

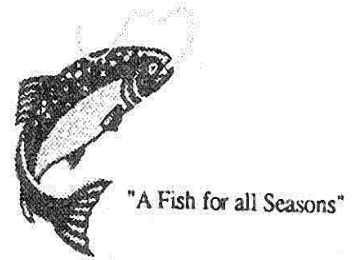


Fishery Advisory Board

Monroe County, New York

Adam J. Bello
County Executive

Steven Rutherford
Chair



Monroe County Fishery Advisory Board Meeting Minutes August 10, 2020

The meeting was called to order at 7:05 p.m and was conducted via Zoom due to the COVID-19 Pandemic.
The minutes were approved as submitted.

Website Update:

The board received an update on the Google Analytics for the Monroe County fishing website in July 2020. The website www.fishingmonroecounty.com statistics were calculated from January 1, 2020 to July 12, 2020. There were 4,600 users (up 32.4% from 2019) and 5,800 sessions (up 28.5% from 2019). S. Olufsen forwarded the website statistics from Google Analytics to everyone by email. Top pages were the fishing report and bait and tackle, fishing report and boat launching sites.

Budget Update:

There is \$1,992 currently remaining in the 2020 budget. The GetAways on Display distribution plan for the rack cards was paid for at the cost of \$2,008. Other 2020 budgeted expenditures include the LOC derby advertisement (\$500) and the annual fee for the website maintenance (\$828) leaving an estimated balance of \$664 in the 2020 budget.

Brochure Update:

The Rochester Sports Commission picked up the rack cards and delivered 10,000 pieces to GetAways on Display to fulfill the 2020 distribution plan. The Rochester Sports Commission is also working on the coupon booklets for the fishing brochures.

New Action Items:

The letter to the Monroe County Department of Public Health confirming that MCFAB has not heard of any reports of odors or other evidence of continuing coal tar seeps in the vicinity of the Genesee River gorge face at the lower falls was updated. S. Olufsen sent the letter to S. Rutherford for signature and then it will be sent to Scott Hallock at MCDOH.

Action Items Update From Last Month:

W. Pearsall from NYS DEC said the Naval Militia site (St Paul Blvd) is currently back open, and the coffer dams are removed. There was a stakeholders meeting held concerning the stocking policies.

The Monroe County Offshore Classic was been cancelled. It was scheduled to be held on Friday 6/26 with a five species "winner take all" event and Saturday 6/27, the actual Offshore Classic Day. More information for the planning of the 2021 event can be found on the Monroe County Offshore Classic Facebook Page.

The meeting was adjourned at 7:45 pm.