

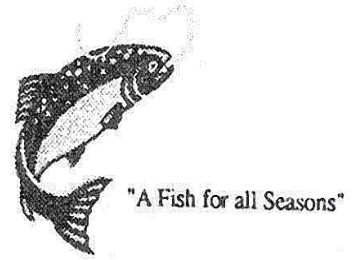


Fishery Advisory Board

Monroe County, New York

Adam J. Bello
County Executive

Steven Rutherford
Chair



Monroe County Fishery Advisory Board Meeting Minutes January 11, 2021

The meeting was called to order at 7:03 p.m and was conducted via Zoom due to the COVID-19 Pandemic. A motion was made to accept the minutes, seconded and carried.

Elections:

F. Sanza made a motion to continue the board officers as is, it was seconded and carried unanimously. The officers are as follows: Steven Rutherford (Chairman), Jim Strong (Vice Chairman), Charlie Knauf (Secretary).

Website Update:

The latest update on the Google Analytics for the Monroe County fishing website was through July 2020. S. Zucco has requested a new update on the website showing the statistics through December 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). Top pages were the fishing report and bait and tackle, fishing report and boat launching sites.

Budget Update:

The board started the 2021 year with a \$4,000 budget. Currently there is \$2,656 remaining in the 2021 budget. The board made a payment of the remaining balance of \$1,344 out of the \$2,008 for the GetAways on Display distribution plan for the rack cards and brochure. There was \$664 dollars used from the 2020 budget to pay a portion of the GetAways on Display invoice of \$2,008.

New Action Items:

The board received an inquiry from Captain Scott Fettrilli to join the Monroe County fishing brochure and listing on the website. There was a discussion about options for listings on the website since the brochure was just printed in January of 2020. The board came up with a listing on the website for a rate of \$100 instead of the regular brochure listing rate of \$225 (1/4 page ad) or \$350 (1/2 page ad) for advertisers until the brochure needs printing again. Currently there are thousands of copies of the brochures since they were printed in 2020 but few have been used since all major fishing shows were cancelled this year due to COVID-19. There was a discussion and it was agreed upon that the requirements for listing on the website should be similar to the requirements for advertiser listing when the brochure was updated. If an advertiser is a captain or guide they sign to certify their business and DBA is located in Monroe County and that they are a licensed NYS Coast Guard Captain or NYS licensed guide. S. Olufsen will update the one page form the board previously created for brochure advertising and send out to MCFAB members for review and send onto Captain Fettrilli.

DEC report - The inland Trout Management plan is out for comments until January 25, 2021. A question was raised about the Great Lakes Fisheries Committee annual report, and Web will check into it

Action Items Update From Last Month:

F. Sanza asked another question about dredging at Sandy Creek, and why it is being done if it doesn't go up the creek to the launch. Common answer was that it is to keep the channel open from back filling from the Lake.

The board received the 2021 distribution plan for the Getaways on Display for the Rack cards. A discussion took place and the board decided to keep the same areas of distribution as last year being the North and Eastern PA, Philadelphia Metro Area and the Delaware Welcome Center. A motion was made to authorize distribution to the same locations as last year, seconded, and carried. There was a short discussion of rods and reels for kids derbies, but no action due to unlikelihood of any happening until the pandemic ends.

The meeting was adjourned at 7:31 pm.