



**Workforce Development Board of Sullivan, Inc.**

**Robert Green, Chair**  
**Laura Quigley, Executive Director**

*Minutes May 10, 2022 - Full Board Meeting*

**Members Attending:** Robert Green- Chairman, Jacob Lerner – Vice Chairman, Claire Taggart-Secretary, Dory Alport – Treasurer, Jim Boxberger, Matt Bliefertich, Denise Burgio, Dawn Ciorciari, Stacy Cohen, Freda Eisenberg, John Emminger, Loreen Gebelein, Stephen Gida, Christine Knickerbocker, Tom O’Connell, Jay Quaintance, Richard Riseling, Jaime Schmeiser, Susan Schmidt, Donna Willi.

**Others Attending:** Laura Quigley- WDB/ Executive Director, Klu Padu- Sullivan County Community College, Sharon Ferber- Community Resources/Administrative Assistant.

This meeting called to order at 8:05am. A required quorum of 14 was met with 19 voting members present.

**Board Business:**

1. Approval of February 8, 2022 minutes.

Motion: Jaime Schmeiser

Second: Jim Boxberger

All in Favor

2. **Resolution:** Approval of Youth Digital Marketing contract –To provide professional services to include Geo Targeted Digital Video Marketing, Social Media Digital Marketing and Video Production to create awareness and desire for CWD’s youth program, to determine what services and trainings are needed to put our youth to work and build the future of our local area. (see attached)

Motion: Jay Quaintance

Seconded: Stacy Cohen

All in favor \* Dawn Ciorari, Bold Gold Media abstained from voting.

**Resolution:** RFP issued for a One Stop Operator. RFP states no funding is available. One reply from Community Builder in Beckett, Massachusetts received included a budget of \$9000.00. Board rejects the response from Community Builder because of cost. (see attached)

Motion: Denise Burgio

Seconded: Donna Willi

All in favor

**Resolution:** Due to cost, One Stop Operator services will be provided internally. WDB will designate Center for Workforce Development as the One Stop Operator for a cost not to exceed \$3000.00 annually. The agreement will be in effect from July 1, 2021 thru June 30, 2022, with an option of renewal through June 3, 2025.

Motion: Denise Burgio

Seconded: Donna Willi

All in favor

### 3. Director's Report – Laura Quigley

#### Highlights:

- ✓ WIOA requires that the WDB competitively procure youth services that are not provided by the grant recipient. At least 75% of the funds must be spent on services to out of school youth. We have served out of school youth exclusively for the past 12 years. This year we are looking to use 25% of the funding to serve in school youth. A Request for Proposal (RFP) was released on April 30<sup>th</sup> with responses due by May 27<sup>th</sup>. The RFP is attached.
- ✓ Ms. Quigley was able to get a Youth Internship Coordinator position approved in the county budget. Interviews were conducted and two applicants are being considered. Once a decision is made, Ms. Quigley will be conferring with the Board members to determine the best approach to developing internships between the Chamber of Commerce business members and the school districts.
- ✓ We did have an Employer Engagement Zoom meeting. We will be working with businesses not only to help with recruiting but also through our other supports to retain current staff. The Internship Coordinator will be focused on the in school youth and the up and coming workforce.
- ✓ Still waiting on approval of the NYSDOL renewal of the system Memorandum of Understanding (MOU).
- ✓ Planning has begun for the Summer Youth Employment Program. The Youth Coordinator recently resigned so we are actively searching for a person to fill that position. Crew Leader positions have been posted and applications are being made available to county youth. The worksites are being developed. The annual allocation was in the State budget was recently passed. We are hoping to employ between 35 and 50 people this summer.
- ✓ Still waiting on approval to expand the Move Sullivan public transit route to include Wurtsburo, Blooming burg and the second to include Liberty, Swan Lake, Kauneonga Lake and Bethel.
- ✓ Sullivan County unemployment rate for March 2022 is at 3.9%.

### 4. Loreen Gebelein – One Stop Operator report.

- As of Thursday, May 12, 2022 NYSDOL will fully allow the opening of the Career Center.
- A Job Fair was held on April 6, 2022 at the Kartrite Resort and Indoor Waterpark. There were 51 businesses present and 162 job seekers. Statistical graphing is attached.
- Johnson College has received all the necessary approvals from NYS. A meeting was held between Johnson College and SC BOCES to secure space and set up an agreement. The first training is Diesel Mechanic/Automotive and is scheduled for June/July.
- Disaster Recovery Grant has provided employment for 13 dislocated workers in clerk positions within the County. Three have been hired permanently with the County, two of those are in Center for Workforce Development and one is at the Chamber of Commerce.
- Katherine Poitras has been hired to fill the NY SCION position. She started on April 25, 2022.
- CWD is working to become part of the Administrative Employment Network(AEN) which would allow us to participate in the Ticket to Work Program. Also working with NYSDOL and the New

York Employment Services Systems to allow a tab in the OSOS system. These will allow CWD to generate some unrestricted income.

- NYSDOL Audit of Financial and Programs showed no findings.
5. Freda Eisenberg, Commissioner of Planning and Community Development gave the attached power point presentation on the Sullivan County Trail Town Economic Development Initiative.

Mr. Green adjourned the meeting at 9:12am

Motion: Stacey Cohen

Seconded: Donna Willi

All in favor – meeting adjourned.

**The next meeting will be Tuesday, September 13, 2022.**



May 10, 2022

Resolution

WHEREAS, the Center for Workforce Development is responsible for the administration and implementation of the federal Workforce Innovation and Opportunities Act (WIOA) Title 1B Youth funds; and

WHEREAS, the Center for Workforce Development issued a Request for Proposal RFP #21-25 for Professional services to include Geo Targeted Digital Video Marketing, Social Media Digital Marketing and Video Production to create awareness and desire for CWD's youth program, to determine what services and trainings are needed to put our youth to work and build the future of our local area; and

WHEREAS, there were three respondents: Capacity Marketing, Bold Gold Media and Media Solstice, and

WHEREAS, Bold Gold will all requested services at the lowest cost, and

WHEREAS, Bold Gold Media Group was chosen out of the three respondents to provide the services sought after; and

WHEREAS, Bold Gold Media will provide the services from August 1, 2021 through July 31, 2022 in an amount not to exceed \$35,000. The Contract may be renewable for an additional one (1) year based on availability of funds, success with deliverables, and quality of products.

The WDB approves the contract with Bold old Media.

Motion made by Jay Quaintance

Seconded by Stacey Cohen

Unanimous vote in favor.



May 10, 2022

Resolution

A Request for Proposal (RFP) was issued June 4 for a One Stop System Operator. The RFP stated that there was no funding available to support the role. One response was received from The Community Builder located in Becket Massachusetts who included a budget of \$9,000.

The Board rejects the response from Community Builder because of cost.

Motion made by Denise Burgio

Seconded by Donna Willi

Unanimous vote in favor.



May 10, 2022

Resolution

Whereas, The WIOA section 121(d)(2)(a) requires that a One Stop Operator be selected through a competitive process,

Whereas, The County, as grant recipient, issued a Request for Proposal, #R-21-21, and there was one respondent, and

Whereas, it was determined that due to costs this service would be provided internally, and

Whereas, the WDB will designate the County's Center for Workforce Development as the One Stop Operator, and

Whereas, the County agrees to support this function in an amount not to exceed \$3,000 annually, and

Whereas, the agreement will be in effective form July 1, 2021 through June 30, 2022, with the option of annual renewals through June 30, 2025.

Motion made by Denise Burgio

Seconded by Donna Willi

Unanimous vote in favor.



# **Project Overview, Trail Towns Initiative**

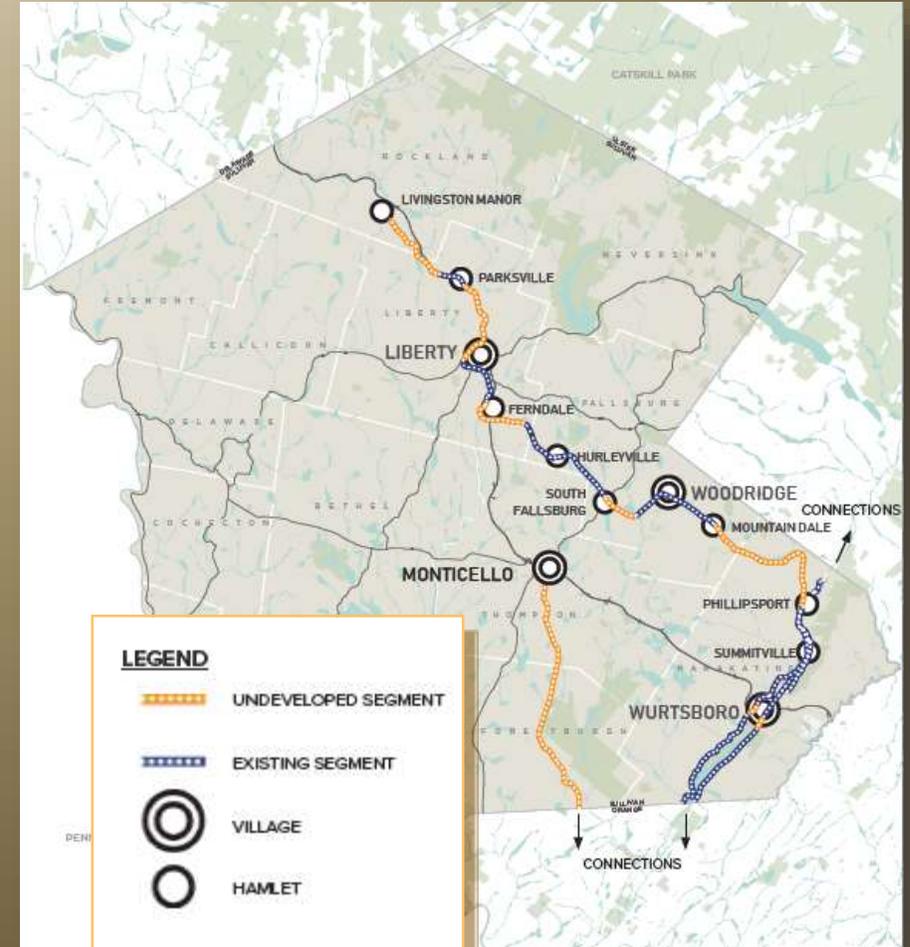
Presentation to SC Workforce Development Board

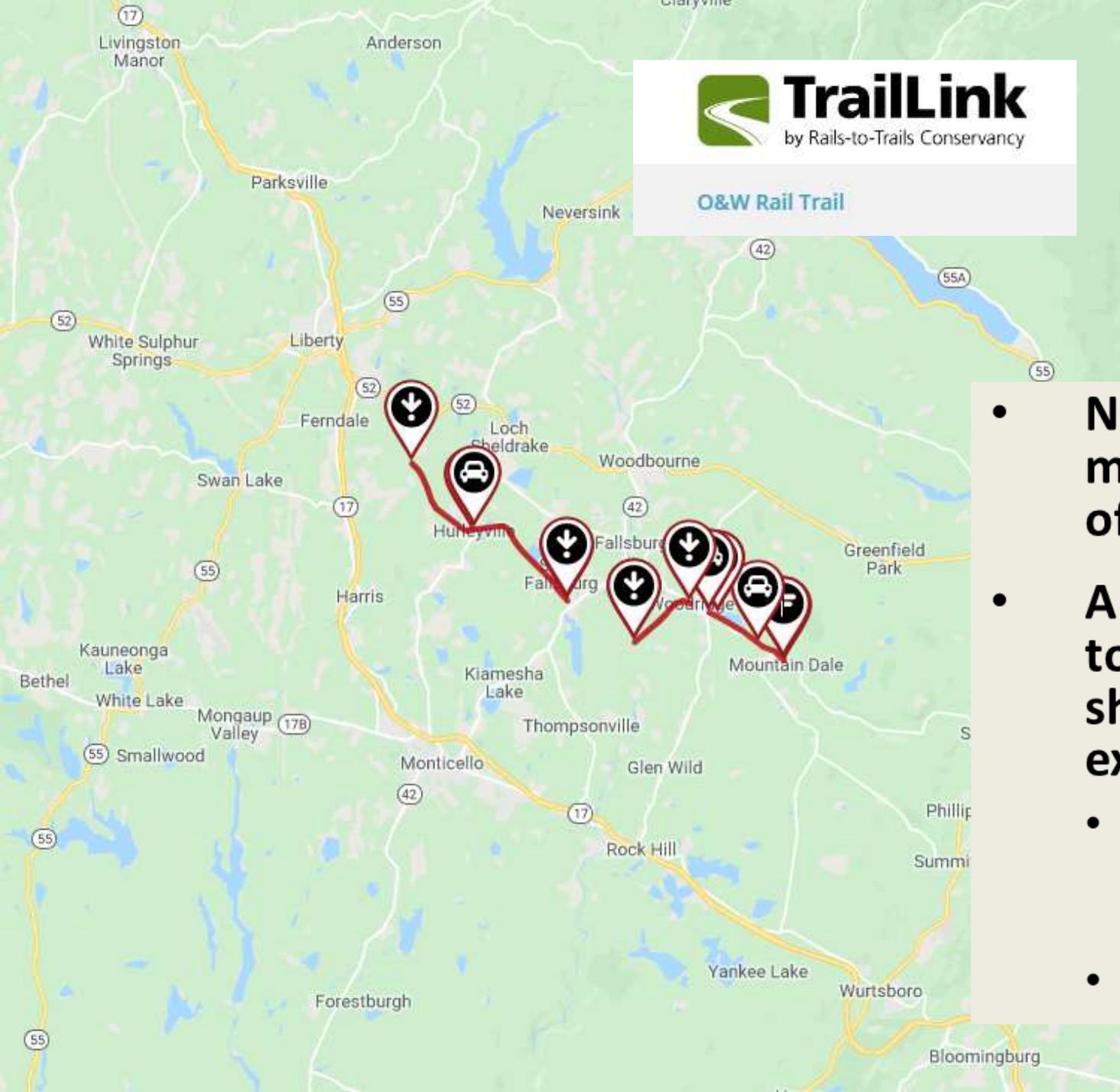
May 2022

# Background & Project History



- County legislature established trail committee in 2015
- Trail committee identified O&W rail trail build out as highest priority
- Five independent trails developed along the former O&W rail line that ran through Sullivan County:
  - Parksville Rail Trail
  - Liberty Rail Trail
  - Hurleyville Milk Train Trail
  - Woodridge Rails to Trails
  - Mamakating O&W Rail Trail
- Lengths, conditions, signage, parking and available amenities vary





O&W Rail Trail



- **No coordinated identity, or marketing of segments as part of a larger O&W system**
- **A search for O&W on the Rails-to-Trails Conservancy website shows only a portion of the existing segments**
  - **Liberty and Parksville are on the website, but not shown as part of the O&W corridor**
  - **Mamakating not shown**

# Reasons to Prioritize Rail Trail Build-out



- Trails address Sullivan County's major needs – economic development and improved public health
- The five existing trails provide opportunity to build on
- Longer trails deliver more benefits
  - Attract more users from greater distances
  - Generate more local spending and sales tax revenues
  - Increase property values, revitalize communities
  - Increase the ability to reduce disease



# The Vision

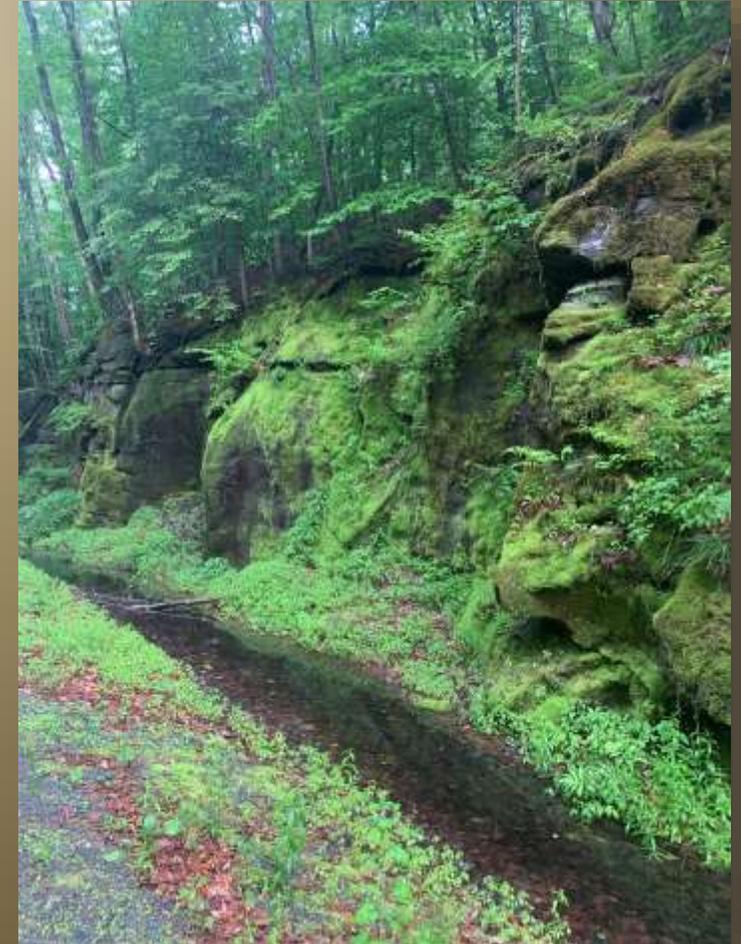


- A regionally scaled trail able to provide excursion-length experiences
  - Up to 50 miles on the O&W main line through Sullivan County
  - 10 miles on spur line from Monticello to Port Jervis
  - Connections to existing O&W rail trail segments in Ulster and Orange Counties and to the planned Empire Trail system
- A unifying brand: The Sullivan O&W Rail Trail
  - Conceptually links trail segments together
  - Allows for coordinated marketing
  - Longer trails attract more users
  - Regional trails are better positioned to compete for funding
  - Sullivan O&W connects with area history
  - Promotes county identity and connection to the Sullivan Catskills tourism brand

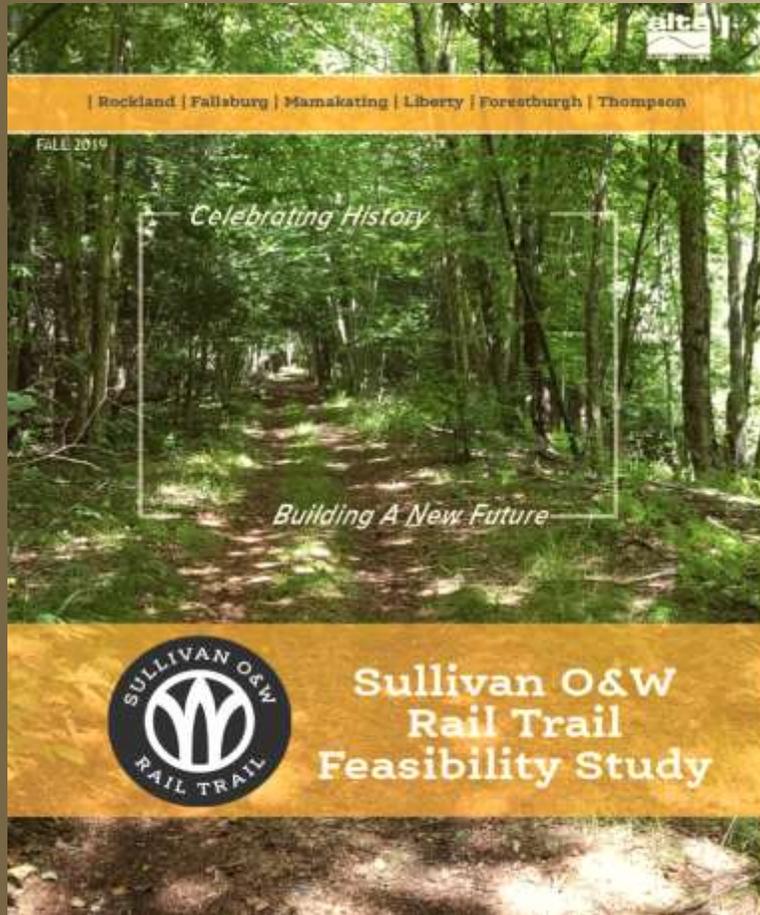
# The Vision



- Broad knowledge and awareness of the trail by residents and visitors
- A coordinated system of trailheads, parking and amenities
- Trail to remain in municipal ownership
  - Each municipality to own the segment of trail within its borders
  - Inter-municipal agreements on management and maintenance
- A Sullivan O&W Rail Trail entity to:
  - Coordinate management and maintenance, signage, branding, etc.
  - Market and promote the trail and its communities
  - Generate support for trail
  - Develop grant applications and raise funds through other means



# The Feasibility Study



- NYS and Sullivan County funded a feasibility study for the trail to look at:
  - **Connecting the existing trails** along the O&W Main Line
  - **Developing a new multi-use trail along the Spur Line** from Monticello through Forestburgh, eventually connecting with Port Jervis
  - **Branding** the full trail system
  - Establishing **standards for trail development** and improvements
  - Creating a **structure for collaborative development, operations and maintenance**

# The Sullivan O&W Rail Trail Alliance



- The Feasibility Study was prepared with oversight from an advisory group comprised of stakeholders from all trail municipalities plus partner organizations and businesses
- Since the Study's completion in early 2020, the stakeholder group has continued to meet regularly to advance the project.
- The intent is to incorporate as a not-for-profit entity capable of fundraising, and coordinating build out and maintenance projects as well as outreach and events.

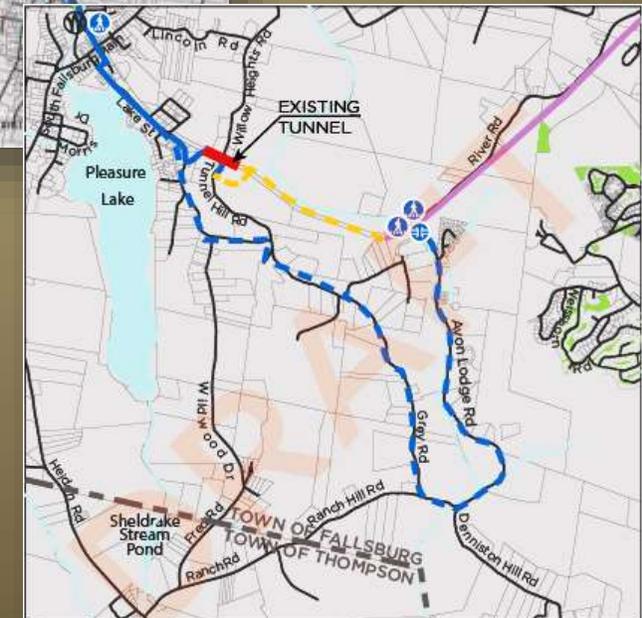
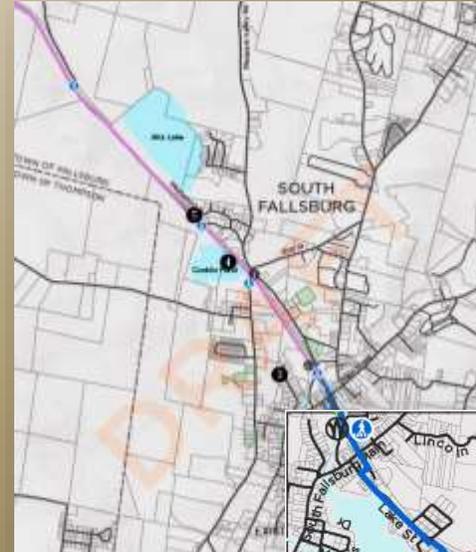


# What's Been Happening: Projects



Current focus is on Neversink River crossing

- There is a 1 mile gap between where the Hurleyville trail ends in South Fallsburg and the existing trail Woodridge
- Connecting these two trails yields an excursion length trail of 13 miles
- An on-road connection from Hurleyville to Liberty will result in 18 miles of trail linking 6 village and hamlet centers



# What's Been Happening: Projects



- National Fish and Wildlife Foundation is funding trail culvert improvements in Woodridge to Neversink section
  - Pilot project to promote aquatic passage in the Neversink watershed may be replicated elsewhere
- Connecting the existing Parksville trail north to Livingston Manor is the next buildout priority





# What's Been Happening: Funding

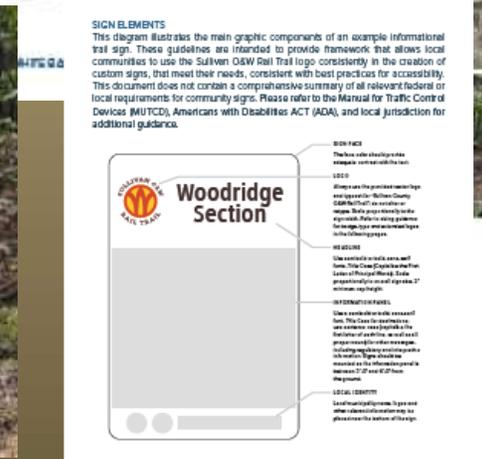
- Alliance group working with the Community Foundations of Orange and Sullivan Counties for fiscal sponsorship
- Funds are being sought through variety of grant opportunities, including:
  - 2022 federal DOT RAISE program application (pending)
  - 2022 Congressional member-directed spending requests (pending)
  - 2022 CFA applications (in development)
  - Hazard mitigation funding for trail segments with drainage issues (in development)
  - Sullivan County 5-year capital budget (secured; reauthorization requested)



# What's Been Happening: Marketing



- Feasibility Study project resulted in development of:
  - a brand, logo, and usage guide
  - a printed system map
  - a trail website
  - Instagram and Facebook accounts
  - a marketing plan



# What's Been Happening: Outreach



## • Events

- Annual SnO&W walk
- National Trail Day clean up
- Bold Gold Movement Mondays
- Conductors Clambake
- History Walks
- Sullivan Renaissance webinars and Trail Town conference



Join the Sullivan O&W Rail Trail Alliance as we celebrate **NATIONAL TRAILS DAY**

Saturday June 5 <sup>th</sup>	Sunday June 6 <sup>th</sup>
<p><b>Time:</b> National Trails Day Kick Off Hickoryville Rail Trail Open House 10am - Liberty Rotary Antiques Historical Art Auction</p> <p><b>11:30am - 1pm</b> Trail Cleanup &amp; Service Project Visit your favorite O&amp;W Rail Trail More info at <a href="http://www.snoandw.com">www.snoandw.com</a> Free O&amp;W Trail Mix for all volunteers!</p> <p><b>1:30pm - 3pm</b> Liberty Rotary Biscuits and Walk for Clean Water Hickoryville Rail Trail</p>	<p><b>Time:</b> Educational Trail Walks Visit your favorite O&amp;W Rail Trail More info at <a href="http://www.snoandw.com">www.snoandw.com</a></p> <p><b>1pm:</b> Elders Hit the Trails! Visit your favorite O&amp;W Rail Trail More info at <a href="http://www.snoandw.com">www.snoandw.com</a> Free O&amp;W Trail Mix &amp; Trail Mixies for the kids!</p>

Trail locations and more information at [www.snoandw.com](http://www.snoandw.com)  
Music and social dancing will be offered at all locations.  
Tag your great photos all weekend with #liveandwalk to win great prizes!



# Trail Town Initiative



- The Trail Town Program® revitalizes rural communities by growing outdoor tourism and small businesses.
- Initiated in 2007 by The Progress Fund to spur economic development in southwestern Pennsylvania communities along the 150-mile Great Allegheny Passage trail



# Trail Town Initiative

- Sullivan Renaissance hosted a 2-day event on April 7-8



Sullivan Renaissance and the O&W Rail Trail Alliance invite you to attend the

## TRAIL TOWNS CONFERENCE

Unleash and leverage the financial potential of trails in your community!

Featuring  
**MR. DAVID A. KAHLEY**

Mr. Kahley is the Co-founder and President & CEO of The Picocean Fund, a nonprofit Community Development Financial Institution (CDFI) that founded the TRAIL TOWN PROGRAM® – the first economic development program in the nation to capture the potential of rail-trail based recreation.

David will speak about the GREAT ALLIENHAY PASSAGE – a 150-mile rail-trail in Pennsylvania – and how the Trail Town Program® has helped dozens of communities benefit from the trail by increasing visitation and visitor spending, and supporting business growth and investment.

Presented by

With additional support from

Register today for this FREE event at <https://www.sullivanrenaissance.org/events-seminars/>

**THURSDAY, APRIL 7, 2022**  
5:30PM: Networking Reception featuring a Taste of the Trails  
6:30PM: Program Starts  
*Michael Ritchie Big Barn, 103 Milar Road, Hurleyville*  
Mix and mingle with other trail enthusiasts, then stay to hear about the basics of the Trail Town Program® and examples of easy to implement projects that can help you maximize the recreational and economic benefits from existing trail networks. Curious about the trails? Join in to learn more.

**FRIDAY, APRIL 8, 2022**  
8:30AM: Program Starts  
10:30AM: Guided Trail Hike  
*Marketing Town Hall, 2612 Route 209, Wurtsboro*  
Hungry for more? Join us for a deeper dive into how the Trail Town Program® works. Learn how your community can work toward backing larger projects and establish longer term goals. Stick around for an optional hike along the newly completed trail connecting Marketing Town Hall to the Shawangunk Ridge Trail and downtown Wurtsboro!



# Trail Town Initiative

## What is a Trail town?

*“A Trail Town is a community through which [a trail] passes that supports [trail users] with services, promotes the Trail to its citizens and embraces the Trail as a resource to be protected and celebrated. Trail Towns are built on a relationship between a town, the Trail and its volunteers.”*

**Adapted from the North Country Trail Association**





# Trail Town Initiative

## Why become a trail town?

*Trails can be valuable community assets and attractive destinations for visitors, drawing them into neighboring communities and stimulating local businesses through spending on meals, lodging and gear.*

*However, the mere presence of a trail is usually not enough to reap such returns; strategies to maximize their economic potential need to be employed. Enticing people off the trail and into adjacent communities, where they can spend money and stimulate local economies, is the impetus behind the concept of trail towns.*



# Trail Town Initiative

## Take-aways from 2021 Economic Impact Report and 2014-2015 Trail User & Business Survey

- **Over ½** of trail users said it was their first trip on the GAP
- **62%** were planning an overnight stay
- Overnighters spent **\$496 during trip** (up from \$294 in 2008)
- Day user spent **\$90** (up from \$18 in 2015)
- Businesses reported trail users were:
  - ✓ **34%** in 2013
  - ✓ **41%** in 2014
- **63%** of businesses offer goods/services to GAP users in 2019
- **27%** of businesses plan to expand due to the trail



# Trail Town Initiative

## How can a community become a trail town?

**Trail Town Programs** have emerged to organize stakeholders around maximizing the benefits of having a trail in their vicinity. They seek to:

**Improve connectivity** between the trail and the towns along its route

**Improve services and amenities** available in trail communities, ensuring that those investments are in the best interest of residents

**Promote a culture of hospitality, stewardship and inclusivity** in trail communities

**BONUS:** Having a Trail Town Program can increase the competitiveness of grant applications by demonstrating a structure for delivering trail benefits.

# Trail Town Initiative

## Community Connection Projects

- Bike Racks & Fix-It Stations
- Trailhead & Park Improvements
- Bike access to businesses
- Landscaping and viewsheds
- Public Art
- Signage improvements
  - Directional
  - Interpretive
  - Business





# Trail Town Initiative



## Economic Research makes the case for continued investments

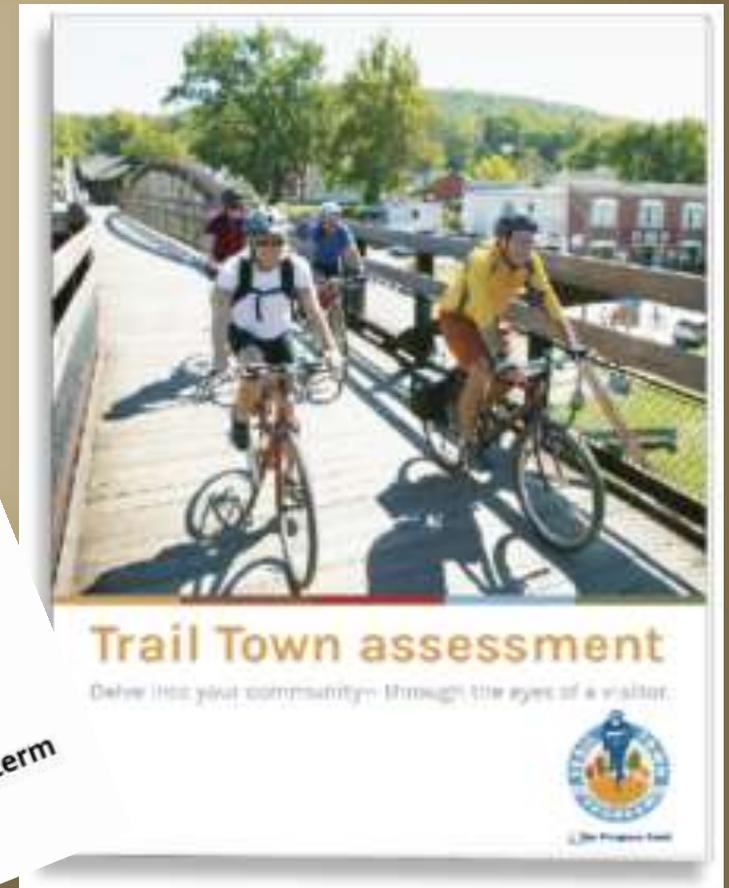
- Trail Counts
  - Electronic
  - Manual
  - Synchronized
- Research Studies
- Monitor Business Opening/Closings



# Trail Town Initiative

## What's ahead for Sullivan trail towns?

- Follow up Community Assessments
- Annual Taste of the Trail event
- Loan program and training opportunities geared toward trail businesses



- See your town like a visitor
  - Traffic & Access
  - Businesses
  - Design
- Identify strengths
- Set short and long-term priorities



# How you can help

- Follow the Sullivan O&W Rail Trail on Social Media
- Write a support letter for funding
- Spread the word
- Volunteer to help with events, marketing and programming





## Help Build-Out the Sullivan O&W Rail Trail! PLEASE WRITE US A SUPPORT LETTER.

*Build-out of the rail trail on the 50+/- long main O&W line in Sullivan County running from Mamakating to Rockland, and the 10+/- spur line running south from Monticello to Orange County, is a large and long-term project. The Sullivan O&W Rail Trail Alliance is pursuing multiple funding opportunities throughout the year, with applications to New York State's Office of Parks, Recreation and Historic Preservation, the federal DOT's RAISE program, Congressional member directed spending, and more. **All our funding applications require letters of support, and the more we have, the more consideration will be given to our requests.***

*To help improve our funding requests, please write us a generic letter of support that we can use as needed over the next year. A sample is given below. There are some talking points listed on the reverse to help with adapting it – funders want to see letters that are different, individual and, if possible, personal. **Please return as soon as possible to [planning@sullivanny.us](mailto:planning@sullivanny.us).***

The Sullivan O&W Rail Trail Alliance  
c/o Sullivan County Division of Planning  
100 North Street  
Monticello, NY, 12701

I'm writing to express strong support for your efforts to seek funding for the Sullivan O&W Rail Trail build out project. [Business/organization name] [have benefitted/expects to benefit] from the increase in trail use and visitation associated with trail expansion and improvement. [If applicable, note which of the village and hamlet centers on the trail [you are located in or near.]

I am/we are excited about the prospect of rail trail expansion here because [please note:

- how you have or expect to benefit personally, and/or
- how you or your business/organization expects to benefit directly (note expansion, job creation if applicable), and/or
- what community benefits associated with the trail are most important to you. In addition to the direct positive impacts on area businesses, the rail trail project is a community priority because of the project's ability to revitalize downtowns, improve public health, provide alternative transportation between business districts and major employers, improve quality of life, boost property values and municipal tax revenue, attract commercial investment, promote appreciation of local history, provide a place for health community gatherings and events, support mental health, provide a safe place for children to walk and bicycle, etc.]

The rail trail buildout project is an important priority for our area, and I wish the Alliance and its trail communities success in securing the public investment so necessary to realize the vision of a regionally-scaled facility connecting 10 village and hamlet centers.

# Benefits of trail expansion.

## SUPPORT LETTER TALKING POINTS.



- Sullivan County needs to expand its rail trail system in order to:
  - support the area's tourism dependent economy by providing a facility to add to visitor itineraries and increase stays
  - bring people into distressed downtowns to spur revitalization
  - fully deliver on the benefits of trails by increasing the Sullivan O&W's ability to attract trail visitors, generate use, and provide community connection
  - provide a safe place for people to walk and ride
  - improve public health -- Robert Wood Johnson Foundation ranks Sullivan at the bottom (61) of NYS's 62 counties
  - prevent environmental degradation from over use of existing outdoor recreational facilities
  - mitigate conflicts with pedestrians, cyclists and vehicles on local roads
- Value of project for alternative/multi-modal transportation
  - Trail connects rural population centers in hamlets and villages with major employers (TCFD, Ideal Snacks, Murray's Chicken, etc.), commercial downtowns
  - Most Sullivan households have just one car; US average is 2
  - Distressed communities on the trail have significant percentages of household with no car at all -- >20% for Monticello; 8% in Fallsburg
  - Trail connects with new Sullivan Move transit system; potentially with Metro North in Port Jervis, and Shortline/Coach Bus
- Overall project readiness:
  - Feasibility study has recommended alignments, details improvements needed, provides opinion of probable costs
  - Sullivan O&W Rail Trail Alliance formed to bring trail communities together around implementation; partner groups also engaged
  - County and local governments fully supportive; trail buildout is a priority; public enthusiasm and momentum
  - "Trail Towns" initiative forming to engage business community in providing services to, and benefitting from, their proximity to the trail
- Economic Benefits of Trails include:
  - Spending at local businesses such as restaurants, lodging, and shops -- day users travelling to use trails spend around \$15-35 per visit; overnight visitors much more; In 2012, estimated economic return for the O&W trail in the Ulster County Town of Hurley was close to \$2 million
    - Businesses directly benefit; communities benefit from sale tax revenue
  - Increased value of nearby properties -- various studies put the boost at between 6% and 32%
  - Revitalize depressed neighborhoods, creating a demand for space in what were once vacant buildings
  - Attract new residents -- walking and biking paths are ranked as one of the most important features in a new community; houses near trails have been shown to sell nearly twice as fast as homes farther from the facility
  - Provide a much desired quality of life amenity to help attract new business investment
  - Reduce medical costs by promoting regular exercise and other healthy outdoor activities -- NYS reports that every \$1 invested in recreational trails yields \$3 in direct medical benefit
- Longer trails bring more benefits
  - The NYS Greenways Plan reports that trail length is the number one factor people consider when deciding on a trail visit.



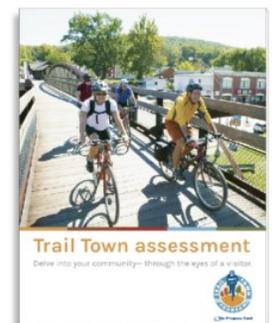
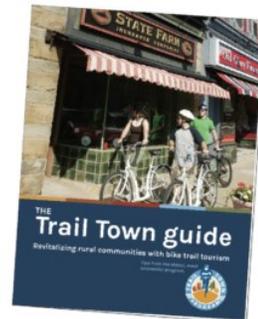
The Progress Fund has online resources from 10+ years supporting trail-based economic development. Go to:

**[trailtowns.org/guide/](http://trailtowns.org/guide/) &  
**[trailtowns.org/assessment/](http://trailtowns.org/assessment/)****

to download the Trail Town Guide and Assessment Workbook.

Both offer trail community with tips on:

- Assessing your community's bike-friendliness
- Growing (and funding) business development
- Marketing to bring in more trail tourism
- Evaluating your community from the visitors' perspective.
- Thinking about little questions that might be might overlooked



*AND go to these links for Sullivan County trail information:*

**[trailkeeper.org](http://trailkeeper.org)**  
**[sullivannoandw.com](http://sullivannoandw.com)**

