

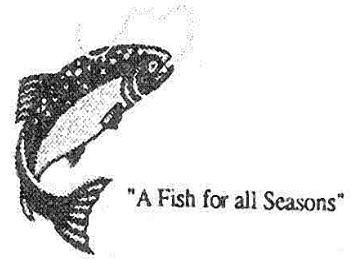


Fishery Advisory Board

Monroe County, New York

Adam J. Bello
County Executive

Steven Rutherford
Chair



Monroe County Fishery Advisory Board Meeting Minutes July 8, 2024

The meeting was called to order at 7:00 p.m. Peter Platt was in attendance from Accountable Digital and Dave Agness from Seth Green Trout Unlimited.

Website Update:

Peter Platt of Accountable Digital reported on the digital marketing campaign results from this spring. More ads were placed on sites related to Pennsylvania and Ohio than previous years. Impressions were up year over year from 320,000 in 2023 to 400,000 in 2024. Of those impressions, 225,000 were in New York State, 150,000 in Pennsylvania and 30,000 were in the northeast corner of Ohio. There were 6,000 actual clicks. Of those, 337 were for captains or stream guides, 160 were map downloads and 124 were guide downloads. Ads started later this year (early May) and it was noted that it would be beneficial to start the process in January in 2025. It was discussed that work should be done on the Charter webpages to be sure consistent contact information is posted.

Budget Update:

After payment of \$3,150 for the digital marketing campaign, the current balance is \$850. Of that, \$828 is appropriated for the website which will leave a balance of \$22.

Action Items:

Fishing Shows in 2025: LOSPC – S. Rutherford and B. White want to attend. There is also a show in central Pennsylvania in mid-February 2025. LOSPC is not going to the Harrisburg Show anymore as it is a long show and difficult to staff.

Blue-green algae follow-up: S. Olufsen reported that he reached out to the Department of Environmental Services (DES) who monitor the water quality of Irondequoit Bay. There was a small localized blue-green algae bloom reported and confirmed by NYS DEC in June. Andy Sansone from DES had the water quality team look for the blue-green algae but they did not find anything at that location.

L. Lascari reported on the NYS DEC survey of Irondequoit Creek. DEC looked at spots in Fishers, Spring Lake and Panorama, the results are forthcoming. They will be looking at trout abundance and wild versus stocked numbers. Similar work is planned for Spring Creek in Mumford and Oatka County Park in the fall.

Action Items Update From Last Month:

There was another discussion about the reef study and if additional lake trout make it to spring 2025, they may be released at Rochester. Data is currently being gathered. F. Sanza was updated on the status of the Lake Erie studies and the telemetry.

Other Items:

Lance reported that Trout Unlimited will be presenting information about debris removal from the stream channels for the EMC. Originally scheduled for October, this may take place sooner.

The meeting was adjourned at 7:45 PM.