

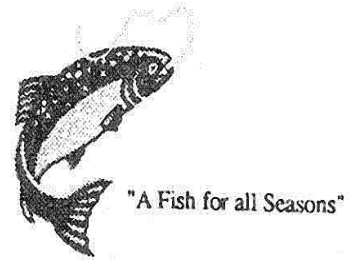


# Fishery Advisory Board

Monroe County, New York

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

**Steven Rutherford**  
*Chair*



## Monroe County Fishery Advisory Board Meeting Minutes November 13, 2023

The meeting was called to order at 7:06 p.m. Peter Platt from Accountable Digital and Rachel Laber Pulvino from Visit Rochester were present.

### Website Update:

Peter Platt from Accountable Digital gave a presentation on the Digital Marketing Campaign that ran from 3/1 to 6/1. There were 3,700 hits prior period 10-15 hits per day, during campaign 40+ per day, afterward ~20 per day, showed 320,000 ads. Spent 1 K on ads but updated google. In 2024, the same budget will get more reach as the tech work is done. S. Olufsen asked him about the geographic reach, sounded like it was limited to Rochester Area. The board thanked Peter for his hard work.

### Budget Update:

No change to the budget it has been spent down.

### Action Items:

Rachel Laber Pulvino from Visit Rochester reported that they are doing a reprint of the fishing guide, with content updates to include launch sites, fish and illustrations, regulations, links, charter and guide listings, new photos, etc. They are changing the size of the guide to rack card size, easier to mail and fits in a tackle box. The board needs to insure the charter captain and guides list is complete. They will print 5,000 copies, should last a few years. B. White suggests adding local bait stores, and a link to the canals website. They will print before the LOSPC shows in January. The board thanked Rachel. They can also add content on fishing in Monroe County.

The board received it's annual invoice for BlueEye Design for the website maintenance and hosting fee.

### Action Items Update From Last Month

B. White attended the Sea Grant Charter Captains meeting organized by Stacy Furgal and held at IBF&G. They discussed things possibly hurting the industry, and one was the difficulty for younger captains to raise start up costs. Other topics included cormorants, dredging and water levels, as low water is effecting boats this year, size of the fish declining, and the lack of a plan to deal with a catastrophic failure at the Altmar Hatchery. F. Sanza said Caledonia was taken off line for Kings. Captains also report that with big fish numbers down, demand is down. S. Rutherford asked about the possibility of getting west coast eggs.

F. Sanza asked about the reef, it was reported to be in process, but the process is slow, but not out the window.

### Other Items:

S. Furgal reported that there will be 8 total workshops, by the end of November, and then a lakewide conference in March.

The meeting was adjourned at 07:31 PM.