

TOWN OF ROMULUS COMPREHENSIVE PLAN SUBCOMMITTEE MINUTES

June 18, 2019

Present: Mary Joslyn; Bill Karlsen; Earl Martin; Darren Burkholder;; Wayne Rowland; Tom Bouchard; Peter Arena. Guests: (see attached.)

Informational session opened at 7 PM by Subcommittee Chair Tom Bouchard.

TOPIC FOCUS: *Economic Development/Tourism*

ACTIONS:

- **Identified the Strengths, Weaknesses, Opportunities and Threats pertaining to economic development/tourism issues. STRENGTHS:** Farm-based beverage retailers (wineries, distilleries, breweries); natural beauty; between the two largest Finger Lakes; access to state parks; recreational events (Dog Show, Musselman NASCAR); centralized location; not overcrowded; quiet rural setting; dark skies at night; nearby attractions; within a days drive (8 hours) of 50% of North America's population. **WEAKNESSES:** limited restaurants; limited lodging; landfill odors; garbage trucks; underdeveloped retail; lack of community support for south county; lack of labor; lack of public transportation. **OPPORTUNITIES:** Air B n B's; cafes, restaurants and shops; dock/small boat access; public pier; nature trails; year-round activities; agritourism; igloo lodging; buggy rides/white deer; become a tourist destination; develop alternative tourism outside of wine tours; promote local tourism; attract developers/investors; use well-established events to develop new venues. **THREATS:** zombie homes; run-down properties; low graduation rate; drugs; destination vs. pass-through location; lack of focus on promoting the area.

Information session ended at 8:50 PM.

NEXT SESSION: July 16, 2019. TOPIC: *Housing and Community Development*

Respectfully submitted,

Tom Bouchard