



Fishery Advisory Board

Monroe County, New York

Adam J. Bello
County Executive

Steven Rutherford
Chairperson



Monroe County Fishery Advisory Board Meeting Minutes October 20, 2025

The meeting was called to order at 7:00 p.m.

Peter Platt was in attendance from Accountable Digital and Brad Hammers from NYS DEC.

Website Update:

Peter Platt of Accountable Digital presented results from the digital marketing campaign from the past year. There was a 13% increase in visitor website events year over year. There were 171 additional clicks on captain/guide listings, with 750 overall, and there was a slight reduction in map downloads. Engaged user sessions were up 40% and overall traffic was up 20% from the same time period (Jan 1 – Oct 19) compared to last year. Artificial Intelligence also generated some traffic due to users own engagement with AI.

Mr. Platt shared they are rolling out a more robust service and had some suggestions for moving forward including benefits from improved site quality and content, utilizing AI to improve effectiveness of writing style, and consideration of increasing interaction with social media.

Budget Update:

The 2025 budget is \$4,000. The Google ad campaign cost is \$3,150 and the web hosting allotment is \$828 which leaves a balance of \$22.

Action Items:

S. Olufsen provided an update on the Regional Dredging Council. The County provided the consultant with parcel data for the analysis. The analysis will support the development of a comprehensive report, which will provide critical data on the frequency and volume of sediment removal required from the navigation channels. This information will help guide long-term planning and resource allocation for harbor maintenance and regional economic development

R. Venvertloh suggested having a discussion regarding park fishing opportunities and resources that could be initiatives for the board to take up.

C. Kirchmaier and R. Venvertloh discussed reviewing the master plans for fishing access.

Region 8 Fisheries Manager, Brad Hammers, was present and shared that the lack of public access will change the management category of portions of Oatka Creek (i.e., above Circular Hill) and will mean less stocking, which in turn results in fewer fish and even less stocking frequency.

Mr. Hammers also shared that NYS DEC is looking at walleye within Irondequoit and Sodus Bay to see how effective stocking is compared to natural recruitment. They would like to collect 100 heads from each bay for study starting in the spring of 2026 and running for one year. The second year would involve acoustic tagging.

Action Items Update from Last Month:

C. Kirchmaier with Monroe County Parks shared that a tree fell in Powder Mills Park and damaged the fishing platform. A DEC permit was issued to remove the tree and root ball as well as manage erosion problems.

Other Items:

The meeting was adjourned at 7:48 PM