

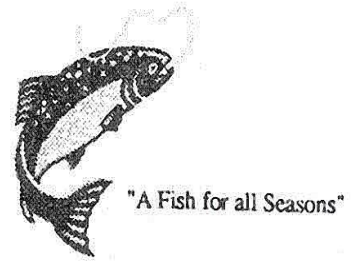


Fishery Advisory Board

Monroe County, New York

Adam J. Bello
County Executive

Steven Rutherford
Chair



Monroe County Fishery Advisory Board Meeting Minutes February 14, 2022

The meeting was called to order at 7:05 p.m. The meeting was conducted via Zoom due to the Pandemic. The minutes were approved as written. Rachel Laber from Visit Rochester and Peter Platt from Accountable Digital were present.

Website Update:

The update to the Fishing Monroe County website was launched on 2/1. Rachel Laber and Peter Platt reported on the web advertising proposal. One objective is to drive more business to the Charter Captains, ads are targeted toward a fishing audience. There are also banner ads on other sites, and they can track the number of links and where they originate. They hope to build awareness of the resource and report back to the guides and captains. They are looking at an approximate 3 month timeframe from March through May. Sam Zucco liked the proposal, says calls are starting to come in now. This covers 3 months of ads, development of the materials and monitoring or response. A motion was made and seconded, and approved to do this. Rachel also mentioned trying to get a media feed on spring fishing, is hoping one of the stations will pick this up.

Budget Update:

The board has a budget of \$4,000 in 2022. Planned budgeted expenses include the following:

Website Annual Fee	\$828
LOC Newspaper Advertisement (may not be offered)	\$500
Quote for Digital Marketing	\$3000

Action Items:

New Business: W. Persall reports that letters have gone to landowners along Sandy and Johnson creeks to solicit participation in the Habitat/Water Quality/Fishing Access easements. Any purchase will be a DEC title.

Old Business: S. Zucco reported that he attended the Harrisburg show representing Monroe County for LOSPC. It was a very busy Saturday and Sunday, and Friday was a record day, with a long line to get in at 4 pm. Many fishing brochures and Visit Rochester guides were passed out at the show.

Action Items Update From Last Month:

W. Persall also reported that the tributary survey will be annual and will be incorporated into the regular schedule: 4/15-10/15 Lake Creel, 10/16- 4/14 Tributary Creel. The survey work will be split between Regions 7 and 8 and each region will get 3 seasonal staff, dependent on funding. There was a question about the Rochester area getting no lake trout, Web responded that that is on a rotating basis, but he'll check. Someone pointed out that NYON reported 30K Kings stocked into Sandy Creek. Web will check on this. Matt Sanderson retired, Region 8 is down to 2 Biologists so Web has assumed Matt's workload.

The meeting was adjourned at 7:28pm.