

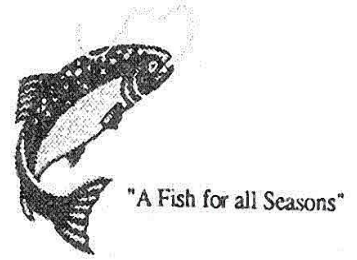


Fishery Advisory Board

Monroe County, New York

Adam J. Bello
County Executive

Steven Rutherford
Chair



Monroe County Fishery Advisory Board Meeting Minutes March 14, 2022

The meeting was called to order at 7:05 p.m. The meeting was held in person and via Zoom. The minutes were approved as written. Scott Feltrinelli from Ontario Fly Outfitters was present.

Website Update:

The update to the Fishing Monroe County website was launched on February 1st, 2022. It was reported that Peter Platt from Accountable Digital will be starting the Google advertisements soon once finalized. The objective is to drive more business to the Charter Captains, ads are targeted toward a fishing audience. They hope to build awareness of the resource and report back to the guides and captains.

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: F. Sanza brought up an idea to create a reef for lake trout spawning habitat off the shores of Rochester in Lake Ontario. Frank said he would be willing to contribute funding and would also be able to raise money on a Go Fund me page for this project which has a lot of support from local charter captains. It was expressed that since most of the Lake Trout stocking occurs east or west of Rochester, this area needs a place for lake trout. W. Pearsall suggested the board invite Chris Legard from NYS DEC to discuss this proposal. The board decided to invite Chris Legard to the next meeting in April to discuss more.

Scott Feltrinelli talked about the Styrofoam ban in NYS and wanted to let the board know he wrote to the Foam Task Force and recommended the ban of Styrofoam bait containers for worm or bait storage. Scott expressed his views that the containers can be found on the shores of streams or in the water. He felt that the containers should be added to the list of banned items.

Action Items Update From Last Month:

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.

W. Pearsall 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.

The meeting was adjourned at 7:50pm.