

Town of Canandaigua

5440 Routes 5 & 20 West
Canandaigua, New York 14424

MINUTES

CITIZENS' IMPLEMENTATION COMMITTEE MEETING

TUESDAY, MAY 15, 2018, 9:00 A.M.

Committee Members Present: Doug Finch
Sarah Reynolds
Gary Davis
Eric Cooper
Oksana Fuller
Tom Schwartz
Pat Venezia

Guests Present: Karen Dworaczyk, Insightovation Consulting

Members Absent: Joyce Marthaller, Kevin Reynolds, Ray Henry, Kelly LaVoie

Economic Development – Group Concept Mapping

- **CALL TO ORDER**
The meeting commenced at 9:10 am
- **PRIVILEGE OF THE FLOOR**
None at this time.
- **REPORT OF THE DEVELOPMENT OFFICE**
None at this time
- **REFERRALS**
None at this time.
- **OLD BUSINESS**
None at this time.
- **NEW BUSINESS**
Karen Dworaczyk presented the Concept Mapping Project.

Karen: We haven't brought the findings to the joint teams yet, so this is a sort of teaser to give us an idea of the results of the study. The tentative date for the official presentation is May 23, 2018, at 7:00 pm, at FLCC, Stage 14.

The genesis of this is that the Economic Development Committee had the ability to come together with the City and the Town and asked, "What should we be doing? We've embarked on a journey; what are the specific actions we should take?" We created a Project Steering Team and a Steering Team. The members of the Project Steering Committee are Doug Finch, Ethan Fogg, from the Chamber of Commerce, and John Goodwin, from the City of Canandaigua.

The Steering Committee is comprised of the following members:

Doug Finch, Town of Canandaigua, Ethan Fogg, Chamber of Commerce, and John Goodwin, City of Canandaigua, Rick Brown, City of Canandaigua, Denise Chapel, The BID, Andy Griffith, Chamber of Commerce, Oksana Fuller, Town of Canandaigua, Sarah Reynolds, Town of Canandaigua, Kal Wysokowski, FLCC, and myself.

We have software that helps us with the sorting of categories in the database.

The purpose of the study was to gather ideas on how we should improve the economic vitality of greater Canandaigua. We applied group concept mapping in four different phases. We meet on an average of every two weeks. We invited close to 350 stakeholders to participate. 227 people signed into the software and submitted their idea statements. 486 individual idea statements were generated, which was huge! We were able to put 125 unique ideas into the software to be sorted by participants and rated. The software then turned it into quantitative data. These ideas were sorted into categories and rated based on the following :

- 1) Importance
- 2) Feasibility
- 3) Satisfaction with the current state

We asked them to identify themselves by gender identity. The difference in attitudes with higher and lower income is sometimes important in idea generation, but that doesn't seem to be the case here. We have that ability but do not need to use it at this time. We have a diverse demographic with different points of view. It's not monochromatic.

We generated hundreds of ideas, asked participants to group ideas, categorize, and rate them according to importance, feasibility, and satisfaction.

Karen talked about the 14-Cluster Analysis.

Importance Pattern Match/Importance to City and Town Pattern Match. There were slight differences between the City and Town – very little significant differences. The ideas

averaged between the 3 – 3.5 point range, with 5 being ‘extremely important’. It was a very narrow band. We really are “One Canandaigua”. We don’t think very differently. I don’t think we really knew that going into the study. The data is a foundation to guide us as we go forward. We look at the numbers and charts, and we get a framework that shows us how we think about ourselves.

Joint Economic Development – We all agree that this viewpoint is very important. Economic development is a process or set of actions that we take to make sure that our area is prosperous to live in. It is a set of decisions we make. We discovered that the lake is central – at the core – to everyone, whether a City or Town resident. Karen asked if there were any questions.

Tom Schwartz: Have you compared the conclusions from your study, which are from biased participants, as opposed to random participants of the City’s survey that was mailed to City residents?

Sarah Reynolds: The results are not back yet.

Tom: Biased folks – people are interested in the goals of the Town.

Oksana: We chose stakeholders for Economic Development to help determine satisfaction of services.

Karen: I’m not sure we can compare results of the two projects because of the different questions asked and the type of surveys used.

Doug Finch: One of the interesting results was that the protection and promotion of agriculture was just as important to the City as it was to the Town. I was at the Fox Ridge Homeowners’ Association last night, and they asked me just as many questions about the City as they did about the Town.

Sarah: One can’t really exist without the other.

Tom: People who live in Canandaigua do not differentiate between the City and Town.

Doug: You are right about average results, but I think we forget about the average resident when we get bogged down by everything. We have a resolution coming up on the Town Agenda to help the City with their Downtown Revitalization Initiative (DRI) Grant application.

Gary Davis mentioned the bypass – is that the City, too?

Someone said “Yes; it’s referring to re-routing traffic away from the lakefront and Downtown.

Oksana Fuller: When it comes to tax time, Town residents say, “I can’t believe how high the taxes are.” It’s the County and school taxes that are so high, and the Town has nothing to do with school taxes.

Doug: I’ve been asked if there would be a merger of the City and Town, and my response was, “Are you willing to pay more for it?”

Karen: The things that we will be recommending for action will be such a great guide.

Sarah: I didn’t think the resulting ideas would be as wide-ranging; I’m very impressed.

Karen: This came from our collective thinking. Everyone came together and built an alignment. Because of the Steering Team and the fact that it is a joint effort, we worked collaboratively to do it.

Doug: Just like we have our Comprehensive Goals listed here, there will be implementation actions associated with all of this.

Oksana: It is amazing to see all that has been accomplished.

Open Space

Doug: Sarah, What is going on and what is the status?

Sarah: We were supposed to have the final draft last week, but I have not received it.

Doug: The ECB members are the ones that will have to deal with all of this. Eric, what else has the ECB been doing?

Eric Cooper: Articles, different events, other plans going on. We met for 2 ½ hours on the 1st of May. A half hour was spent discussing the project review, and 2 hours were spent discussing the educational piece. While there is probably some extra efficiency to be gained, you would have to have a second meeting or the members would have to stay until 9 pm. Is there anything that can be done with the Environmental Committee?

Doug: They are specifically focused on the Plan 2028 project. It is very time intensive. Our AG Committee is not as organized as I hoped they would be. I’m wondering if Open Space and AG Protection could be lumped into one entity taking the lead on protection.

Sarah: Is that fair to Open Space to lump it under AG?

Doug: The AG Committee is very interested in the education of agriculture. I’m not saying to completely remove Open Space from AG, but I don’t see them focusing on it.

Sarah: The Committee doesn’t do much with that.

Oksana: What about the AG Enhancement Plan? They haven’t done that yet.

Sarah: They started with education. I think at the next meeting we are going through the rest of the implementation strategies. We did begin one of them – a webpage with a list of AG producers in the Town.

Oksana: I really need their input. I've sent each one an email but have never received any responses.

Pat Venezia: The projects that the ECB has been reviewing at the meeting are projects directly affecting the lake.

Eric: Looking at this Executive Summary, the Development office could work on some of these things.

Sarah: Tom, Would any of the people on the Open Space team be interested in taking this on?

Tom: Time is an issue. Saralinda (Hooker) would probably be interested.

Doug: Saralinda is already on the ECB.

Tom: Edits and revisions have not been done in a timely fashion. The issue is time. Hopefully, we can gain momentum. We need a group of people to lead the charge.

Doug: We are getting to the point where we may need to hire someone part time. With Open Space and AG, it is very time intensive.

Gary: What are other townships doing?

Doug: I would have to do research. Tom. Have you had any conversations about who is going to take this up?

Tom: No.

Oksana: Saralinda is already on so many committees.

Tom: Why is the Plan 2028 a County issue?

Oksana: Tom, you came to the County Road 16 meeting. That was led by the County.

Doug: There has been some progress, for example, covers on recycling bins.

Oksana: I think your idea about if the Town Board will go along with the TDR regarding the finances. We would have to have a serious committee who would handle all of this.

Tom: When you say 'hire', do you mean employee or someone from the outside?

Doug: We have to figure that out, whether we would use an outside consultant, etc.

Sarah: Can we use someone from the land trust(s)?

Doug: I have to explore all of that.

Sarah: If the land trust doesn't have the capacity to pay additional but has the people, maybe we could foot the bill if we used them for our Open Space needs?

Doug: FLLT wants a fund to go with any easement they hold.

Tom: They want an endowment.

Oksana: Our Open Space funding – Has money come into it in the form of fees?

Doug: Nothing since 2014.

Eric: It cannot be used for personnel expenses?

Doug: Correct.

Oksana: If someone wanted to donate to the Conservation Easement, how much would it cost?

Tom: That's an education piece.

Doug: We have talked about it a couple of times. I thought, as part of this plan, there was going to be a recommendation for the Parks and Recreation fee.

Eric: 4.4 on the back page of the Executive Summary.

Doug: It's not specific.

Eric: Do we want to put some of this on the individual homeowners?

Tom: It's a fairness issue. Maybe a bond issue where everybody pays.

Doug: It says the Town Board has the responsibility, but until we have the debate.....

Oksana: We already know all of this (information) in the Executive Summary.

Eric: What we really want is specific steps to take.

Doug: At the Uptown meeting last week, I was not impressed with the presentation. It was not specific to Uptown. I sent an email with my comments, and I haven't heard back from them yet.

Oksana: We already knew all the data that the consultants presented.

Gary: I thought they would come up with proposals, and we could look at them and share our ideas.

Eric: I think they're doing the groundwork. They are getting a more general analysis. They're trying to see what we are looking for style-wise. Perhaps the reason they

compared it to Pinnacle North was to give us that comparison to see if that matched with our goals of the area.

Doug: Mostly residential. We don't want to compete with Downtown. The City keeps voicing this concern. Darren Ramsey, GTC, shared similar disappointment. Jim was very disappointed. The Uptown Study was not as up to par as we would have expected.

Sarah: Jodi Binnix said she was a little surprised, too, based on their prior experiences with this particular group of consultants.

Oksana: We've been working on this the past four years. It just seems like the materials are all the same.

Tom: It's too generic.

Sarah: A lot of the complaints sound similar to the AG Plan.

Doug: What should we do?

Sarah: Some of the comments that were just verbalized in the meetings may not have gotten to Barb.

Doug: The invoice was submitted, but maybe we can get their attention by withholding the check?

Oksana: What is the next step?

Sarah: The next Public Meeting is June 18th. We need the final version before then.

Doug: The Open Space Team documentation – do we need to have the CIC meet to advance specific recommendations to the Town Board to implement this?

Oksana: A lot of ideas have been completed or are being worked on, so does the whole CIC take on Open Space?

Tom: I think it would make it easier for the Town Board.

Sarah: Replace ECB with CIC in the implementation strategies for the Open Space Plan.

Oksana: Yes.

Doug: I don't want to lose these recommendations, so does the CIC get charged with part of the oversight in making this happen?

Oksana: I think we would need another chart like the one in the Executive Summary.

Eric: Some of these things are mentioned multiple times and can be combined. Some of it is redundant.

Doug: What is the plan to set up a public meeting – July – set it up, August – have a public meeting and adopt it? Maybe the CIC can put together a very specific resolution for the Town Board. Maybe we can talk about this at the end of the Plan 2028 meeting on June 5th.

Sarah: Karen will not be presenting at the Joint Board Meeting on May 21st, so we need to fill it. Does anyone have any ideas?

Eric: Is there anything that some of the committees and boards can use help with? Or the Environmental Committee?

Doug: Good idea.

Sarah: It's a chance to ask the Committee or Board for help.

Doug: At the Uptown Feasibility Meeting, someone said that most of the dynamic municipalities have gone through the Code and made changes, i.e., permits are issued within 30 days.

Tom: Jim Volpe is proposing to rezone his Parkside Drive property and was told at PRC that he would have to wait a long time for approval. He seemed OK with it.

Eric: We need to come up with an idea of what we would like to see there.

Oksana: Do you think the Environmental Committee (Plan 2028) has gone far enough where they could present something on the education piece?

Doug: Yes, maybe. We could get updates from Kevin and Joyce.

Eric: Can you ask the people to come prepared with their ideas written down?

Sarah: Yes, and we can ask them to submit some of them ahead of time, too.

Oksana: We are meeting at 11:00 (today) to discuss the Open House floor plan for the tables. The ECB needs a projector and screen. We asked Wegmans for a donation and asked them to respond by June 18th. Granger Homestead is hosting The 80th Anniversary of The First Airmail Flights from Canandaigua to Rochester on May 17th at 7:00 pm.

Doug: What is the theme of the July 4th parade?

Oksana: I have no idea.

Tom Schwartz: The Open House is on June 16th from 9:00 am to 1:00 pm.

Oksana: The Memorial Day Commemoration in Cheshire is Saturday, May 26th, at 10:00 am. Don Barton, who was a bombardier navigator during World War II, will be there.

➤ **MEMBERS' REPORTS**

None at this time.

➤ **UPCOMING MEETING TOPICS**

June 5th – Plan 2028 Committee

We are going to be talking about Open Space before it goes to the public meeting, which is scheduled for June 18th at 5:00 pm (before that night's Town Board meeting).

ADJOURNMENT AND NEXT MEETING

MEETING WAS ADJOURNED AT 10:50 AM.