

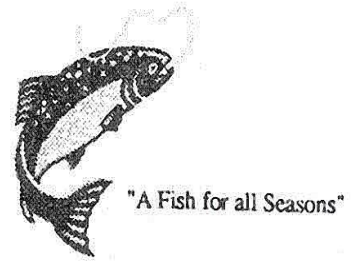


# Fishery Advisory Board

Monroe County, New York

**Adam J. Bello**  
*County Executive*

**Steven Rutherford**  
*Chair*



## Monroe County Fishery Advisory Board Meeting Minutes July 11, 2022

The meeting was called to order at 7:06.m. The meeting was held in person and via Zoom. Brian Weidel from USGS, Scott Feltrinelli from Ontario Fly Outfitters and Rochelle Bell from Monroe County Planning and Development was in attendance. The minutes were approved as written.

### Website Update:

Peter Platt gave an update on the online marketing campaign for fishing advertising. The campaign showed over 200,000 ads and generated nearly 500 visits to the site. Peter discussed the options for a campaign next year and how upgrading pages on the website will allow more advertising through Google Ads.

### Budget Update:

There is \$1,000 remaining in the 2022 budget. Planned budgeted expenses include the website annual hosting fee for \$828 to Blue Eye Design.

### Action Items:

Brian Weidel from USGS gave a detailed PowerPoint presentation to the board regarding the baitfish surveys and also talked about some new lake trout research that is being conducted in Chemung Bay.

There was a discussion and Brian Weidel was thanked from the board for the presenting.

### Action Items Update From Last Month:

A letter needs to go from MCFAB to IBF+G concerning the reef, and copy Chris Legard. F. Sanza has spoken with Warren about funding for the reef. W. Persall reminded the board that this will require a lot more research and study before being funded and built.

F. Sanza brought up an idea to create a reef for lake trout spawning habitat off the shores of Rochester in Lake Ontario. Frank said he would be willing to contribute funding and would also be able to raise money on a Go Fund me page for this project which has a lot of support from local charter captains. It was expressed that since most of the Lake Trout stocking occurs east or west of Rochester, this area needs a place for lake trout.

The meeting was adjourned at 7:22pm.