

## NY Forward – Capital Region - Coxsackie

Subject	MEETING SUMMARY LPC Meeting #1	Date	Wednesday, May 31, 2023 (meeting)
Place	Village Hall, 119 Mansion St	Time	6:00-8:00pm
In Attendance	<b><u>Local Planning Committee</u></b> Mark Evans, Mayor, Co-Chair Jeff Mirel, Co-Chair Nicole Bliss Sarah Gray Miller Brittany Parks Robert Van Valkenburg, Jr. Bob Phibbs Sam Pigeon Alexandra Tighe Jocelyn Lane Bob Irwin Michael Rausch Ryan Palmer Toni Carroll	<b><u>State Team</u></b> Matthew Smith, NY DOS Amanda Bearcroft, NY DOS Michael Yevoli, NY ESD Mary Barthelme, NY HCR	<b><u>Consultant Team</u></b> Ian Nicholson, Buro Happold Daniel D'Oca, Interboro
		<b><u>Public</u></b> Maryanne Zadfar Bjorn Thorstad Pat Maxwell Gail Marowitz Justine Post	

### ***Meeting Summary:***

*Please see "CX\_LPC Meeting 1\_Slides\_record" for the presentation shared during the meeting, which parallels the discussion summarized below.*

Action items are called out in **bold-italic highlight**.

### Opening Remarks

Mayor Evans (LPC) thanks the State government, Village board, and LPC members. Notes that there will be challenging tasks and passionate discussions, but through the process consensus will emerge and the collaboration between public and private will deliver meaningful change to the Village.

The public website ([www.CoxsackieNYF.com](http://www.CoxsackieNYF.com)) and email address for comments and questions ([CoxsackieNYF@gmail.com](mailto:CoxsackieNYF@gmail.com)) is shared.

The Agenda for the meeting is reviewed briefly.

### Code of Conduct

Ian (BH) reads the Code of Conduct preamble, and reviews key points from the Code of Conduct that LPC members are expected to abide by, including signing the acknowledgement form, printed copies of which were offered to those who haven't signed yet.

Guidance is delivered regarding conflicts of interest and recusal. Printed copies of the Recusal Form are offered.

**LPC Members are to sign and return their Code of Conduct form ASAP, in no case later than the 2<sup>nd</sup> LPC meeting.**

### Introductions / Roles and responsibilities

Everyone from the LPC, State team, and consultant team introduces themselves briefly, noting their name, organizational affiliation, and their role on the NYF team. (All in attendance are noted above.)

Ian (BH) reviews the basic roles, responsibilities, and expectations of the State agencies, the consultant team, the LPC, and the Village staff.

### Overview of the NYF Program

Ian (BH) provides overview of the NYF Program, including brief history of DRI, overarching goals, and the planning process.

### NYF Application

Ian (BH) provides brief overview of the Village's application to the NYF program, which was the basis of the \$4.5 million award.

Review of the NYF Area boundary as shown in application, invitation to LPC to discuss and confirm.

- Mayor provided background that Elan Planning had helped the Village with their application, including the rationale of where to draw the boundary, which is agreed to be compact and walkable.
- Observation that the State-owned wetlands parcel along the River is excluded.
- Question about modifying the boundary.
  - Answer given that small changes can be considered by the LPC over the course of the NYF planning process, and that potential Sponsors with project ideas that fall just outside the boundary should be encouraged to participate in the Open Call – however, the final NYF area should be compact, walkable and capable of catalytic change.
- Confirmation that projects funded through this program must be inside the final NYF boundary.

Review of preliminary downtown vision statement and list of goals as included in the application.

Review of past investments, local policies, administrative capacity, and public outreach to date.

Review summary of project opportunities identified in the application, emphasizing that ALL projects must go through the Open Call process, even those included in the application.

### Project Development

Ian (BH) provides review of project development process, including Open Call and project development phases.

- Question on whether there is an application fee for Sponsors to respond to the Open Call.
  - Answer is that there is no application fee.
- Question about who can be a Project sponsor.
  - Answer is that the entity that would eventually contract with the State should be the Project sponsor, i.e. the entity that will be reimbursed.

- Want to steer away from overly hypothetical proposals, so the sponsor is required to have adequate site control and capacity to execute the project.

Review of information asked for on Open Call form, eligible project types, and project requirements.

- Question about start-up business support as a project.
  - Answer from State team that the NYF program is focused on capital projects only, so any operating or start-up expenses would not be eligible unless they are a capital improvement within the NYF boundary. For instance, Tannersville tried a trolley: some costs qualified, some did not.
- Question about signage, branding, and wayfinding – LPC members have heard from people that they had no idea the downtown even existed, that it's easy to drive by – desire expressed to post signage at the "church corners" (Mansion + Washington) to draw people in from West Coxsackie / Hwy 385.
  - Answer is that Village branding can be funded thru NYF and applied throughout the Village, however: physical signage can only be paid for thru NYF if located within the NYF boundary.
  - Village can choose, thru an RFP, a branding consultant to do the design and strategy work – not chosen by State or NYF consultants.
- Questions about program timing.
  - The deadline for the final SIP to be submitted to the State is sometime in December.
  - Projects will be awarded and reimbursements will start to be made available, realistically, no earlier than summer 2024.

### Public Engagement Strategy

Dan (Interboro) provides overview of the public engagement strategy, including LPC meetings, public workshops, outreach activities, website, and stakeholder meetings.

Group reviews the proposed schedule and generally confirms that dates are good (agreed dates noted in posted slides). Group confirms that LPC meetings will continue at Village Hall. After some discussion, it is agreed that the Public Workshops are best held at the high school cafeteria.

Observation from LPC member that outreach needs to emphasize the NYF area boundary so that project ideas don't come flooding in from all over the Village.

Amanda (DOS) observes that it's good to leverage existing mailing lists from LPC member organizations, where appropriate, to distribute information and invitations.

General agreement that a succinct "elevator pitch" statement that tells the public what's going on is needed.

**Consultant Team to follow-up with LPC to provide draft language.**

General enthusiasm for the idea of a "postcard" that can be distributed and pinned around town.

- Should include "call to action" as well as the elevator pitch statement.
- Simple text about the grant and opportunities to participate.
- Keep it positive.
- Include QR code.
- Should include a digital version that can be posted to Facebook, Instagram, Village website, etc.
- Confirmed that it is appropriate for LPC members to post such materials on their private and/or organizational accounts, and for business to pin up, hang in their window, stack on their counters, etc.
- **Consultant team will prepare draft for DOS and LPC review.**

General conversation on public outreach, hard-to-reach audiences:

- Important to get people into a system that keeps them engaged, repeated calls to action and interaction.
- Suggestion for NYF website to have an FAQ section.
- Local senior group meets monthly – might be a good stakeholder outreach.
- How to reach renters?

#### LPC Q&A / Discussion

Observation that corrections facility staff mostly do NOT live in the Village, contrary to how it was many decades ago. Most live very far away and commute in for long double shifts.

Observation that most of the NYF area is in an historic district, and restrictions apply to development.

- Response from State team acknowledging such, and observing that any successful Project Sponsor should be aware of any and all local regulations pertaining to work, including building codes, energy code, historic preservation rules, zoning and other state and local regulations.

State contracts with successful project sponsors will run 5 years. Want to see shovels in the ground within 2 years. If projects fall apart for whatever reason, State works with the Village to appropriately re-allocate that funding – it is not re-claimed by the State.

Mayor announces that Dolan Block recently received \$1.5m Restore NY grant funding.

State team makes sure everyone's aware about the new round of CFA applications, and the Main Street Program.

#### Public Comment

Observation that whatever happens downtown is good for the whole Village, and effort should be made to make sure those living or working outside the NYF boundary feel included and understand the benefits of the effort.

- Mayor agrees and observes that his next area of focus is the business district in West Coxsackie, which has started to see more challenges.

#### Closing Remarks (LPC Co-Chairs)

Mayor thanks everyone for their time and commitment.

END OF SUMMARY