



CITY OF CORTLAND  
OFFICE OF COMMUNITY DEVELOPMENT  
THOMA DEVELOPMENT CONSULTANTS

---

25 Court Street, Cortland, New York 13045 Ph. 607.753.1433 Fx. 607.753.6818

[www.cortland.org](http://www.cortland.org)  
**MEMORANDUM**

TO: Mayor Brian Tobin and Members of the Common Council

FROM: Thoma Development Consultants

RE: Access to Independence Request for Funds

DATE: August 11, 2015

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The City received a request from Access to Independence for \$5,500 to assist in the administration of a recently awarded Access to Home grant awarded to the Agency. These funds are used to provide accessibility improvements in owner-occupied and rental units in Cortland County and parts of Broome County (request attached). The City has received similar requests and provided similar assistance for their last four grants. Last year we provided \$5,500 for five City projects, and the year prior, \$6,600 and the two years prior, up to \$15,000 and \$12,600.

The Access to Home Program allows the Agency to make accessibility modifications in both owner-occupied and tenant occupied properties. Until last year, the City provided assistance regardless of the tenancy of the unit as long as a low-to-moderate income person occupied the unit and it was located in the City. Last year we recommended to the City that the City's assistance be limited to owner occupied properties, noting that a number of the rental units assisted in the past were in Friendship House or the senior housing complex owned by Cortland Housing Authority. It is our recommendation again this year, that, if the City approves this funding request, it be conditioned on providing financial support only for owner-occupied units. This year's Access to Home award will focus on Medicaid recipient.

There is adequate funding in the housing program income account for the \$5,500 request. We will ask ATI to sign a Memorandum of Understanding, which has been used in for the past two rounds of assistance.

Linda Armstrong will be at the August 18th meeting to answer questions you may have. In the meantime, if you want to discuss this issue, please call or email Linda. She can be reached at 753-1433 or [Linda@thomadevelopment.com](mailto:Linda@thomadevelopment.com)

Attachment



“Nothing More, Nothing Less For All People with Disabilities”

Chief Executive Officer

Chad W. Underwood

Program Manager

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Cheryl Williams

August 5, 2015

Linda Armstrong, Program Manager  
Thoma Development Consultants  
34 Tompkins Street  
Cortland, NY 13045

Dear Linda,

Access to Independence has once again been awarded an Access to Home grant, through the NYS Department of Housing & Community Renewal. The award is for \$150,000 and specifically targets Medicaid recipients. The program will begin as soon as a contract is completed and signed, and we are taking applications now.

As in the past several years, ATI would like to request that the City of Cortland supply a small amount of administrative funds for this program, to be used for accessibility modifications to owner-occupied homes in the City of Cortland. ATI would commit to doing five (5) projects within the City of Cortland, and requests \$1,100 per project from the City.

I appreciate your consideration of this request and look forward to hearing from you as to next steps. In the meantime, please contact me with any questions you may have.

Regards,

Chad W. Underwood  
Chief Executive Officer

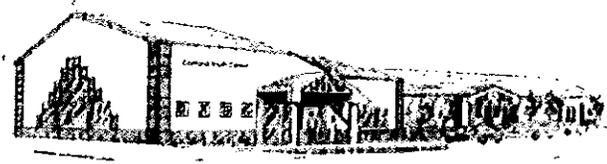
Cc: Brian Tobin

26 North Main St.  
Cortland, NY 13045  
ph: 607-753-7363  
fax: 607-756-4884

e-mail:  
[info@aticortland.org](mailto:info@aticortland.org)

website:  
[www.aticortland.org](http://www.aticortland.org)

*Resources and Advocacy for People with Disabilities*



# CORTLAND YOUTH BUREAU

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35 Port Watson Street • Cortland, NY 13045 • (607) 753-3021 • Fax: (607) 753-3023

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TO: Mayor Brian Tobin  
Members of the City Council  
Mack Cook, Director of Administration and Finance  
Lori Crompton, Finance Department

FROM: John McNerney, Youth Bureau Director

RE: Donations

DATE: August 10th, 2015

I would like to ask the common council to accept and recognize the following donation, from First Niagara Bank.

<i>Donation</i>	<i>Amount</i>	<i>Event</i>	<i>Budget Line</i>
<i>First Niagara Bank</i>	<i>\$1,000.00</i>	<i>2016 Spelling Bee</i>	<i>A-7550.5405</i>

***Total Donations = \$1,000.00***

Funds should be deposited into the Cortland Youth Bureau budget line A-7550.405 and encumbered into the 2016 budget. Attached is a copy of the check for your records. Feel free to contact me with any questions at 753-3021 ext. 423.





August 4, 2015

Mayor Brian Tobin  
City of Cortland  
City Hall  
25 Court Street  
Cortland NY 13045

Dear Mayor Tobin,

The 20<sup>th</sup> Annual Great Cortland Pumpkinfest is going to be held Saturday October 3<sup>rd</sup> and Sunday October 4<sup>th</sup> 2015. To make the event possible and insure it's continued success the Pumpkinfest Committee would like permission from the Common Council to do the following:

Permission to use the City's portion of Court House Park for the Pumpkinfest, October 2<sup>nd</sup> through October 5<sup>th</sup>, 2015.

To attach to or place near the City of Cortland entrance signs, signs announcing the dates of the Great Cortland Pumpkinfest. These signs would go up the week of September 17<sup>th</sup> and be taken down the week of October 5<sup>th</sup>.

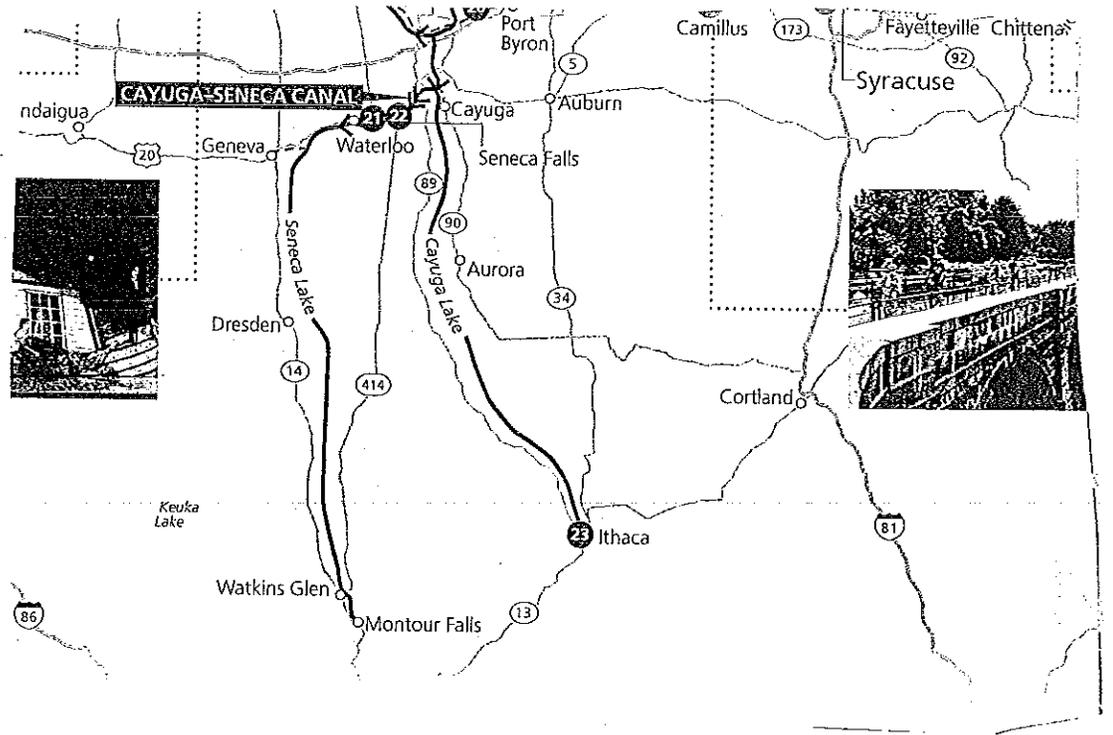
Thank you for considering our request.

Sincerely,

Jim Dempsey  
Co-Chairperson  
The Great Cortland Pumpkinfest Committee

JD:db

Agenda Item # 6



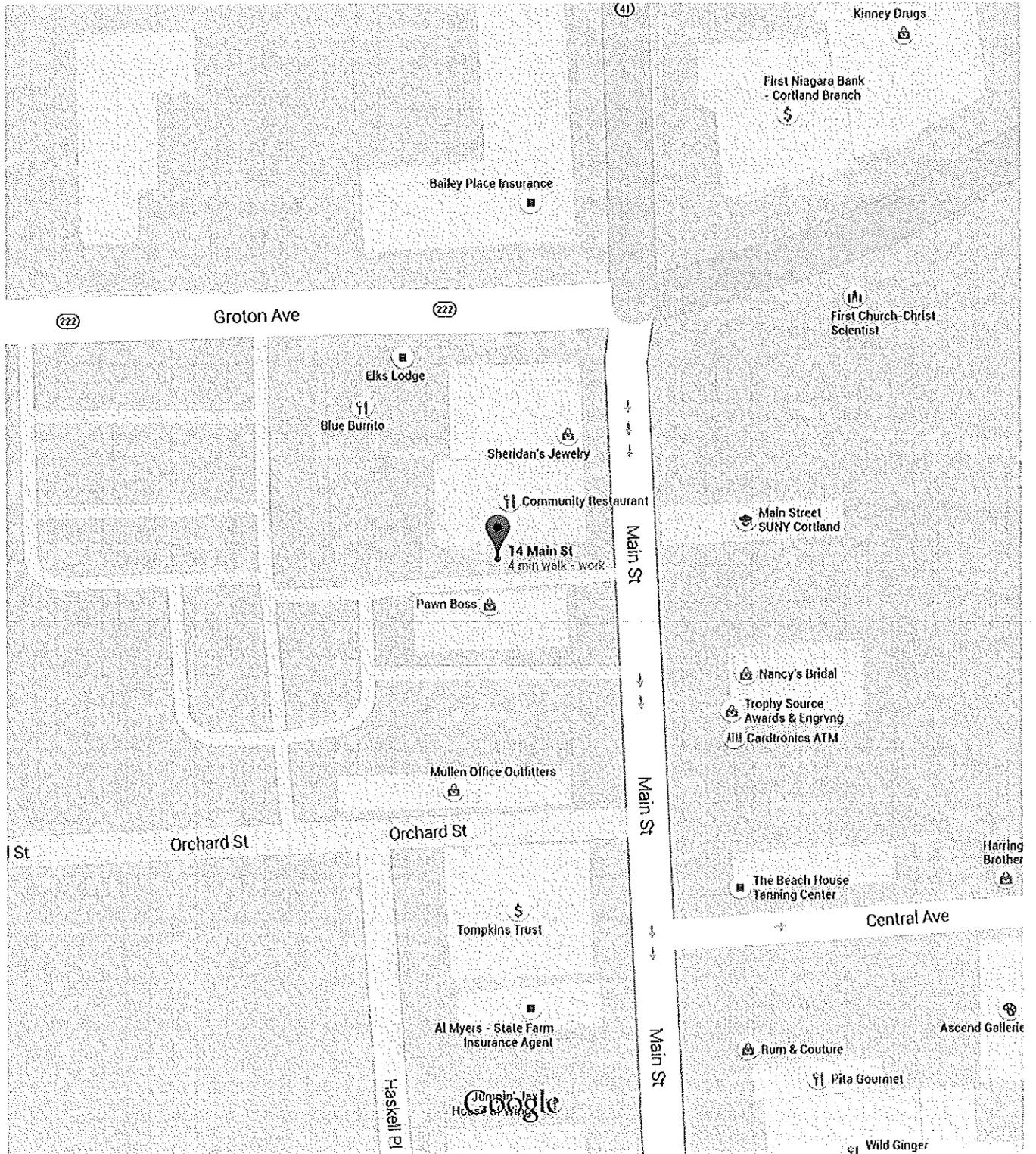
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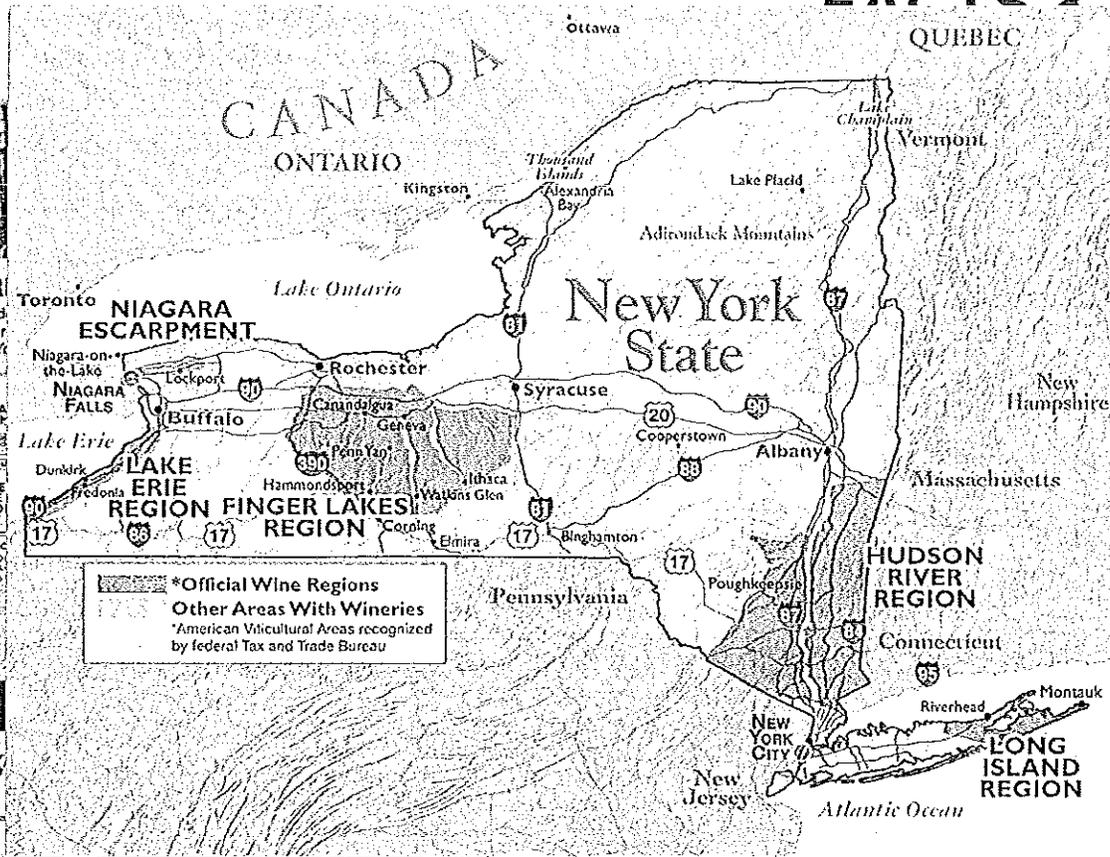


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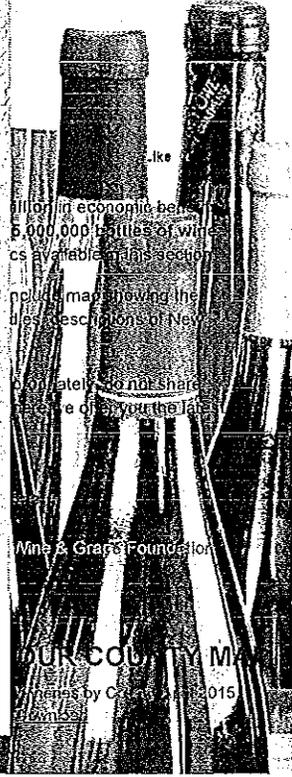


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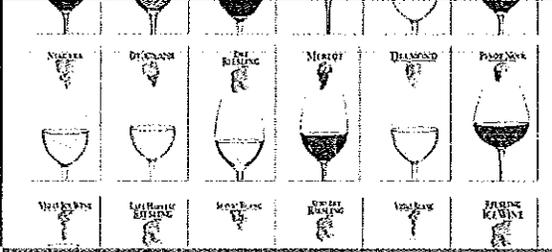
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## NY Wine Trails Are Pathways To Dollars

by Ren Collins

Tourists are hot on the trail of New York's wine regions. The areas reported more than 4 million visitors in 2003, with New York wineries averaging a 54% increase in visitors between 2000 and 2003 (the latest year for which figures were available). New York's wine trails help attract tourists, and are an integral part of the New York wine tasting experience.

### Trailblazers

Established in 1981, The Cayuga Wine Trail was the first of its kind in New York. Located in the Finger Lakes region, this small collective partnered with other businesses along and near Route 89 to entice tourists to the area. The Cayuga trail was legally incorporated in 1984, and today includes more than a dozen participating wineries.

Using the Cayuga trail as a model of cooperation, the New York Wine and Grape Foundation (NYWGF) invested seed money in a statewide wine trail program. Today, nearly a dozen separate trails wind throughout New York's five major wine regions. They include the Cayuga Wine Trail, the Long Island Wine Council (LIWC), Dutchess Wine Trail, Shawangunk Wine Trail, Seneca Lake Wine Trail, Keuka Lake Wine Route, Canandaigua Lake Wine Trail, Lake Ontario Wine Trail, Niagara Wine Trail and Chautauqua Wine Trail.

### Paying Dues

Funding structures vary by trail, but the NYWGF provides annual matching funds to all of them for marketing initiatives. Some trails require annual dues from participating wineries and affiliate members such as B&Bs and restaurants. Others raise money solely through event ticket sales.

The Long Island Wine Council offers a progressive fee structure to its members. The council offers a variety of membership levels, with dues based on the number of cases bottled the previous year, regardless of vintage or size. Full members who bottled fewer than 750 cases pay \$750 per year, while the biggest wineries with full membership pay \$5,500. Members have access to LIWC services, such as regional wine trail website maintenance, brochure production and regional event coordination.

The Dutchess Wine Trail, located on the eastern side of the Hudson Valley, is a small trail, composed of three wineries. Although the Dutchess Wine Trail does not collect dues, it currently requires new members to pay one-time membership fees of \$5,000. The trail's president, Phyllis Feder, said her budget ranges from \$10,000 to \$14,000, a portion of which is funded by the NYWGF. Trail members can also submit proposals for one-time fund allocations for special projects, such as website improvement, offered periodically from organizations such as the N.Y. Department of Agriculture and Markets. The department allocates \$2,500 per winery or \$2,500 per wine trail.

### Winter Wine Months

Trail events draw tourists, and smaller trail wineries especially

### HIGHLIGHTS

- With support from the New York Wine and Grape Foundation, 10 separate wine trails draw tourists and revenues to the state's five winegrowing regions.
- Wine trail signage is a low-cost, high impact method of attracting visitors to even the most diminutive wine trail.
- Major events including art, entertainment and food create consumer interest and loyalty.

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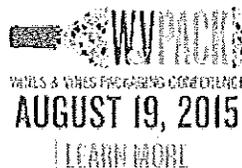


## Wine Industry Metrics

Off-Premise Sales »		Month	12 Months
June 2015	\$602 million		\$8,101 million
June 2014	\$571 million	5%	\$7,676 million
			6%
Direct-to-Consumer Shipments »		Month	12 Months
June 2015	\$92 million		\$1,901 million
June 2014	\$87 million	6%	\$1,669 million
			14%
Winery Job Index »		Month	12 Months
June 2015	366		261
June 2014	300	22%	220
			19%

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Released on 07.15.2015

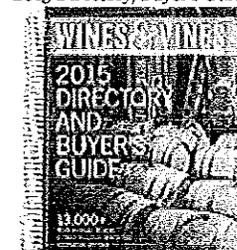


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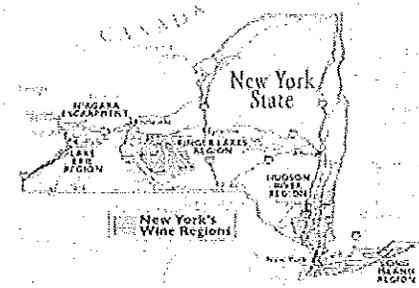
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Almost a dozen individual wine trails lead visitors on vinous adventures through New York's five major wine regions, shown here.  
Map: Courtesy New York Wine and Grape Foundation

rely on events for increased traffic. "It's the wine trail and the wine trail marketing, through its events, that have created and maintained a situation where (our wineries) can actually be known," says Susan Wine, treasurer of the Shawangunk Wine Trail. "A single winery can't run the kind of event that would put it on the map and bring it customers. It's all about the tourism that comes through the wineries through the wine trail events." Located on the

western side of the Hudson Valley, the Shawangunk trail currently has nine members, and plans to expand.

Events are held year-round, and winter events help bolster off-season tourist numbers. Judy Willberger, co-owner of Keuka Spring Vineyards, depends on the Keuka Lake Wine Route for off-season traffic. "They bring people to the winery in the shoulder season...It makes a big difference. People really do come through the door," Willberger says. "We close up for a couple of months in the winter, but we open up especially for those events. We rely on them; they bring a lot of people here."

Shawangunk Trail's Christmas event takes place over three weekends in December. "We've built our Christmas event into 3,000 people... We consistently sell these events out now," Susan Wine says. The event was initially promoted through members' small mailing lists and limited advertising. "We've now developed more advertising, and much bigger mailing and e-mail lists," she adds. "Tickets are bought primarily online...The bigger the event gets, the more people want to do it the year after."

The LIWC recently expanded its Valentine's Day event into a Winter Wine Festival. "We decided to hold a festival all month," says executive director Steve Bate. "We got in touch with a lot of the B&Bs and restaurants, and got them involved in it. It has enabled us not only to pro-mote the wineries, but also the tourism infrastructure here. People know things are open and that there are a lot of fun things to do out here in the winter. We've built on that."

**Wine, Food And Culture**

Many trails partner with tourism infrastructure businesses to offer a range of activities to visitors. "The kind of people who are coming out and touring wineries expect to have a broader experience," Bate says. This year, the LIWC partnered with the East End Arts Council to incorporate resident artists, musicians and creative events into its Winter Wine Month program.

Debra Slater-Manter, PR director for La Tourelle Resort & Spa in Ithaca, is pleased with the resort's affiliation with the Cayuga Wine Trail. "We have a more upscale interest than we've had in years. Those people travel, love to visit the wineries," she says. "I think (the affiliation) has brought more money into the area, and has brought a more upscale client." This type of clientele is exactly the type of visitor that La Tourelle and its premier spa, August Moon Spa, attract. La Tourelle partners with Cayuga trail wineries to offer tourist packages that include overnight stays, dinners and plays. "There is something about one of the wineries in almost every package we do," Slater-Manter says.

**Follow The Signs**

In addition to brochures and websites, highway wine trail signage is an important tool to increase awareness and generate tourist visits. In 1989, The NYWGF initiated a highway signage program to help support the trails. "The signs get people into and through the wine regions," says Jim Trezise, NYWGF president. Each of the road signs costs about \$250 and, according to Trezise, "pay for themselves the first day in terms of consumer traffic and sales."

Phyllis Feder agrees. Because of its small size, the Dutchess Wine Trail does not host events, and uses the signage program to attract tourists. "I would say without question, the No. 1 thing that put us on the map was the road signs," she says. "There's no question in my mind that it made a monumental difference in the amount of traffic." Trail members enlisted the support of state government and the Department of Transportation to increase wine trail signs throughout the area. Dutchess trail members pay a percentage of the signage maintenance cost. Individual road winery signs successfully direct tourists through the region, and increase trail awareness for area locals.

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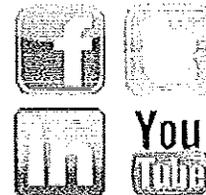
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I'm curious as to how 'guest' defines wine and their rational for claiming this is...  
Reader: Rob McDonald

**Article: The Spiciest Wines You Have Ever Tasted »**  
This is not wine. This is aromatized drink. Like vermouth.  
Reader: Guest

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**Legal Limits**

Legal restrictions surrounding winery events have prompted the NYWGF to review the state's liquor laws. "The foundation is now doing a review of New York state laws to make sure that first, the wineries know and obey them, but also that the laws are conducive to growth," Trezise says. "There are some gray areas about special events, which are vital to the success of the wine trails and to the wineries."

LIWC's Winter Wine Festival fell into one of those gray areas. "The state liquor authority had defined what wineries can do, not only in terms of production, but particularly about what wineries can sell in their tasting rooms," Steve Bate says. "Something that has come up is whether wineries can sell art." The program involved artists selling their work at the wineries, so the council wrote to the liquor board to confirm they could legally run the event. The liquor board, convinced the event supported wine and cultural tourism, approved the program.

A law that has been somewhat helpful to New York wineries, but not particularly useful for the wine trails, is the direct shipment law, signed by Governor Pataki in 2005. "The direct shipment (law) does not help trails directly, because in New York the direct shipment law says that the shipper must be the producer of the wine. So, for example, you couldn't put together a wine sampler of the Cayuga Wine Trail," Trezise explains.

**Economic Incentive**

Dr. Rich Harrill, director of the International Tourism Research Institute at the University of South Carolina, says the way to get laws changed is to demonstrate to politicians the industry's current and future economic impact. The Kentucky Bourbon Trail successfully used this approach to build its program.

Prior to 1999, Kentucky distilleries could not pour samples or sell bourbon to their visitors. Trail members invested in tourist facilities, and brought economic impact studies to the attention of the state assembly. "We showed the general assembly the economic impact the industry has on the state, including number of jobs and tax benefits," says Ed O'Daniel, president of the Kentucky Distillers' Association. That information helped change the laws to allow sampling, and later the sale of distilled spirits. Formalized in 1999, the trail includes six members and annually hosts roughly 450,000 visitors.

New York wine trails are successful in attracting tourists, and New York's wine industry has a positive economic impact on the state economy. Direct sales at tasting rooms have grown rapidly, and excise and sales taxes from direct sales generated more than \$7 million in 2003. Statistics compiled from MKF Research's 2005 Economic Impact Report and NASS' 2004 New York Winery Survey are a start in demonstrating to politicians the industry's economic potential for the state. In the meantime, the trails will keep doing what they do best: increasing tourist awareness for New York wineries and hosting unique New York wine trail events for visitors.

*(Ren Collins is a writer and musician based in Brooklyn, N.Y. Contact her through [edit@winesandvines.com](mailto:edit@winesandvines.com).)*

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# Growing Jobs in the Finger Lakes

By *Michael F. Nozzolio*



Posted by [Michael F. Nozzolio](#) <sup>[1]</sup> on Monday, April 29th, 2013

- Related issues: [Agriculture](#) <sup>[2]</sup>

## Growing Jobs in the Finger Lakes

**By: Senator Mike Nozzolio**

The Finger Lakes wine and tourism industry has become a driving force in our local economy. According to a study by Oxford Economics, in addition to creating over 50,000 jobs in the Finger Lakes, the industry has a \$ 2.7 billion dollar economic impact on our region.

Recently, I had the opportunity to join with members of the Cayuga Lake Wine Trail to celebrate their organization's 30th anniversary and the continued success of our local, job-producing wine and tourism industry. We can take great pride in the fact the Finger Lakes-Lake Ontario region is now the center of New York's booming wine industry and home to more than 150 wineries.

As State Senator, I have worked aggressively with local entrepreneurs, farmers, educators and businesses to create jobs here in our region and to promote the continued development of the Finger Lakes wine and tourism sector. This collective effort to grow and support this industry was recently recognized by the "Wine Spectator" magazine, which awarded top marks to a number of local wineries and noted that the Finger Lakes is "quickly becoming an excellent source for quality and value." Undoubtedly, this important recognition will spur continued tourism, investment and job creation in our area.

Assemblyman Brian Kolb and I were successful in our efforts to secure \$8 million in New York State funding for a reconstruction of research facilities at the New York State Experiment Station and the construction of the Finger Lakes Viticulture Center. The Viticulture Center will be constructed in the Cornell Ag Tech Park, adjacent to the Cornell Experiment station in Geneva,

where world class agricultural research has played a significant role in the growth and development of the New York wine industry.

After years of planning and hard work, I am pleased to announce that construction of the Finger Lakes Viticulture Center will begin this summer. This new, state-of-the-art Viticulture Center will serve as a permanent location for Finger Lakes Community College's new Viticulture and Wine Technology program - the only program of its kind in the Northeast. The Center will include a world-class winemaking lab, grape crushing pad and rooms for storing and aging wine, classroom space and a small teaching vineyard. The Ag-Tech Park location provides significant potential for the expansion of the Viticulture program in the future through its direct partnership and affiliation with Cornell University. Finger Lakes Community College's Viticulture and Wine Technology curriculum will offer students a unique opportunity to be trained for employment opportunities for a variety of jobs in New York's wineries. If they so desire, these students can also in the future accept a guaranteed transfer to Cornell University's undergraduate and graduate viticulture programs.

As the art of winemaking continues to gain in popularity, we are witnessing an unprecedented growth in the number of wineries in the Finger Lakes Region. As one of the fastest growing job-producers in New York, the need for individuals with the specialized knowledge and skills to pursue a career in the wine and grape industry, continues to increase. The new Finger Lakes Viticulture Center will enable our State's future winemakers, grape growers, vineyard workers, winery managers and all associated with the wine industry to study at the same location where some of the most innovative agricultural research in the world is taking place, thereby supporting our local economy and creating well paying jobs.

We extend our special thanks to President Barbara Risser and the faculty, staff and students of Finger Lakes Community College for their support as we fought to secure this important State investment. We also thank Cornell University President David Skorton, College of Agricultural and Life Sciences Dean Kathryn Boor and New York State Experiment Station Director Tom Burr for their support and strong commitment to the growth and expansion of the Experiment Station and the Ag Tech Park.

For more information on Finger Lakes Community College's Viticulture and Wine Technology Program, please visit [www.flcc.edu/academics/viticulture](http://www.flcc.edu/academics/viticulture) [3] or call (585) 785-1000.

###

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**Senator:**

[Michael F. Nozzolio](#) [1]

Authored by Senator

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Mon, 04/29/2013

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**City of Cortland**  
DEPARTMENT OF ADMINISTRATION AND FINANCE

City Hall, 25 Court Street, Cortland, New York 13045  
Website: [www.cortland.org](http://www.cortland.org)

Phone: 607-756-7312

Fax: 607-753-3295

**To:** Honorable Mayor and Council  
**From:** Mack Cook  
**Date:** August 10, 2015  
**Re:** Grant Funds Appropriation

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Consideration of a resolution to appropriate \$20,000.00 received from the Rental Permit System Equipment grant to the following General Fund Accounts in the designated amounts:

\$12,536.68 to account A1680540500 (Central Data Processing – Operating Equipment)

\$5,895.79 to account A1680541500 (Central Data Processing – Contractual)

\$1,567.53 to account A3620540301 (Codes supply)