

Upper Delaware Scenic Byway, Inc.

June 25, 2012 Meeting Minutes

Attendance:

Voting members:

Nadia Rajs, Town of Lumberland representative, Chairperson

Ed Boyer, Town of Tusten rep., Vice-chairperson

Larry H. Richardson, Town of Cochection rep., Secretary-Treasurer

Luiz Aragon, Sullivan County rep.

Ginny Dudko, Town of Deerpark rep.

Rosie DeCristofaro, Town of Delaware rep.

Amanda Scully, Town of Highland rep.

Dan Van Kleeck, City of Port Jervis rep.

Non-voting members:

Loren Goering, National Park Service Upper Delaware Scenic and Recreational River

Glenn Pontier, Sullivan Renaissance

Laurie Ramie, Upper Delaware Council

Guests:

Dorene Warner, W Design

Call to Order: Chairperson Nadia Rajs called the meeting held at the Upper Delaware Council office in Narrowsburg to order at 7:01 p.m.

Acceptance of Minutes: On a motion by Richardson, seconded by Dudko, minutes from the April 23, 2012 meeting were approved, with all in favor.

Presentation on Port Jervis Whitewater Park – Van Kleeck said that he was unable to arrange a presentation for this meeting because the individual he felt is most knowledgeable is out of the state. He has spoken with the mayor about it and they intend to offer a speaker at the July meeting.

Quarterly Website Report – Warner said there had been a tremendous increase in traffic to the UDSB website, up almost 1,000 visits since March. There have been 74,467 visits since the website's inception on July 1, 2007. Over the last quarter, the top-ranked pages were 1. Home; 2. Overview; 3. Attractions-Hiking; 4. Attractions-River; and 5. Sections-Lower. Referrals from other websites to ours have also steadily increased, particularly from iloveny.com. Copies of various statistical reports were passed around for review. Warner reported that she has been in touch with the Greater Barryville Chamber of Commerce and their payment of \$154 to add their 44 business listings to the UDSB website should be forthcoming. It has been pending since last August. Warner noted that the Callicoon Business Association listings were due to expire in May 2012 since she had added them in May 2011. DeCristofaro said she understood that they had a deal to stay on the website for one year, after which the businesses would consider whether to pay to renew their listings. Boyer said that it's in the best interests of UDSB to populate the business listing so that people find the site useful. If they prove saleable in the future, UDSB could raise the price. Richardson said we need to consider our revenue and covering the costs for our monthly website maintenance contract with W Design, which is \$1,200 per year. He suggested bumping it up from the current \$3.50 to \$5 per listing. Currently, it's the chambers that pay for the listings, not the individual businesses. DeCristofaro agreed that \$5 was still very reasonable. Ramie pointed out the number of referrals to the UDSB website from www.callicoon.com. On a motion by DeCristofaro, seconded by Richardson, UDSB, Inc. will charge \$5 per listing for any renewals or new business listings added to the UDSB website, with all in favor. Once the Barryville businesses are added, UDSB, Inc. will approach the Narrowsburg Chamber of Commerce next with the \$5 per business listing offer. Completing her report, Warner noted that Ramie had contacted her about the fact that she hadn't received any brochure requests from the website in a couple months. Upon investigating, Warner found that the e-mail pointed to Ramie's old address. She switched it over and now requests have resumed.

Correspondence Report:

Ramie noted that asterisks on this written report indicate handouts or action items.

Outgoing Correspondence:

1. To UDSB Committee, 4/30: Summary of Action Items from April 23 UDSB, Inc. Meeting.
2. To Rob DiFrancesco, Office of Rep. Nan Hayworth, 4/30: UDSB, Inc. letter to Chairman Mica regarding federal funding for the Visitor Center project, provided upon request.
3. To Mark Woods, NYS Scenic Byways Program, 4/30: UDSB has not received payment #2 for \$4,557.83 under Contract C031786 pending since 8/11/11. Grant expires on 6/1/12. Please look into the status of this grant.
4. To Herb Clark, SCVA, 4/30: Problems with documentation for NYS Grant TM08104 detailed. (Herb replied on 4/30: "Will take care of all and send corrected. Still have one ad to pay for to make the \$25,000 and will get that out. Hold tight and will get the info to you next week.")
5. To UDSB Distribution List, 5/1: UDSB, Inc. April 23, 2012 Meeting Minutes.
6. To Supervisor Ed Sykes, Town of Delaware, 5/1: Memo and in-kind services documentation form for UDSB Community Signs grant program, as requested.
7. To UDSB Municipalities, 5/2: Memo: Installation of Community Signs Required by June 1, 2012.
8. To Mark Woods, NYS Scenic Byways Program, 5/24: Five original, notarized Extension Requests for Contract C031786 to adjust the end date from 6/1/12 to 12/31/12. UDSB would also like to formally request an update on the status of its 2nd interim reimbursement request for \$4,557.83 submitted on 8/11/11.
9. * To Supervisor Carol Wingert, Town of Tusten, 6/21: Installation of Narrowsburg Interpretive Panel.
10. To UDSB Distribution List, 6/21: UDSB June 25 meeting agenda for advance review.

Incoming Correspondence:

1. From Sullivan County Visitors Association, 4/25: Invoice #2012-14 for \$7,250, UDSB 2011-12 portion of Matching Funds Grant Program. (Relates to NYS Grant TM08104)
2. From Delaware County Chamber of Commerce, 4/27: 2012 membership card and Business to Business Directory enclosed.
3. From Dave MacEwan, NYS DOT, 5/1: Requested copy of letter to Chairman Mica regarding modification of the Visitors Center funding. After received, wrote: "As administrators of this funding, NYS DOT would be very interested to know what response you receive from the Transportation Committee. We know that this has been a frustrating issue for the sponsor and parties such as UDSB to deal with. We also appreciate the ongoing commitment to this project represented by the architectural study that was recently completed. Thanks again!"
4. From Catskill Hudson Bank, 5/2: Statements for NYS Grant TM08104, TM07083, and M060091 Accounts.
5. From Rob DiFrancesco, District Director, Rep. Nan Hayworth, 5/2: Will forward the UDSB Visitor Center federal funding letter to their legislative director in D.C. and follow-up with Chris White for Rep. Hinchey.
6. From Jeff Bank, 5/7: UDSB Account Statement as of 4/30/12.
7. From Belleayre Music Festival, 5/7: Brochure for 2012 season at Belleayre Mountain, Highmount, NY.
8. * From Friends of the Pond Eddy Bridge, 5/7: Open annotated response to George Roberts of PennDOT's letter to Glenn Pontier dated 4/11/12.
9. From Glenn Pontier, 5/8: Friends of the Pond Eddy Bridge will announce a major campaign to save the historic Pond Eddy Bridge on May 19 at 3 p.m. on the All Veterans Memorial Bridge in Pond Eddy, with copy of news release, "Bridge Group to Launch Campaign: Release Memorial Wreath from Veterans Bridge on Armed Forces Day".
10. * From Glenn Pontier, 5/15: Mid-Hudson News article, "State Pulls \$5 Million to Build New Pond Eddy Bridge", with copy of a referenced 5/7 letter by Assembly Member Aileen Gunther.
11. From Frontier, 5/21: Invoice for telephone services, \$72.20 due by 6/11/12.
12. From Forestburgh Playhouse, 5/21: Brochure for Summer 2012 theatre season.
13. From Frontier, 5/23: Perfect Partner Package solicitation for business Internet and unlimited local calling.
14. From Mark Woods, NYS Scenic Byways Program, 5/24: No-cost extension for PIN SB.07.07.321; send me five signed and notarized copies.
15. From Supervisor Andy Boyar, Town of Highland, 5/24: Town can't locate its UDSB interpretive panel to install. (Laurie replied that the sign was picked up by the former Highway Superintendent by mid-October 2011. Suggest asking him where it was stored.)
16. From Supervisor Gary Maas, Town of Cohecton, 5/29: In-Kind Services Documentation for UDSB Community Signage Project for completed installation on Rt. 97 by intersection with County Rd. 116.
17. * From Ingrid Peterec, NPS, 5/29: Invitation to have booth at Zane Grey Festival on 7/14, 10-4, at the Zane Grey Museum in Lackawaxen, PA. Return reservation form by 7/1.
18. * From Herb Clark, SCVA, 5/29: Need to do one more payment to finish the grant. (Response to Laurie's inquiry about missing information for NYS Grant TM08104-Marketing).
19. From Catskill Hudson Bank, 6/5: Statements for NYS Grant TM08104, TM07083, and M060091 Accounts.
20. From Delhi Fair on the Square Committee, 6/6: Vendor Invitation for 7/6-10 fair from 5-9 p.m. on Main Street in Delhi, booth rental \$15/night for non-profits. Reserve by 6/22.
21. From Jeff Bank, 6/6: UDSB Account Statement as of 5/31/12.
22. * From Mark Woods, 6/7: "Yes, May was the estimated time. Waiting for announcement from U.S. Secretary of Transportation. Congressional representatives are informed first and then us. Could come at any time now and/or through the summer." (Response to Laurie's inquiry about announcement of awards for the FY 2012 FHWA grants.)

23. From Supervisor Nadia Rajsz, Town of Lumberland, 6/7: In-Kind Services Documentation for UDSB Community Signage Project for completed installation at Mongaup Cemetery.
24. * From Frontier, 6/18: Invoice for telephone services, \$71.52 due by 7/10.
25. From America's Byways Resource Center, 6/20: "Journal for America's Byways", June 2012 issue.
26. From Dan Van Kleeck, 6/20: "Sorry no, I haven't been able to get ahold of Adam. I believe he's still out in Wyoming. So I'm going to talk to the Mayor's office and see if they can help me contact and get that person to go to the committee." (Response to Laurie's inquiry about status of setting up a presentation on Port Jervis Whitewater Park.)
27. From Dorene Warner, 6/21: Confirm attendance at 6/25 UDSB meeting to deliver quarterly website report.
28. * From Carla Hauser Hahn, NPS, 6/23: DOT has done a nice job cleaning up byway vegetation in Sullivan County. Would a thank you be appropriate?
29. From ESRI, 6/25: "ArcNews", Summer 2012 newsletter.
30. * From Debbie Noone, PennDOT, 6/25: Response to a Pond Eddy, PA resident on status of Pond Eddy Bridge Project.
31. * From W Design, 6/25: Invoice for May and June UDSB website maintenance, \$200 & web statistics.

Ramie drew attention to #22 incoming, the response from Mark Woods about the status of announcements for the FY 2012 FHWA grant applications, and to #28, a suggestion from Carla Hahn of Callicoon that the UDC acknowledge the NYS DOT's work in cleaning up the byway vegetation in Sullivan County. The board agreed that it's moving in the right direction and asked Ramie to send a letter to the Sullivan County DOT residency encouraging them to continue their efforts.

Treasurer's Report:

Richardson 657.73, the NYS Grant TM07083 account balance is \$6,250, the NYS Grant TM08104 balance is \$6,250, the NYS Grant TM07083 balance is \$6,250, the NYS Grant M060091 account balance is \$638.93, and there is \$22.48 in the PayPal account. One new bill was received for payment, \$200 due to W Design for May and June website maintenance. On a **motion** by Van Kleeck, seconded by DeCristofaro, approval was given to pay the bill, with all in favor. On a **motion** by Dudko, seconded by Boyer, the Treasurer's Report was accepted, with all in favor.

New Business:

- a) **Grant Support Letter for Narrowsburg Esplanade Revitalization Project, Town of Tusten** – The draft letter and several explanatory attachments were included in the packets and had been provided for advance review. On a **motion** by Aragon, seconded by Scully, the board approved sending the letter, with all in favor. Rajsz commented that this is a great idea for Narrowsburg and the entire area. Boyer said that the idea goes back at least two decades. It would be phased in over possibly 10 years. He is impressed with the design. The only negative has been a perception that this money would be used on private property. These commercial entities have a beautiful view of the river. This is one of the best places on the whole Delaware River. He's been here for 16 years and Main Street has changed a lot over that time. Ramie said that, during a presentation given to the Upper Delaware Council's Water Use/Resource Management Committee on this project, it was clarified that these grant funds can't be spent to improve private property. That was described as misinformation. Rajsz concluded that the project will be a great benefit for the public and will help increase tourism.
- b) **Local Waterfront Revitalization Plan Charette** – Aragon noted that the charette for the Upper Delaware River, covering Port Jervis to Hancock, is scheduled for July 19 and 20 at the Hortonville Firehouse. [Note to minutes: dates subsequently changed to July 31 and Aug. 1.] The first day, the consultants will be visiting potential design sites. The second day will focus on public input. He said it's important for UDSB members to attend. Invitations with the specific itinerary will be sent soon. Pontier said that the LWRP could include the Port Jervis Whitewater Park in the overall plan but the city needs to let us know what this entails so we can decide whether to support it. He added that the design sites the consultants will visit are ones that aren't under study already, such as the Narrowsburg Esplanade. They may be looking in the Ten Mile River (Tusten), Hankins and Long Eddy areas at possible locations. Aragon added Pond Eddy to the list for a new river access parking study. Regarding the Port Jervis Whitewater Park, Rajsz offered to call Mayor Russell Potter to ask him to come or send somebody to the UDSB meeting, or perhaps UDSB members will have to go there to get information. Van Kleeck said it should be acknowledged that there is a lawsuit against this proposal on environmental grounds.
- c) **July 14 NPS Zane Grey Festival** – Ramie reported that UDSB, Inc. received an invitation to exhibit at this outdoor festival in Lackawaxen, PA. She said that the Upper Delaware Council has been invited also, and that if she participated, she would bring UDSB brochures. Aragon confirmed that he had distributed UDSB brochures at the Sullivan County Visitors Association's Literature Exchange at Bethel Woods on May 10.

- d) **Other** – 1) Ramie displayed the UDSB ad in the 2012 Sullivan County Travel Guide after recently obtaining copies. 2) Dudko complained about potholes on NYS Rt. 97. Pontier suggested that Dudko provide a list of pothole locations that UDSB can include in a letter to DOT. Sending a letter will put them on notice that they are liable for these. The letter is meant to draw attention to deterioration of the road. Dudko said that the potholes are located primarily between Port Jervis and Narrowsburg. Ramie said that would encompass Regions 8 and 9 of the DOT. 3) Van Kleeck mentioned that environmental clean-up work will begin soon to dig up contaminated soil at the old Orange & Rockland building near the Port Jervis-Matamoras Bridge and Flo Jean's Restaurant. 4) Village of Hancock Representative Cliff Johnston was not able to attend the meeting due to having a new baby boy at home, but had sent an e-mail stating, "As an FYI, I wanted to share the update on the Federal Highway grant that we received a while back. I spoke with Jerry DaBrescia about the project for the building of the town square. He stated that the first phase of the grant was completed and submitted for \$90,000. This had included the demolition of the property. The second phase will be implemented next which consists of off-site signage. At this time the signage will be placed on the west end of the village. I will update with more as it comes about."

Old Business:

- a) **Pond Eddy Bridge Update** – Four handouts were provided: May 19, 2012 press release from Friends of Pond Eddy Bridge, "August 4th Rally to Save the Bridge"; June 20, 2012 letter from PennDOT to Lori Ayers of Pond Eddy, PA regarding concerns of discontinued fuel delivery services, lack of emergency services, and the current status of the Pond Eddy Bridge project; letter dated May 7, 2012 from Assemblywoman Aileen Gunther to Gov. Cuomo expressing opposition to the proposed demolition and replacement of the Pond Eddy Bridge; and a May 1, 2012 Open Annotated Response to Mr. George J. Roberts' Open Letter to Glenn Pontier dated April 11, 2012 from Friends of the Pond Eddy Bridge. Ramie noted as a further update that Senator John Bonacic had arranged a June 27 meeting by invitation-only with NYS DOT Commissioner Joan McDonald in Monticello to discuss the Pond Eddy Bridge.
- b) **Signage Update** – Ramie reported that there were possibly three more of the UDSB community signs awaiting installation by the Towns of Delaware and Highland, and City of Port Jervis. If the signs have been put up, she has not received the in-kind services documentation form that she requested for the local match to the federal grant. The forms provide the value of the mileage and labor related to the signs. Van Kleeck said that the Port Jervis sign is up at the Observatory on Rt. 97; he will contact the highway superintendent about returning the form. Scully said that Highland found its sign that the former highway superintendent had been storing and the town is currently discussing the best location for it. The eagle blind is a likely spot. In Delaware, DeCristofaro said that she has possession of the sign and they still need to install it. On another signage topic, Ramie reiterated that the UDC has 26 UDSB highway logo signs on brown rectangular backgrounds and 22 of the logo-only signs in storage. These were "seconds" that cannot be placed on Rt. 97. She encouraged representatives to take them for their communities' use. Thirdly, Ramie said that she had contacted Town of Tusten Supervisor Carol Wingert to let her know that the UDC has been storing the 7th Narrowsburg interpretive panel created under a previous grant project since 2009 and would like to pass it along to the town.
- c) **Visitor Center Update** – Ramie noted that there has still been no reply from the April 2 letter that UDSB sent to U.S. House of Representatives' Transportation and Infrastructure Committee Chair John L. Mica requesting a modification of the 2005 SAFETEA-LU allocation for the design and construction of a UDSB Visitor Center, but she did forward to Congresswoman Nan Hayworth's aide and to Dave MacEwan of NYS DOT, both upon request. Pontier suggested that UDSB should send the letter to the winner of the primary election between Congressman Chris Gibson and his Democratic challenger after the outcome is known to inform them of the issue. That new district will include a portion currently covered by Rep. Hinchey.
- d) **UDSB Meeting Schedule Discussion** – Rajs said the question remained open about whether the meeting schedule should change. Pontier said we need a better plan for how to use our time effectively. Rajs said the point is that Ramie has been named executive director of the UDC which means she has additional responsibilities. She has been indispensable to coordinating activities of the UDSB but we can't overburden her. Richardson said the alternative to leaving the meeting schedule as is may be not having Ramie as part of this organization. Pontier said we need to re-evaluate. If another organization is shifting its frame of reference, we should look to see if we can do something else. For years, he wanted to focus on a litter campaign for Rt. 97. That's a key component of our plan that we've never taken seriously because we always run out of time. Eventually it stopped appearing on the agenda. He would rather that we were more

proactive. Meetings should be scheduled around our goals. Can we hire somebody? Can we place an ad to seek someone with secretarial experience to take the minutes? How do we organize ourselves for the future? That's the conversation that we need to have. Rajsz said that Ramie does a lot more for UDSB than take minutes. Goering agreed that UDSB, Inc. should identify its organizational mission and goals, and then have their meetings drive toward that. Rajsz asked whether it would be better to meet in different areas along the byway or perhaps at the Tusten Town Hall. She said she would bring that up for discussion at the UDC's Operations Committee meeting, to see whether having the UDSB meetings at the Council office is a concern. Pontier said we should do strategic planning. Rajsz suggested that the July UDSB meeting could focus in on a limited number of items, such as the Port Jervis Whitewater Park, strategic planning for UDSB, and anything timely like the Treasurer's Report. Richardson said it would be a good idea for this group to do a plan.

- e) **Status of Current Grants** – Active grants under administration include: 1) FY07 FHWA grant (\$12,400 award plus \$3,540 local match for the Invasive Plant Species Educational Campaign and Interpretive Signage Project) – UDSB awaits payment of \$4,557.83 from its second reimbursement request submitted Aug. 12, 2011. The contract for this grant ends on June 1, 2012. Ramie will inquire again about the status and start preparing a third reimbursement request in the meantime. 2) NYS Grant M060091 (originally \$50,000, now an approximately \$18,750 balance) - Project documentation for the six beautification projects has been requested by Aug. 1 since the grant expires on Aug. 15, 2012. Ramie referenced a memo in the packets that details the projects, funding, and what is required to apply for reimbursement. 3) NYS Grant TM07083 (\$25,000 for UDSB Visitor Center Feasibility Study) – Ramie applied to the state for reimbursement on March 16. The contract deadline is Aug. 15, 2012. 4) NYS Grant TM08104 (\$25,000 for a UDSB Marketing Matching Funds Campaign) – UDSB awaits receipt of final documentation from Sullivan County Visitors Association in order to file for reimbursement. Contract expires Aug. 31, 2012.
- f) **Other** – Van Kleeck commented on a need for more cell coverage along NYS Route 97, citing the case of a 15-year-old camper who was injured by fire and couldn't get summon help. Rajsz agreed that it's an absolute necessity to improve communications in the river valley. There should also be designated camping areas because emergency response may have trouble finding you otherwise.

Public Comment – None

Next Meeting Date – Monday, July 23, 2012 (with limited agenda items)

Adjourn – On a motion by Van Kleeck, seconded by DeCristofaro, the UDSB, Inc. meeting adjourned at 8:45 p.m.

Minutes submitted by Laurie Ramie, 7/20/12

