

Asphalt: Applicant asks for equal treatment

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DiPizio said that, as the applicant, she couldn't comment on any procedural matters related to the Town of Niagara or Niagara County's project-approval processes other than noting the company has provided all applications and studies required by the Town of Niagara and the state of New York.

"We're just a women-owned business that's trying to operate like everybody else," she said.

When asked about the negativity that now surrounds two proposed projects, DiPizio said she understands there are natural public concerns surrounding projects like this. However, she said the project is being developed in accordance with state guidelines. She's now urging people to read all of the publicly available permits and documents related to the project.

"This operation (would be) responsibly operated within all rules regulations guidelines, permits," DiPizio said. "We're cognizant of the people. I hear them

and their concerns. All I'm saying is they need to read the studies; they need to look at the operation; they need to respect that the DEC does not hand out air permits lightly."

She said she's concerned with what she called misinformation circulating in the aforementioned Facebook group.

"I've seen comments (that were concerned) about (local waterways). There's no water in the process whatsoever. It's impossible for us to contaminate water," DiPizio said.

Wallace said last week these analyses and other pertinent documents related to the project are available for the public to view by calling the Town Hall at 297-2150.

DiPizio also questioned why those who are opposed to the facilities she's connected to aren't also demonstrating against similar, currently operating facilities. She said the Town of Niagara already has an asphalt plant on Miller Road, and Western New York alone has nearly a dozen such facilities.

"They need to question themselves. If these are really concerns for the plant on Witmer Road, then we must have these concerns on all plants and we must shut them down," DiPizio said. "Because it can't just be true on one and not the others, right? ... What makes this one less environmentally friendly than the rest of them?"

Kudela said, "Those facilities are already existing. There are already jobs connected. This project in its current location. ... There are clear reasons for concern. Our message wasn't to stop it (altogether), our message is simply to be part of the process as residents of the county and the cities and towns that immediately border the land."

The DEC recently extended its public comment period on the applicant's air quality permit until May 3. Comments must be sent in writing to Kerri Pickard-Derpriest, DEC Region 9 Headquarters, 270 Michigan Ave., Buffalo, N.Y. 14203.

Niagara Falls USA initiates spring marketing campaign



Destination Niagara USA has activated its overarching brand campaign, "Feel Free" and "Return to Real," inviting consumers to discover a sense of release and relief, and to disconnect and explore beyond a screen, respectively.

The campaign geo-targets New York state as well as markets within an eight-hour drive, highlighting the natural wonder and outdoor experiences available in Niagara Falls USA. It will continue to run throughout the year, across various digital channels.

In addition, a spring break campaign has launched targeting families as well as mature couples that specifically geo-targets New York state residents – encouraging in-state adventures across Niagara County.

Both campaigns drive consumers to dedicated landing pages with destination-specific articles and messaging of the "Unified in Safety" commitment, "a shared commitment for all of us to stay safe while following recommended public health guidelines."

Destination Niagara USA President and CEO John Percy said, "As pent-up demand continues to grow significantly, it's important for us to stay in-market and top-of-mind for consumers. We are optimistic about the upcoming season and look forward to safely welcoming visitors to Niagara Falls USA."

Destination Niagara USA works to ensure Niagara County is a preferred international destination for group and leisure travel. It supports its mission to expand the economic prosperity of Niagara County by generating individual and group visitation. For more information, visit www.NiagaraFallsUSA.com.



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