



Onondaga County Legislature

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Clerk

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Chairman

TAMMY BARBER
Deputy Clerk

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PLANNING & ECONOMIC DEVELOPMENT COMMITTEE MINUTES – AUGUST 16, 2023 **TIMOTHY BURTIS, CHAIR**

MEMBERS PRESENT: Mr. Olson, Mr. Knapp, Mr. Garland, Ms. Kuhn
ALSO ATTENDING: Chairman Rowley

Chair Burtis called the meeting to order at 9:00 a.m. *The minutes of the previous meeting had been distributed, and there were no objections to waiving the reading. There were no corrections to the minutes, and the minutes were approved.*

1. DEPARTMENT OF PLANNING: Dan Kwasnowski, Director
a. Calling for a Public Hearing on the Proposed Inclusion of Viable Agricultural Lands Within Certified Agricultural Districts Pursuant to Section 303-B of the New York State Agriculture and Markets Law

- Public hearing for annual addition to NYS Agricultural District
- Lisa Welch will be taking over Ag matters; Megan Costa will be working on other matters
- Next year will talk about Dutch Hill Maple Farm

Questions/Comments from the Committee:

- What is the timing?
 - Will send to NYS after the public hearing; will be in by the beginning of next year
- Dutch Hill Maple is a great organization, currently the largest maple manufacturer in the county
- Built a new facility, will be participating in the ON Farm Fest Tour September 16, 2023

Request: Mr. Knapp requested to be listed as a cosponsor

A motion was made by Mr. Knapp, seconded by Mr. Olson, to approve this item. Passed unanimously; MOTION CARRIED.

2. CNY ARTS: Stephen Butler, Executive Director
a. Amending the 2023 County Budget to Make Surplus Room Occupancy Funding Available for use in Support of a Public Arts Program (\$500,000)

Onondaga County, with artistic advice from CNY Arts, is seeking qualified proposals from local municipalities for innovative public art projects. The program goals are to broaden the range of art experiences throughout the County by supporting the creation of public art projects varying in scope and scale, thereby showcasing local talent, strengthening civic pride, and celebrating the diverse cultural experiences of the County.

Installations can take any form and may be site specific. Projects may include community engagement elements and/or interactive components. Installations of the work may be temporary, long-term or permanent, large or small, presented indoors or outdoors. Priority may be given to initiatives that feature local artists or artist collectives.

- County Executive has charged CNY Arts with activating more public art in municipalities throughout the county
- Working through the Main Street program with municipalities and Marty Skahen, Director of Community Development
- CNY Arts will put together a Panel with those who have backgrounds in public art, architects and artists
 - Panel will make recommendations to county based on applications received
- Prepared to work with local artists to promote awareness of available projects
- Provide technical assistance to municipalities on projects
- Looking for out-of-the-box innovation for both indoor, outdoor, large and small projects
- Public art draws visitors and creates memories

Questions/Comments from the Committee:

- Can you give an example of what public art is?
 - Public art can range from interactive to simple
 - Murals can represent history
 - Tiger statue at Rosamond Gifford Zoo has become iconic to the Zoo
 - Musical instruments can be played in square near Columbus Circle
 - Commemorative or inspirational statues
 - Oversized chairs where people can take pictures
 - Municipalities work with artists to come up with interactive, inspiring ideas for public art
- Are you looking for municipalities to partner financially?
 - Currently there are no restrictions on allocation; matches may be added at some point
- Is there a ceiling on how much of a grant can be given?
 - No, this is all very new and would like to see what kind of ideas come in
- Will priority be given to artists who come from the municipality where art is going to be?
 - No restrictions at this time; artist choice will be decided by the municipality based on who is the best fit
- How will artists apply?
 - There will be an announcement and application that goes through the mainstream database directly to the municipality
- How many projects can be funded?
 - Projects range from \$2k up to \$50k, depending on the idea
- Mural outside of Freedom of Espresso in Fayetteville was ~ \$12k
- Who funded the mural outside Salt City and Eastwood?
 - CNY Arts did not fund; all local
 - CNY Arts receives state funds for public art throughout 6 counties
 - Anything funded through NYS must have public access
- Are there target areas or points of interest for public art?
 - Public art can activate a neglected park that is not in the heart of town
 - Majority of projects typically function along Main Street
 - CNY Arts is not putting caveat to what municipalities want to do and where; it could be restoration of an area

A motion was made by Ms. Kuhn, seconded by Mr. Olson, to approve this item. Passed unanimously; MOTION CARRIED.

b. INFORMATIONAL: Update ~ 2023 Awards

- \$1.4M allocated to organizations
 - 72% goes to large institutions as unrestricted funds that provide GOS (General Operating Support)
- Audience data is aggregated on a calendar year basis

- Half way through 2023 is better than 2022
- Commend County Executive, Legislature, and artist groups for this program
 - When program was established, Arts groups agreed they would only take a portion of any increases
 - Remainder goes into a pot for unfunded arts, culture, and heritage organizations within the county
 - The fund has grown to \$145k
- County Executive and Chairman of the Legislature created an economic development program that people could use for risk taking
 - Pulled back on program to focus on marketing, rebuilding/restoring audiences due to COVID
- 2019 baseline
 - Audience was 575k
 - Economic Impact was \$11.2M
- 2022 baseline dropped
 - Audience 536k
 - Economic Impact was \$10.5M
- Arts groups put together programs one year in advance
 - Due to unknowns at that time, arts groups could not program
 - Through audience surveys done through syracuse.com, people still nervous about attending events
 - COVID variants rolled into 2022
 - Casts and understudies got COVID; shows closed
- Half way through 2023 is more optimistic
 - Economic Impact will beat 2022
 - Still aggregating data
 - Look at zip code data
 - 28% of audiences are from out of town; generate \$5M in room stays (based on LeMoyne college study)
- Noticed larger increase in outdoor festivals; people feel more safe

Questions/Comments from the Committee:

- Outdoor venues have seen an increase; safer
 - Gave funding specifically targeted toward festivals
- 72% of funding goes to large institutions
- How many organizations are able to make use of the remaining 28%?
 - Average ask is \$5k to ~ 30 organizations
 - Project support is capped at \$10k; no match required
- 72% goes to general operating and not programs and projects?
 - Yes, that is correct, however;
 - ie: Symphoria keeps entire symphony on payroll for the year; therefore GOS supports the program
- Commend CNY Arts and Team for work they do
- There was a time when all Arts organizations came straight to the Legislature; budget process was very long
- This program has worked out well to allow those with the proper knowledge to make decisions
 - Thank you for your support
- Does CNY Arts do last minute funding?
 - Sometimes funds are held out as discretionary for that purpose
 - Reconsideration funds exist to allow assistance for those who run into gaps
- Is reconsideration only for those that have already applied?
 - No, outreach is ongoing
 - Always interested in those that have not come in
- Who is on the Panel and how do they get there?
 - GOS for the large institutions comes from outside the county
 - Panel needs to be vetted to be sure there is not a conflict of interest

- Bring program officer from NYCON (New York Council on Not For Profits)
 - Contract with Auditor (CPA) to go through financials
 - Ensures organization is in the position to appropriately steward county money
 - Project support is made up of professionals from the Arts organizations within the county
 - If project is rejected or receives partial funding, CNY Arts goes through Panel comments with them
 - Goal is for everyone to receive funding
- Never enough money to go around, sometimes you need to say no
 - Has happened several times when applicant is not eligible or no longer eligible for funds
 - Is the move to the Carnegie building complete?
 - Yes, it is wonderful, very happy
 - Thank you for all the good work and for being here today

The meeting was adjourned at 9:27 a.m.

Respectfully submitted,



TAMMY BARBER, Deputy Clerk
Onondaga County Legislature

ATTENDANCE

COMMITTEE: **PLANNING & ECONOMIC DEVELOPMENT COMMITTEE**

DATE: **AUGUST 16, 2023**

NAME (Please Print)	DEPARTMENT/AGENCY
Stephen Butler	CNY Arts
Kristi Smiley	Finance
Darcie Lesniak	leg
Sue Stanczyk	CE
Tim Frakeschi	Counsel
Ben Yaus	Law Dept.
Jim Beube	Leg
John DeSantis	Leg