

Town of Canandaigua

5440 Routes 5 & 20 West
Canandaigua, New York 14424

AGRICULTURAL ADVISORY COMMITTEE MEETING MINUTES

THURSDAY, FEBRUARY 1, 2018, 6:00 P.M.

Meeting Called by:	Bob DiCarlo, Vice Chair
Committee Members Present:	Bob DiCarlo, Vice Chair Gary Davis Tim Riley Fernando Soberon
Committee Members Absent:	Mark Stryker Ray Henry
Town Representatives:	Doug Finch, Town Manager Sarah Reynolds, Town Manager's Office
Guests:	Representatives from the Special Events Committee, Gary Jones from the FL Ag Museum, Joyce Marthaller from the ECB

➤ **CALL TO ORDER**

Bob DiCarlo called the meeting to order at 6:00 pm

➤ **PRIVILEGE OF THE FLOOR**

➤ **REPORT OF THE DEVELOPMENT OFFICE**

➤ **REFERRALS**

None at this time.

➤ **OLD BUSINESS**

- Doug followed up on last month's education conversation. He met with Jamie Farr, the superintendent of the Canandaigua City School District. They spoke about agricultural programming in the schools. JF says that there is likely not enough interest from the students in the district to create an entire program for the school. Phelps, Clifton Springs and Midlakes face the same problems there. It is more cost effective for the district to work with BOCES to provide services to interested CA students - they do already do some of this. Also willing to work with us (Ag) for career fairs and other opportunities to educate students about ag in the area and agricultural opportunities.
 - a. Sarah mentioned that the Canandaigua Middle School conducts field trips to BOCES for the students to see their ag program.
- Because of the fair this year and other events, the committee agreed that the ag education

forum that was discussed previously may be better for next year. Oksana Fuller of the Events Committee mentioned that the Ontario County Fairgrounds is planning to build a new building that would make a perfect venue for a forum - better than the venue used by the Ag team to promote the Ag Plan two years ago.

- Revisited the discussion on increasing ag awareness in the town
 - a. Summer rec program - could they add a field trip to a farm or bring a farming demonstration to the parks? We could talk to Dennis.
 - b. Encourage farm visits by scouts, other youth groups, adult farm tour series too - Fernando's son's scout group to visit FaBa farms over the weekend. Or encourage 'tasting rooms' located on farms for cheese, milk, cider, etc. like they do for wineries.
 - c. Ag in the Classroom - state program with curriculum resources and funding available
 - d. More awareness of ag tech - robotics etc. Don't have to be a farmer to work in the ag industry
 - e. Maybe consider a show or televised program for ag - FLTV offered to record things for the Town. They recently interviewed a farmer.
- TR mentioned that with our high iron content in some of our water around here we should encourage bourbon producers to come to our area - it's supposed to be good for that.

➤ **NEW BUSINESS**

- Ontario County Fair and Other Events - Special events committee attended the meeting to discuss their main events for the year and how the Ag Committee might want to participate.
 - a. June 16 - Highway Garage Open House
 - i. This will be a table event for Town and other organizations to have booths set up for information to share with the public plus it will be a celebration of the new building.
 - 1. Ideas for tables: ECB-food composting/recycling/vermiculture, SWCD also food recycling, Town Clerk-transfer permits and dog licenses, Ag Committee-transp and ag or ag in the town, H2O and Sewer Master Plans, Dennis's parks display, OC rabies shots, animal rescue groups, food trucks, car show, a tractor or snow plow for kids to climb on/look in, table for residents to sign up for MailChimp, hay ride, water erosion table demonstration?
 - 2. Ag committee offered to bring posters from OC fair last year plus a couple other posters - maybe aerial shots of FTL road to show changes over time, our Strategic Farmland Protection Area map, a map of protected land (PDRs). Discussed educating people about how farms participate in recycling and composting too (TR uses food waste from a bakery, Wegmans/Walmart/processing plants provide their food waste to feed farm animals sometimes. Status of farms in the town? Declining?
 - b. July 24-28 - Ontario County Fair - exact day of Town's participation will be determined closer to the date.
 - i. Ag Committee wants to focus on ag education/awareness and jobs in agriculture (i.e. How many people work in ag in the Town? How many farms? Types of farms?)
 - 1. Someone mentioned an ag simulator - perhaps we can find one that we

could use. Also could set up a tablet or large computer with one of the available agricultural/farming apps - example of ag is fun and tech in ag.

2. What about a parade at the beginning of the fair?
3. Events committee says they can help with posters if we provide the information.

- a. Feb 6, 2018 at 5 pm – Succession Planning event for ag landowners to be hosted by this committee and held in the Courtroom

➤ **MEMBERS' REPORTS**

➤ **UPCOMING MEETING TOPICS**

- March 1, 2018 – Revisit the events planned for the year (assign tasks?) and review the action steps from the Ag Enhancement Plan.

➤ **ADJOURNMENT AND NEXT MEETING**

- Meeting was adjourned at 7:58 pm. Next meeting is March 1st.