

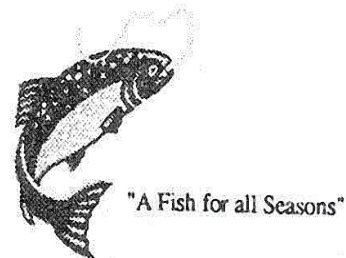


Fishery Advisory Board

Monroe County, New York

Adam J. Bello
County Executive

Steven Rutherford
Chair



Monroe County Fishery Advisory Board Meeting Minutes March 8, 2021

The meeting was called to order at 7:02 p.m and was conducted via Zoom due to the COVID-19 Pandemic. In attendance was Rich Mackey from Visit Rochester, Captain Rob Wescott of the Lake Ontario Charter Boat Association and Captain Scott Fettrinelli from Ontario Fly Outfitters. A motion was made to accept the minutes, seconded and carried.

2021 Brochure Update:

Rich Mackey from Visit Rochester updated the board on the Monroe County Fishing Brochure. The latest brochure was redesigned and printed in January 2020. The sports shows that the Lake Ontario Sportfishing Promotion Council (LOSPC) usually attends were all cancelled due to the COVID-19 pandemic so there is still a surplus of brochures remaining. Rich explained that Visit Rochester will be meeting internally to discuss ways they could make a brochure that is free to local charter captains and guides. Rich said they could use help of captains and others in identifying other businesses that may want to advertise in the brochure. He will report back to the board after their discussion. They are intending to have no paid program for 2021. S. Zucco will check on people who may have paid already and wondered about refunds if they had. The board discussed ways more digital marketing could be done along with the brochures and possibly using Google advertisements. S. Olufsen will reach out to Chad Lapa at Blue Eye Design who designed and manages the website to get more ideas.

Website Update:

The latest update from Google Analytics for the Monroe County fishing website was through December 2020. The website www.fishingmonroecounty.com statistics were calculated from July 1, 2020 to December 31, 2020. There were 4,484 users, 5,704 sessions and 8,174 page views. Top pages were the fishing report, bait and tackle stores, fish descriptions, guide to the lower Genesee River gorge, and boat launching sites.

Budget Update:

The board has \$2,656 remaining in the 2021 budget. Other planned budgeted expenses include \$550 for the LOC derby newspaper plus online advertisement and the annual website hosting and maintenance fee of \$828 for the website.

New Action Items:

S. Olufsen reported that LOSPC is working on a lake wide charter directory for their new website. Rob Wescott also attended the last LOSPC meeting as well proposed including all captains that want to join not just the ones listed on the website. There was a discussion about including all charter captains that are within Monroe County. The board felt that the listing for the LOSPC website can include everyone. Rob will be sending out an email blast to his members of the Lake Ontario Charter Boat Association and will refer charter captains who want to join the list. S. Zucco will also work on putting together a list of captains.

Scott Fettrinelli said he doesn't mind paying for an advertisement and that his thought is the money in the coffers would lead to more advertising for fishing in Monroe County. Scott asked if the website could be updated to include headings for stream guides in addition to the charter captains. The board thought this was a good idea to make a category for creek guides who fish the streams different from charter captains who fish the lake. Scott referred to NYS Outdoor Guide Association (NYSOGA), should get them involved. S. Olufsen will contact the website designer and see about updating the headings on the website.

W. Pearsall provided the board with an update. The State of the Lake will be held in the fall from now on, they are working for three face to face meetings, but it may have to be virtual. There will be no electrofishing in Naples Creek or Cold Brook again this year due to COVID. S. Zucco asked about Baitfish trawls, W. Persall was unsure, but thought they should be happening this spring. F. Sanza asked about Jesse LePack, from Sea Grant, we haven't heard from him in a while. W. Pearsall will check.

Action Items Update From Last Month:

Monroe County Offshore Classic will be held June 25 and 26, 2021 at Shumway Marina.

The meeting was adjourned at 8:38 pm.