

Sarah Reynolds opened the meeting and announced that the Town of Canandaigua was awarded the PDR (Purchase of Development Rights) grant from NY State Department of Ag and Markets for the Purdys' Pendleton Farm. Finger Lakes Land Trust was also awarded a PDR for the Strykers' Kim-Mar Farms. That makes two for the Town.

Eric Cooper was the invited guest. Eric began his presentation by distributing copies of The Town of Canandaigua Public Engagement Plan, 2020 Comprehensive Plan Update DRAFT to Committee members. Eric said that it was partly based on some training he had taken in December from the Highland Planning Group. The main goal was public engagement throughout the Comp Plan Update process.

Eric directed everyone's attention to the Overview on page 3, which contained the following:

- Purpose and Objectives of Outreach
- Objectives of Outreach
- Values of Public Engagement

The goal for this was to create a plan to get as many people involved as possible and obtain input and feedback. It is important that people know this program is consumer and constituent friendly. Eric is in the process of creating a contact list specifically for the Comprehensive Plan Update. The hope is that people will be excited to participate in contributing to the future of the Town. It would be very good for the Town to be involved, as much as is possible, in the process on a consistent basis, as well as the involvement of 'fresh eyes'.

A suggestion was made to include a member of the ECB. In the past, there has always been a member of the ZBA on the Committee, as well as representatives of other various groups. The ZBA's input is very important. It is also very important to have every possible group in the Town involved. It would be the Committee's responsibility to gather as many comments as possible.

There was a discussion about potential strategies for outreach. A suggestion was made to appoint a steering committee to guide the process of interacting and communicating with everybody. Ideally, people from every area of the Town/district should be involved. An email list of people who are engaged will be maintained.

The plan is to establish a framework for outreach (which is, essentially, what this Plan is) and to let people know that the Committee is trying to reach them and values their input. The Outreach Plan will be multi-modal and will include the use of emails,

editorials, and social media. The plan is to use existing associations to see which social bonds there are. Efforts will be made to reach out to the Kiwanis Club, Lions Rotary, Cheshire Community Action Team, fire departments, and neighboring associations and municipalities. A good idea would be to have a planning meeting.

Another idea was to have a meeting with students from FLCC and Canandaigua Academy and find out what the younger generation's thoughts are about this area. This may potentially result in the students' parents becoming involved. More than one survey may be used throughout the process. Another idea was to have people submit their favorite photos (past and present) of life in the Town. These photos can be of animals, weather, natural scenery, etc. All agreed that social media will be a big boost.

A suggestion was made to use incentives, such as Wegman's gift cards, for filling out and turning in surveys. Doug Finch brought up the idea of the City and Town working collaboratively in this outreach, as both have funding in their 2019 budgets for communications.

The question was raised whether this could be tied in with the Fair Housing Month.

There was a brief discussion about grants. This is a busy season, and the CIC's involvement in this is yet to be determined.

- Member Reports (if any)
 - Planning Board
 - Zoning Board
 - Environmental Conservation Board

The ECB is working on the Projects Plan for 2019. The first project they have identified is a Tree Workshop and a Tree Giveaway. They will meet in February and finalize all of the various plans. Their partners thus far are:

- Soil and Water
- PRISM (Staychocks)
- Cooperative Extension
- The Town Republican Committee has offered to provide trees to workshop participants, which will be the Giveaway.

This will be in April right before Arbor Day at the Transfer Station. There will be topics such as The Value of Trees, which include the following:

- Climate change feature of trees
- Hydrologic feature of trees
- Aesthetics and well-being of trees
- Reforestation of our Strategic Forest Protection Area

There will be an Invasive Species Workshop, as well.

Dave Sauter will be one of the Workshop presenters. Dave has planted hundreds and hundreds of trees.

The question was raised whether Parks and Town could consider planting additional trees at this time so the Town can start helping people with the

planting. Perhaps 10 – 20 trees could be planted in a particular park. Giveaways, seedlings, pots (biodegradable) can be planted in the ground with the trees.

- Agricultural Advisory Committee
- Complete Streets Committee
- Drainage Committee
- Economic Development Committee
- Environmental Committee
- Finance Committee
- Local History Team
- Parks & Recreation Committee
- Planning Committee
- Special Events Committee

- Adjournment

The meeting was adjourned at 10:00 a.m.

- Next meeting: Tuesday, February 5, 2018
 - Topic: Complete Streets (Updated Policy)