

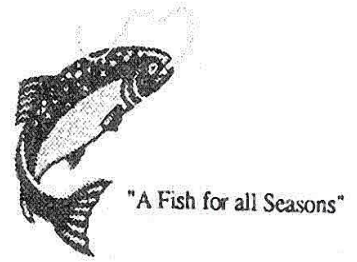


Fishery Advisory Board

Monroe County, New York

Adam J. Bello
County Executive

Steven Rutherford
Chair



Monroe County Fishery Advisory Board Meeting Minutes January 10, 2021

The meeting was called to order at 7:01 p.m. The meeting was conducted via Zoom due to the Pandemic. The minutes were approved as written. Rachel Laber from Visit Rochester and Scott Feltrinelli from Ontario Fly Outfitters were present.

Website Update:

Rachel Laber reported on Visit Rochester's ideas about the switch from rack cards to digital marketing. F. Sanza asked about measures of effectiveness. R. Laber said number of hits and what they looked at. She recommends tracking this monthly. Rachel will talk to the consultant, S. Olufsen will do a budget, more information in February, maybe have it up and running by March. Many commented on liking the updated website. There are a number of needed additions; 1) S. Zucco: did Tackle shops and the Captain's list, 2) S. Olufsen did the stream guides list from DEC, but says some may not be active, 3) S Zucco is still looking for a better picture for Genesee River sportfishing.

Elections:

No one has been in contact with Jim Strong, but S. Olufsen came up with a Michigan Address for him. There is a need for letters to go out to all the towns to solicit representatives to the Board. The officers remained the same except for the Vice Chairman where Frank Sanza was nominated and approved unanimously. The list of officers was moved and elected, except for despite protest from the secretary, who has been secretary for 5 years.

Budget Update:

The board has a budget of \$4,000 in 2022. Planned budgeted expenses include the digital marketing advertising through Visit Rochester and the website fee of \$828 for hosting, maintenance and posting updates.

New Action Items:

S. Zucco said he had heard from Bob Songin that there were management changes in store for Region 8. W. Persall reported that there is no talk of breaking up the regional structures but applying management to Lake Ontario in 4 zones East, East Central, West Central and West, and assigning representatives to various public participation groups by these structures. West: Niagara to Oak Orchard, West Central: Oak Orchard to Sodus, East Central: Sodus to Port Ontario, East: Port Ontario to St Lawrence

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.

Action Items Update From Last Month:

R. Sachelli asked about any news on the Bass Tournament proposed for Irondequoit Bay. S. Olufsen followed up with R Mackey, apparently Major League Fishing did some research and is not interested in having a bass tournament in Irondequoit Bay.

The meeting was adjourned at 7:42pm.