

**COUNCIL WORK SESSION
CITY OF WATERTOWN
November 14, 2005
7:00 P.M.**

MAYOR JEFFREY E. GRAHAM PRESIDING

PRESENT: **COUNCILMAN STEPHEN J. BRADLEY
COUNCILWOMAN ROXANNE M. BURNS
COUNCILMAN PETER L. CLOUGH
COUNCILMAN TIMOTHY R. LABOUF
MAYOR GRAHAM**

ALSO PRESENT: **CITY MANAGER MARY M. CORRIVEAU**

Presentations:

Destination Marketing Proposal – 1000 Islands International Tourism Council

Gary DeYoung, Executive Director Thousand Island International Tourism Council, presented to the Council the proposal for spending \$25,850 on marketing the City of Watertown with the 1000 Islands International Tourism Council during the upcoming year. Mr. DeYoung explained that a regional approach to tourism includes a more appealing tourism “product” and attracts more tourists, enables individual communities to pool funding to facilitate more expensive marketing projects and economic benefits of tourism are shared within the region.

Mr. DeYoung highlighted the communities and partners who support the Tourism Council. He stated that the primary partners are the Thousand Islands Bridge Authority and Jefferson County. Mr. DeYoung said that as the official DMO for Jefferson County, the Tourism Council qualifies to receive I Love New York matching grants. Mr. DeYoung also spoke about the Tourism Council’s marketing plans which include print media, annual directory advertising, a summer campaign, advertising lead fulfillment, direct mail, season resident initiative, 1000 Islands International Travel Guide, the Internet, direct email campaigns, publicity and travel media outreach, outdoor recreation, and travel trade marketing.

The Tourism Council is offering buy-in opportunities to the City for 2006, which include a major summer marketing campaign, an international travel guide, and coverage in the 2007 I Love New York Travel Guide. Other opportunities include an ad in the Seaway Trail “Journey” Magazine, a specialty website, a theme destination ad in the East edition of USA TODAY, a profile of the area for the Ottawa Market FSI publication, inclusion in the 1000 Islands Regional Tour Planner and an exhibit at consumer and business shows.

Councilman Clough asked how many areas give a set amount of money to the Tourism Council.

Mr. DeYoung said that Alexandria Bay area does contribute but not at a set amount. He said that other areas that give include Orleans and Clayton.

Councilman Clough said that he is not aware of the Cape Vincent area contributing. He proposed that the City participate in the summer campaign.

Mrs. Corriveau asked Council to remember the New York State Zoo at Thompson Park, the Historical Society and white water rafting on the Black River when considering placing an ad.

Mayor Graham commented that businesses should support the City's advertising efforts but also said he is not sure this offers a fair depiction of what Watertown has to offer.

Mrs. Corriveau suggested letting businesses choose where they want to be listed in ads placed by the City in the Tourism Council publications.

Mayor Graham stated that there is little reflection of Fort Drum on the examples of publications given by Mr. DeYoung. Mayor Graham said that the reason hotels in the Watertown area are full is because of Fort Drum related traffic. He also said that that factor is one reason why the City is getting two new hotels as well.

Mr. DeYoung suggested that a sidebar be added about Fort Drum. He said that the purpose of the tourism books is to distribute them to communities outside of the Watertown area, at sport and trade shows for example.

Mayor Graham said that there needs to be some kind of indication on the map in the "mass of space"

Empire Zone Administration

Joseph Butler Jr., Vice Chairman of the Watertown Empire Zone, presented to the Council options and alternatives with regard to the administration of the Watertown Empire Zone. The Administrative Committee comprised of Peter Clough, James Fitzpatrick, Peter Sovie, Bruce Dempster and Bob Lawlor met October 11, 2005, to discuss options on the administration of the zone. Three options were discussed which include remaining with Camoin Associates of Albany. Camoin took over administrative duties for the Watertown Empire Zone in 2003. Another option was to hire a local consultant and a third option included using a City employee, to be hired by the City, and pay a portion of the employee's salary. The Administrative Committee reported back to the full board at its October 31 meeting and recommended the zone administration remain administered by Camoin Associates for a period of one year. The Watertown Empire Zone Board unanimously supported the administrative Committee's

recommendation and at the request of Chairman Clough, it was suggested that Mr. Butler report to the City Council during the work session of November 14.

The board felt that Camoin Associates would be best suited to administer the zone for several reasons. The New York Empire Zone has undergone many changes over 2005 and these changes will have a tremendous impact on the Watertown Empire Zone going forward. During this time of change the Zone needs experienced administrators with deep resources focused on economic development. Camoin meets this need. Camoin has saved the Watertown Empire Zone administrative expenses. Mr. Butler also said Camoin has deep resources supporting the Watertown Zone Coordinator. He stated that Camoin and the Watertown Zone Coordinator Michael N'Dolo are located in the Albany area. The Zone views their location as an advantage due to their close proximity to those responsible for administering the New York State Empire Zone program.

Mayor Graham thanked Mr. Butler for the presentation. He stated that the Town Board eliminated \$15,000 in funding.

Councilman Clough said that the funding will go down to about \$10,000 and the budget will have to be revisited.

Mayor Graham said he was a little unnerved over the Town's decision to cut funding. He said he is disappointed but will still be supportive of the Town.

Mr. Butler said that with a lack of funding, revenue will have to be raised.

Mayor Graham said he is cognizant of sensitivities to the Town. He stated that he is disappointed in how this played out between the City and Town and said the point is to redevelop existing areas.

Councilman Clough said that for the last year he has walked a tight rope between the Council and the Town and never saw a more dedicated company than Camoin when doing something asked of them. He said he too is disappointed in the cutting of funds. He said this would be the wrong time to get rid of Camoin.

Mayor Graham asked Mrs. Corriveau about funding. She said the City gives about \$30,000 in funding to the Zone each year.

Councilman Clough said he will ask about an opt-out option.

Mayor Graham said this is not the time to make a radical change.

Civil Service Exam Fee Adjustment

Executive Secretary of Civil Service Commission Beth Morris suggested to the members of the Commission at its meeting in October the possibility of increasing fees for open competitive exams for uniformed services from \$15 to \$25. All other exam fees would

remain at \$15. The Commission approved this increase. The City pays to New York State \$12.50 for each exam they process for uniformed services. The total for the 2003-2004 fiscal year was \$4,337.50 for 347 exams (uniformed services only). This represents Police Officer and Firefighter candidates. The last time fees were raised was in 2000.

Council concurred on the increase.

Main Street Grant Application & 2005-2006 Quality Communities Program

Christine E. Hoffman, Downtown Development Specialist, presented information on Main Street and Quality Community grants. Regarding the Main Street Grant, the City currently has an application pending for \$100,000 in façade funding and \$100,000 for business renovation grants under the last round of funding. There is no application available yet or a stated deadline but the application is expected to be similar to the one used for the last round of funding. The deadline is expected to be sometime in January 2006.

Mrs. Hoffman answered questions posed by Council.

Garage Sale Legislation

City Clerk Donna Dutton presented excerpts from Municipal Codes for the City of New Rochelle and the City of Newburgh regarding rummage sales. The sections selected address the frequency and length of sales allowed per year as well as what constitutes items that can be sold. In addition, there is a clause concerning signage and a clause for dealing with offenses. If Council wishes to adopt such an ordinance, it would address the concerns expressed by many citizens regarding the ongoing rummage sales in various neighborhoods.

Mayor Graham asked if this is in response to sales on Coffeen Street and questioned if they would need to give 30 days written notice.

Mrs. Dutton replied that there have been several complaints about rummage sales across the City. She said there is nothing on the books about garage sales and the information provided in these excerpts is a place for Council to start.

Mayor Graham asked if Code Enforcement is a less effective monitor.

Mrs. Corriveau responded that in this case, Codes would not have to give written notice, they could issue tickets.

Councilman LaBouf asked if \$25 was enough of a deterrent.

Mrs. Dutton said that was just a minimum. The offender would have to go before City Court if they were in violation of these Codes. She also pointed out that signs for rummage sales would be regulated.

Autumn 2005 Cleanup Program

The City offered a residential bulk item drop-off collection program on Saturday, October 22. Working under the same guidelines as last year's Spring and Autumn Cleanup programs this was a one-day event utilizing a single drop-off location at the Court Street parking lot. A total of 191 residents took advantage of this opportunity to dispose of unwanted household items, filling eleven, 30-yard containers.

Mrs. Corriveau said that in the future, the City may consider hosting the collection program at the Fairgrounds.

Mrs. Corriveau said that the new entrance to Stream is almost complete.

Mayor Graham asked, in regards to the Street Scape project, when the final signoff would be.

Mrs. Corriveau responded that the City may get money over the next five years.

Work Session ended at 8:55 p.m.

Amanda C. Lewis

Deputy City Clerk