

CITIZENS' IMPLEMENTATION COMMITTEE

June 7, 2022, at 9AM

Rev. 6/21/2022

MEETING REPORT

Meeting Called by: Shawna Bonshak, Chair

Committee Members: Oksana Fuller (R) Doug Finch Chuck Oyler (R)
Shawna Bonshak Sarah Reynolds Patti Venezia (R)
Tom Schwartz Sal Pietropaolo Karen Parkhurst
Dick McCaughey

Secretary: Kimberly Burkard

Guests: Matt Horn Terry Fennelly

R=Remote

CALL TO ORDER

- Ms. Bonshak opened the meeting at 9:03AM and greeted guests.

NEW BUSINESS

- **Local Development Corporation (LDC), with Matt Horn**
 - Mr. Fennelly shared that he was appointed President of the LDC this year and that in March the LCD adopted a series of priorities for the fiscal years 2022 and 2023 that are centered around identifying opportunities to assist the Town and City of Canandaigua. These include finding ways to improve the infrastructure. They are also determining infrastructure capacities (water, sewer, natural gas, electricity, etc.). He noted that the town has an activity determining infrastructure demands in Uptown (water, sewer, gas, electricity). City also looking into their system including the filtration plant on West Lake Rd. The LDC is looking for assistance with this work including grant opportunities.
 - Mr. Fennelly also noted that there is a desire to balance tourism into the shoulder seasons. They are looking to apply for a grant that could be used to help increase tourism in the off-season.
 - Mr. Fennelly shared that there is an active Wayfinding project that will include signage and identifying key areas of interest in the town. Bergman has been contracted and they have developed artistic themes and designs for signs and banners.
 - Mr. Horn shared the unified economic strategy between the city and town. He noted that individual neighboring municipalities going after economic development independent of one of another is a recipe for disaster as you end up chasing the same projects and compromising the quality of life. Mr. Horn will be

- presenting about shared services among municipalities at a conference. The LDC is a case study in municipalities that recognize the power of the combined market.
- Mr. Horn said they have a restaffed board with new board members. They are considering a board expansion. They are repositioning to focus on the strategic level rather than the “nuts-and-bolts” level.
 - Mr. Horn noted that there are three main priorities with the first being seasonal volatility around tourism, which is an economic engine. Finger Lakes Visitors Connection has been talking about the tourism shoulder seasons for years and attracting tourism in the off months. The Lake House has a new General Manager who is from the Lake Placid area and Lake Placid has the opposite problem— attracting tourism in the summer. He knows how to attract winter tourism and sought strategic alliances with Bristol Mountain and others. The Lake House General Manager noted that some main street businesses were closed until Memorial Day. They started the “Winter in Canandaigua” collaborative marketing campaign (social media, print marketing, and events) to generate interest in Canandaigua in the fall of 2021. The events were small 400-600 people. The Lake House owners made a significant contribution to get it started. LDC is supporting this initiative. Key campaign market is the summer visitors—engage them about winter possibilities. LDC set up a \$10,000 fund to help in year-round marketing.
 - Mr. Horn noted that the LDC is sponsoring a grant application to Market NY Program, which is part of the Consolidated Funding Application. This would contribute dollar-for-dollar on marketing initiatives. They are expecting a \$25,000 grant application with match for \$50,000 for wintertime visitation marketing.
 - Mr. Horn said that there is a bottleneck for residential and business opportunities and that is infrastructure. The town gets sewer and water service from the city and the city is reaching the top of its permit to withdraw from Canandaigua Lake. There is a distribution bottleneck on the wastewater side. There is a ceiling in terms of the grid and the town is approaching that. The LDC is focused on inventorying the capacity and limits of existing infrastructure (water, sewer, electricity, natural gas) and building strategies for increasing that.
 - The city has a supply study underway. The town has a distribution and storage study underway. Ontario Co. is kicking off its affordable housing strategy which includes an infrastructure assessment. The LDC may fund or find grant sources the analysis of any gaps.
 - The federal government is starting to put out infrastructure funding and the town and city are well positioned with plans and strategies to make application. There is a federal transportation program, RAISE, that came out early this year. There are active transportation plans—Uptown, lake front including RTE 5&20/RTE 332 intersection. City and town met with DOT and County and were encouraged to think “big” for federal dollars. The federal dollars fund huge projects. County and State suggested creating a unified capital investment plan for the corridor—the 332 Master Access Plan that could get funded at 50 billion or 20 million dollars. A capital improvement plan for that corridor needs to be built. Mr. Horn commented on challenges like matching funding.
 - Mr. Horn said that there is an additional strategy—internal governance. This includes what the board should look like, what sectors need to be represented, and formalized roles with the city and town. “City and town are like cousins, same last name but different background and different interests.” So getting them on the same page is taking time.
 - Discussion about lakeside hotel and that is may open in the upcoming off-season. Conferences and other off-season events are a perfect match.

- The Lakefront Active Transportation Plan and the UpTown Active Transportation Plan include reconfiguring the RTE 332 and RTE 5&20 intersection that would also include cyclist, pedestrians, etc. The intent is to create a seamless experience between downtown and the lakefront. In UpTown there are multiple intersection improvements and parallel roads to create accessibility opportunities for development. Mr. Finch noted another active transportation study that started at UpTown and included the rest of the town and went to Farmington and continued across RTE 96 to Victor.
- Mr. Fennelly added that parking is an issue and will have to be looked at seriously. Multi-level structures mentioned. Mr. Horn said that there is a contract with Bergman for a parking study in the lakefront area. Hopefully by Labor Day there will be some recommendations from Bergman.
- Mr. Horn noted the time line for the RTE 332 project. If all the funding is in place, it wouldn't be complete until the earliest of spring 2025.
- Mr. Finch shared that the airport has had a jet parking problem three weeks prior due to a training activity and a CEO conference at the Lake House. He said airport usage is up and the airport has plans for a new terminal expansion—but not the runway. He noted that Akoustis Technologies company jets are going in and out of the airport daily. Canandaigua is their new global headquarters.
- Mr. Finch shared that there is two Town of Canandaigua businesses that make the Top Twenty in terms of food and beverage manufacturers. Artisan Meats is number fifteen in the Rochester/Finger Lakes Region. Heron Hill is the other. There was a discussion of the Artisan Meats business. Of note, these sausages are sold in Wegmans. Mr. Finch also noted that Pactiv is the largest employer in the Town of Canandaigua and Ontario Co. The new YMCA is being built and Motion Junction will have a huge ribbon cutting.

ADJOURNMENT AND NEXT MEETING

Adjournment @ 9:40 AM

Next Meeting, July 6, 2022, 9AM