Tenemos 164 lagos y concursos también!

¿Hambriento? Nuestros chefs y panaderos sirven la comida reconfortante invernal más deliciosa de Catskill.



**SULLIVAN
CATSKILLS**
SullivanCatskills.com
1.800.882.CATS

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**¿TIENES UN NEGOCIO BASADO
EN EL TURISMO?**
Únase a la Sullivan Catskills Visitors Association.
Te ayudaremos a promocionar tu empresa y
atraer a la gente a su puerta.

Go!chill



Winter renewal starts here. Restore your soul. Find your peace. Nourish your body. We have wellness resorts with health-conscious restaurants, fitness centers, yoga and pilates studios, and massage therapists. Downhill skiing, ice fishing, and snowshoeing are invigorating, and beautiful. Or wander our small towns for award-winning craft beverages, acclaimed restaurants, and unique wares from local makers.

Mud, wine, or anything in between — we're just a short trip away.

**SULLIVAN
CATSKILLS**
The Catskills are a special place. Only in the Catskills.

 **SullivanCatskills.com**
1.800.882.CATS

SAVE THE DATES! CATSKILL CUISINE FOOD FESTIVAL: MAY 10-12, BETHEL WOODS



Sullivan County

Legislative Memorandum

100 North Street
Monticello, NY 12701

File #: ID-6267

Agenda Date:

Agenda #: 7.



Report to Legislature – March 2024

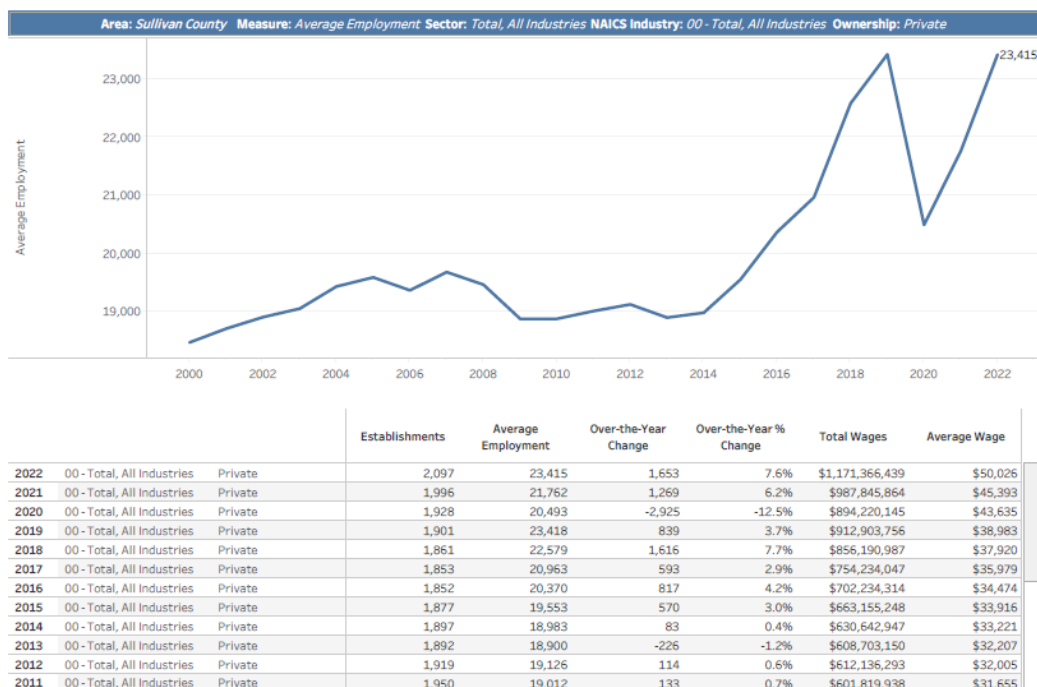
A. Summary

February was predominantly spent addressing potential tourism projects. Represented in this sector were the Town of Liberty, where we have been active in assisting an applicant with zoning language to correct a change made years ago that was not consistent with the comp plan and the Town of Mamakating where a long-time landowner plans to develop a tourism destination project. Several projects that feature a golf course as the primary asset will be positively affected as a result foster significant investment and job creation at each of the locations.

Shovel Ready Sites

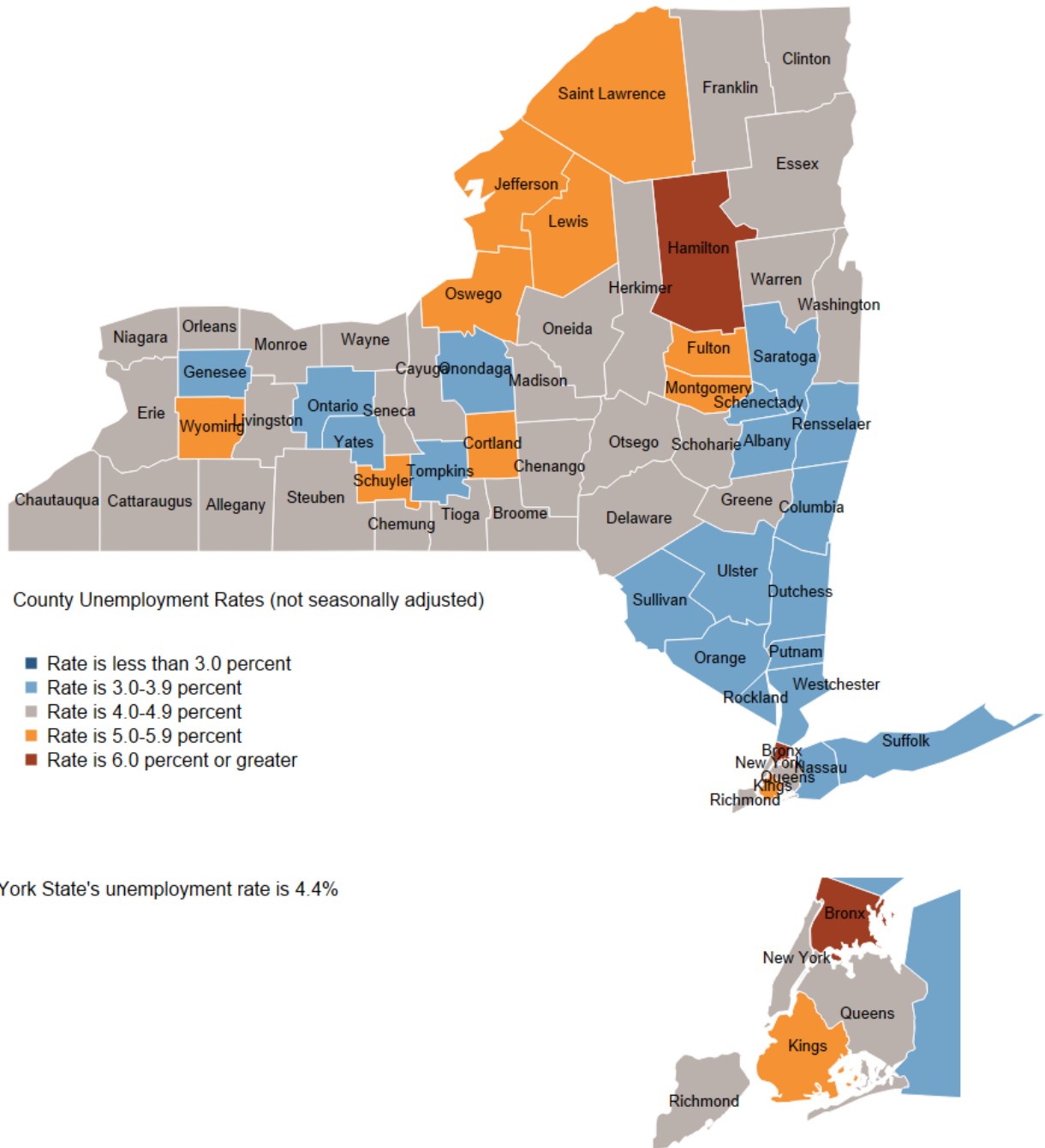
We continue to facilitate the development of preapproved sites in Liberty, Thompson, and Fallsburg. Two new locations representing 2 million sq. ft of space will be seeking approvals this year bring the total upon completion of nearly 5 million sq. ft of space preapproved for development in total.

Below please find the NYSDOL table showing average employment prior to and after covid. We are now beyond where we were in 2018 and growing indicating the economy has now fully rebounded. Average wages continue to rise, though inflation for household goods and services remains a difficult challenge.



UNEMPLOYMENT RATE

The unemployment rate continues to be among the lowest in the state at between 3-3.0 %. We have added 1,000 new jobs year to year due primarily to expansion of existing entities.



Source: NYSDOL

B. Project Updates

1. Corporate Attraction

- We are working with an out of state broker interested in the Horizons Liberty 1 million sq. ft preapproved site. The broker remains engaged as we work to help the Town of Liberty secure funding for infrastructure improvements.
- After touring several sites in January a housing developer did make an offer on one of those sites which if accepted would mean the construction of new market rate units in the Town of Thompson.
- We are facilitating a 91-room hotel project in the Town of Thompson. Ongoing.
- Apple Ice (RGG Realty, LLC) is seeking to expand its current building to produce and distribute ice products in its territories. A developers agreement has been executed in order to ensure water capacity for the project.

2. Small Business/Entrepreneurial Development

- We are assisting a local landscape property maintenance firm with the construction of a new facility on Old Route 17. The firms core business is lawn care, grading and snow plowing.
- Reviewing a revolving loan application for a childcare center. Ongoing
- Working with a NYC restauranter interested in rehabbing existing property, in the Town of Rockland, highlighting the craft beverage and hospitality industries. Ongoing.

3. Business Expansion

- Three businesses will consolidate at a new location in the Town of Thompson. This will involve the construction of two new facilities in order to accommodate the current and expanding operations of each.

4. Shovel Ready Sites- See summary above.

5. Membership Education/Special Events – we will be hosting our annual Economic Development Summit at the Kartrite Hotel on April 10, 2024.

Sullivan County

Legislative Memorandum

File #: ID-6219

Agenda Date: 3/7/2024

Agenda #: 1.

Narrative of Resolution:

RESOLUTION INTRODUCED BY THE PLANNING, REAL PROPERTY AND ECONOMIC DEVELOPMENT COMMITTEE TO CORRECT THE 2024 TAX ROLL OF THE TOWN OF MAMAKATING FOR TAX MAP #8.-1-7.2

WHEREAS, an application dated February 6, 2024 having been filed by Phi Nguyen pursuant to Section 556 of the Real Property Tax Law with respect to property assessed to said applicant on the 2024 tax roll of the Town of Mamakating bearing Tax Map #8.-1-7.2 to correct a clerical error, due to an incorrect entry of penalties on a tax roll with respect to a relieved school tax which was paid to the school district in a timely manner as the payment was postmarked prior to the end of the warrant period; and

WHEREAS, the Director of Real Property Tax Services has duly investigated the application and filed his report dated February 14, 2024 recommending this Board approve said application; and

WHEREAS, this Board has duly examined the application and report and does find as follows:

(a) That the application be approved because of a clerical error

NOW, THEREFORE, BE IT RESOLVED, that the application be approved upon the grounds herein set forth; and

BE IT FURTHER RESOLVED, that the Chair of the County Legislature be and she hereby is directed to note the decision of this Board on the application, execute an order to such effect to the officer having custody of the tax roll, send notice of approval to the applicant and file a copy of the records of this proceeding with the Clerk of the County Legislature; and

BE IT FURTHER RESOLVED, that the amount of any tax corrected pursuant to this Resolution shall be a charge upon the said municipal corporation or special district to the extent of any such municipal corporation or special district taxes that were so levied and that the amount so charged to any such municipal corporation or special district shall be included in the next ensuing tax levy and to the extent that the levy made pursuant to this resolution includes a relieved school tax, the Treasurer shall charge back such amount in accordance with law.

If Resolution requires expenditure of County Funds, provide the following information:

Amount to be authorized by Resolution: \$91.66

Are funds already budgeted? No

Specify Compliance with Procurement Procedures:

RPTL §556

Sullivan County

Legislative Memorandum

File #: ID-6220

Agenda Date: 3/7/2024

Agenda #: 2.

Narrative of Resolution:

RESOLUTION INTRODUCED BY THE PLANNING, REAL PROPERTY AND ECONOMIC DEVELOPMENT COMMITTEE TO CORRECT THE 2022 TAX ROLL OF THE TOWN OF LIBERTY FOR TAX MAP #2.-1-1.6

WHEREAS, an application dated February 22, 2024 having been filed by Gabriel Adiv pursuant to Section 556 of the Real Property Tax Law with respect to property assessed to said applicant on the 2022 tax roll of the Town of Liberty bearing Tax Map #2.-1-1.6 to correct an error in essential fact, due to an incorrect entry on the taxable portion of the assessment roll, or the tax roll, or both, of the assessed valuation of an improvement to real property which was not in existence or which was present on a different parcel; and

WHEREAS, the Director of Real Property Tax Services has duly investigated the application and filed his report dated February 26, 2024 recommending this Board approve said application; and

WHEREAS, this Board has duly examined the application and report and does find as follows:

(a) That the application be approved because of an error in essential fact

NOW, THEREFORE, BE IT RESOLVED, that the application be approved upon the grounds herein set forth; and

BE IT FURTHER RESOLVED, that the Chair of the County Legislature be and she hereby is directed to note the decision of this Board on the application, execute an order to such effect to the officer having custody of the tax roll, send notice of approval to the applicant and file a copy of the records of this proceeding with the Clerk of the County Legislature; and

BE IT FURTHER RESOLVED, that the amount of any tax corrected pursuant to this Resolution shall be a charge upon the said municipal corporation or special district to the extent of any such municipal corporation or special district taxes that were so levied and that the amount so charged to any such municipal corporation or special district shall be included in the next ensuing tax levy and to the extent that the levy made pursuant to this resolution includes a relieved school tax, the Treasurer shall charge back such amount in accordance with law.

If Resolution requires expenditure of County Funds, provide the following information:

Amount to be authorized by Resolution: \$214.56

Are funds already budgeted? No

Specify Compliance with Procurement Procedures:

RPTL §556

Sullivan County

Legislative Memorandum

File #: ID-6221

Agenda Date: 3/7/2024

Agenda #: 3.

Narrative of Resolution:

RESOLUTION INTRODUCED BY THE PLANNING, REAL PROPERTY AND ECONOMIC DEVELOPMENT COMMITTEE TO CORRECT THE 2023 TAX ROLL OF THE TOWN OF LIBERTY FOR TAX MAP #2.-1-1.6

WHEREAS, an application dated February 22, 2024 having been filed by Gabriel Adiv pursuant to Section 556 of the Real Property Tax Law with respect to property assessed to said applicant on the 2023 tax roll of the Town of Liberty bearing Tax Map #2.-1-1.6 to correct an error in essential fact, due to an incorrect entry on the taxable portion of the assessment roll, or the tax roll, or both, of the assessed valuation of an improvement to real property which was not in existence or which was present on a different parcel; and

WHEREAS, the Director of Real Property Tax Services has duly investigated the application and filed his report dated February 26, 2024 recommending this Board approve said application; and

WHEREAS, this Board has duly examined the application and report and does find as follows:

(a) That the application be approved because of an error in essential fact

NOW, THEREFORE, BE IT RESOLVED, that the application be approved upon the grounds herein set forth; and

BE IT FURTHER RESOLVED, that the Chair of the County Legislature be and she hereby is directed to note the decision of this Board on the application, execute an order to such effect to the officer having custody of the tax roll, send notice of approval to the applicant and file a copy of the records of this proceeding with the Clerk of the County Legislature; and

BE IT FURTHER RESOLVED, that the amount of any tax corrected pursuant to this Resolution shall be a charge upon the said municipal corporation or special district to the extent of any such municipal corporation or special district taxes that were so levied and that the amount so charged to any such municipal corporation or special district shall be included in the next ensuing tax levy and to the extent that the levy made pursuant to this resolution includes a relieved school tax, the Treasurer shall charge back such amount in accordance with law.

If Resolution requires expenditure of County Funds, provide the following information:

Amount to be authorized by Resolution: \$210.45

Are funds already budgeted? No

Specify Compliance with Procurement Procedures:

RPTL §556



Sullivan County

Legislative Memorandum

100 North Street
Monticello, NY 12701

File #: ID-6223

Agenda Date: 3/7/2024

Agenda #: 4.

Narrative of Resolution:

Authorize award and execution of contract for Caregiver Resource Center (CRC) services

If Resolution requires expenditure of County Funds, provide the following information:

Amount to be authorized by Resolution: \$50,600

Are funds already budgeted? Yes

Specify Compliance with Procurement Procedures:

R-24-10

**RESOLUTION INTRODUCED BY PLANNING, REAL PROPERTY AND ECONOMIC DEVELOPMENT COMMITTEE TO
AUTHORIZE EXECUTION OF 2024-2025 CONTRACT WITH CORNELL COOPERATIVE EXTENSION SULLIVAN COUNTY FOR
INFORMAL CAREGIVER TRAINING AND ASSISTANCE SERVICES**

WHEREAS, the Sullivan County Office for the Aging is designated as a Caregiver Resource Center and receives funding from the New York State Office for the Aging to provide training and assistance for Informal Caregiver of the elderly, and

WHEREAS, Request for Proposal #R-24-10 was issued and a proposal was received for Caregiver Resource Center (CRC) Services from Cornell Cooperative Extension Sullivan County; and

WHEREAS, Cornell Cooperative Extension Sullivan County can arrange, coordinate, promote and conduct training programs for Informal Caregivers of the Elderly, and

WHEREAS, Cornell Cooperative Extension Sullivan County, 64 Ferndale Loomis Road, Liberty, NY 12754, will provide said services from April 1, 2024 through March 31, 2025, with an option to extend on a yearly basis for FOUR (4) additional years, under the same terms and conditions, and

NOW, THEREFORE, BE IT RESOLVED, that the Sullivan County Legislature does hereby authorize the County Manager to execute a contract with Cornell Cooperative Extension, to arrange, coordinate, promote and conduct such training programs for the Office for the Aging, for the period of 4/01/2024-3/31/2025 of which \$18,000.00 is received from State Funds and \$32,600.00 is received from federal funds, at a cost not to exceed \$50,600 for the period of 4/1/2024-3/31/2025.

Sullivan County

Legislative Memorandum

File #: ID-6227

Agenda Date: 3/7/2024

Agenda #: 5.

Narrative of Resolution:

To authorize an Agreement between Sullivan County BOCES (BOCES) and the County of Sullivan (COUNTY) for use of facilities to run an Automotive Trade Program.

If Resolution requires expenditure of County Funds, provide the following information:

Amount to be authorized by Resolution: \$55,000.00

Are funds already budgeted? Yes

Specify Compliance with Procurement Procedures:

RESOLUTION INTRODUCED BY THE PLANNING, REAL PROPERTY AND ECONOMIC DEVELOPMENT COMMITTEE TO AUTHORIZE AN AGREEMENT WITH BOCES

WHEREAS, in cooperation with BOCES, County, and Center for Workforce Development (CWD), an Automotive Trade Program has been established using the BOCES facilities located in Liberty, New York.

WHEREAS, an Automotive Trade Program will be offered to individuals seeking to be educated and trained in the automotive field. It has been determined that local automotive companies are in high demand for employees that have required employability skills. This curriculum-based program will be non-credit bearing, short term, and will begin in April 2024; and

WHEREAS, BOCES has offered the use of their facilities and will provide the instructor, for this hands-on experience, in an amount not to exceed \$55,000. CWD will manage all documentation, participants, oversight, and collaboration of this program; and

NOW, THEREFORE, BE IT RESOLVED, that the County Manager is hereby authorized to execute an Agreement with BOCES in an amount not to exceed \$55,000 and said Agreement is to be in the form approved by the County Attorney.

Sullivan County

Legislative Memorandum

File #: ID-6233

Agenda Date: 3/7/2024

Agenda #: 6.

Narrative of Resolution:

To authorize an Agreement between Sullivan County BOCES (BOCES) and the County of Sullivan (COUNTY) for use of facilities at Garnet Health to run a Home Health Aide (HHA) and Clinical Nursing Assistant (CNA) Trade Program.

If Resolution requires expenditure of County Funds, provide the following information:

Amount to be authorized by Resolution: \$0.00

Are funds already budgeted? No

Specify Compliance with Procurement Procedures:

RESOLUTION INTRODUCED BY THE PLANNING, REAL PROPERTY AND ECONOMIC DEVELOPMENT COMMITTEE TO AUTHORIZE AN AGREEMENT WITH BOCES.

WHEREAS, in cooperation with BOCES, County, and Center for Workforce Development (CWD), a Home Health Aide (HHA) and Clinical Nursing Assistant (CNA) Trade Program has been established using the BOCES facilities located in offices of Garnet Health in Harris, New York.

WHEREAS, an HHA and CNA Trade Program will be offered to individuals seeking to be educated and trained in the nursing field. It has been determined that local health facilities are in high demand for employees that have required employability skills. This curriculum-based program will be non-credit bearing, short term, and will begin in April 2024, and individuals will receive New York State Certifications upon completion. A rotating schedule of training is put together for 2024; and

WHEREAS, BOCES has offered the use of their facilities located at Garnet Health in Harris, New York at no cost to the County, but an Agreement for the use of facilities is required to be put in place. CWD will manage all documentation, participants, oversight, and collaboration of this program; and

NOW, THEREFORE, BE IT RESOLVED, that the County Manager is hereby authorized to execute an Agreement with BOCES, and said Agreement is to be in the form approved by the County Attorney.

Sullivan County

Legislative Memorandum

File #: ID-6253

Agenda Date: 3/7/2024

Agenda #: 7.

Narrative of Resolution:

Authorize contract with Drapkin Strategies for JET Facilitation

If Resolution requires expenditure of County Funds, provide the following information:

Amount to be authorized by Resolution: \$40,000

Are funds already budgeted? No

Specify Compliance with Procurement Procedures:

RESOLUTION INTRODUCED BY THE PLANNING, REAL PROPERTY AND ECONOMIC DEVELOPMENT COMMITTEE TO AUTHORIZE CONTRACT WITH DRAPKIN STRATEGIES TO FACILITATE JET (JOINT ECONOMIC TEAM)

WHEREAS, Drapkin Strategies proposes through its principal, Jonathan Drapkin, to serve as a facilitator to the creation and implementation of a Joint Economic Team (JET) for Sullivan County., and

WHEREAS, the JET is a dynamic way to allow for the economic development agencies of Sullivan County to collaborate in real time to achieve better results, and

WHEREAS, priorities are selected by the involved organizations. The facilitator will serve to move the process.

JET will include the staff leaders of the following agencies:

Chair of the Sullivan County (SC) Planning and Community Development Committee

SC Partnership for Economic Development

SC Chamber of Commerce

SC Visitor's Association

SC Industrial Development Agency

SC Community College

SC BOCES

County Agencies:

Planning and Community Department

Center for Workforce Development/Workforce Investment Board

WHEREAS, monthly Meetings will be held at non-governmental sites two weeks prior to the regularly scheduled monthly meeting of the County's Economic Development Committee, and

WHEREAS, monthly updates to the Chairman of the Legislative Economic Development Committee which would include a report that would contain metrics as to how the county is performing economically as reported by the members of the JET. And It will not be the role of the facilitator to create goals but to assist in devising and implementing strategies chosen by the participating members of JET., and

WHEREAS, In preparation for the monthly meetings of JET, the facilitator will speak with each participant at least once to understand what issues they may be encountering and how to address them as well as to receive items for the upcoming meeting agenda.

WHEREAS, all information will be shared with the Chair of the Economic Development Committee so that the chair may update the full committee.

WHEREAS, issues may include:

Working to incorporate economic development to assist in improving health outcomes throughout the county

Assisting the county to prepare applications for the State's Downtown Revitalization Initiative and New York Forward/Momentum Funds.

Assist in developing a plan to obtain infrastructure investment along the Route 17 corridor.

Planning a mixed use site that would incorporate the assets of each of the JET members

Addressing Workforce needs in a period of Low Unemployment

Integration of technology to enhance service delivery

Countywide effort to increase housing opportunities for all; seek and develop incentives to aid in their creation.

Strategies to address moving people out of Poverty (e.g. Cradle to Career)

Helping to develop relationships with other counties, state and federal agencies.

Strategies for reimagining Main Streets.

WHEREAS, sessions may include Guest Speakers to inform participants of new trends and strategies to address some of the above goals. These meetings may be longer in length.

WHEREAS, this contract with Drapkin Strategies will be for an amount of \$40,000 for nine months to be divided into 9 equal payments from April 1, 2024-December 31, 2024.

NOW, THEREFORE BE IT RESOLVED, that the Sullivan County authorizes a contract with Drapkin Strategies for \$40,000 for nine months to be divided into 9 equal payments from April 1, 2024 - December 31, 2024.