

CITIZENS' IMPLEMENTATION COMMITTEE

July 6, 2022, at 9AM

Rev. 8/2/2022

MEETING REPORT

Meeting Called by: Shawna Bonshak, Chair

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

Secretary: Kimberly Burkard

Guests: Jared Simpson

R=Remote

CALL TO ORDER

- Ms. Bonshak opened the meeting at 9:03AM.
- Ms. Bonshak noted the discussion from the last CIC meeting regarding reworking the committee.
- Mr. Pietropaolo suggested that the committee take a 1-2 month break and come back after to regroup.
- Mr. Schwartz suggested a monthly meeting instead of twice per month.
- Mr. Finch said that the CIC helped to set up the 2021 Strategic Planning Session. He said it is a committee established by resolution, not town code so the committee can change to serve whatever needs necessary via recommendation to the Town Board. He suggested that even a quarterly check-in on the Comprehensive Plan is possible.
- Mr. Finch said that Ms. Fuller is interested in stepping away from the Economic Development. There may be ways to rework all of that. The Economic Development Team hasn't met in over one year. It may be possible to "morph" it into the CIC or LDC. There is a large list of people on the Economic Development Committee. Some people were appointed by the Town Board to be on it. There is ~60 on the invite list.
- Ms. Fuller said the Economic Development Team started with identifying challenges to town businesses. There were tours and concept mapping plus Form Base Code. Ms. Fuller suggested a professional business person to take the lead. Or the LDC.
- Ms. Parkhurst said that the LDC is lead by the City. Mr. Finch disagreed and invited Ms. Parkhurst to a LDC meeting. He said that the town is diving most of the conversation. He said there is a lot pertaining to Uptown but there is also a lot on the connection of Uptown all the way to the lake front. The average person (tourist or resident) when thinking of Canandaigua, thinks about that the experience all the way down to the lake front. They do not see the municipal boundaries. Mr. Finch admitted that Cheshire does get left out but there is no sewer there so economic development is nothing more than the infill of storefronts. There won't be large economic growth without sewers. Ms.

Parkhurst said that people in Cheshire don't want sewers. Ms. Fuller said that they cannot afford them. Mr. Finch said that matter has already been settled/closed.

- Mr. Simpson said that there is a BID being created for Uptown. Which can help drive some of the development. There is also a new county Economic Developer who is very “boots-on-the-ground.” He is an electrician by trade and understands infrastructure.
- Ms. Parkhurst noted overlap between the various economic committees. Mr. Finch said one that that is not overlapped is the work Ms. Fuller did leading business retention activities—the committee visited businesses and communicated with them. He noted that the LDC will not do that. Ms. Parkhurst said that was needed now more than ever. She noted some issues like lack of sidewalks and employee transportation that businesses are struggling with. She said that retention is critical. Mr. Finch said that the industrial businesses (Pactiv, Akoustis, Artisan Meats, etc.) are getting business retention visits from IDA. He said the smaller businesses, the retail businesses, etc. get no attention from the IDA. He noted that those businesses are vulnerable.
- Mr. Simpson said that they need an advocate. He said that he has met with two businesses in the last six months, including Finger Lakes BBQ, and they are struggling and having a hard time getting Covid money, unlike larger businesses. He was able to help them get their application submitted. Restaurant on East Lake Rd is struggling with the same thing. He fears that such struggling businesses will eventually give up.
- Ms. Parkhurst is the chair of the county small business committee and they are rewriting their charter. There was money via the CARES Act for the county and there were only 20 or 25 spots but 60 applications. The State will not extend the funding. These businesses are looking for help.
- Mr. Finch said that there is a variety of economic development activity—talking with Akoustis and small restaurants. There is a large spectrum in businesses. Challenges are different for the large versus small businesses. There is a county consultant to help with the Covid CARES money. He has attended meetings between her and Quail Summit. Quail Summit was severely impacted and has struggled. They haven't gotten some of the money that they thought they would. They are doing strategic planning. What does healthcare look like in that portion of Canandaigua. There are also new businesses like Popeye's and 5 Below. Also a new consignment shop by Tom Wahl's.
- Mr. Finch said the bubble tea place is a small business. They are doing well but during Covid they were allowed to put a trailer out front so they could sell their product and stay open. Unless the businesses reach out to the town, the town will not know these things. That is one of the items missing in the business retention visits, especially for the smaller businesses.
- Ms. Parkhurst asked if the Economic Development Team could be refocused to that retention work.
- Mr. Finch says that he talks weekly with GRE (Greater Rochester Enterprise). It is an international entity that attracts business to the Greater Rochester Area. They are teamed up with the Economic Development Council, etc. They spearhead the effort to attract businesses looking to relocate to our region. The competition is with other regions, states, countries, etc. Projects look for site selection. Most calls are looking for 5/10/15-thousand square feet of flex space in a building that is already available. Most business don't want to go thru the building process. There will be flex space in Uptown available.
- Ms. Fuller clarified that she did not say to get rid of the Economic Development Team. She does not feel that she is the right person to lead it. She feels a professional business person would be best suited for it. She is also curious about the status of the Uptown BID. She feels that information about available buildings, etc. is needed. She asked if the LDC was going to do that.

- Mr. Finch said that the LDC was looking into parcels for development in the town and city. The initial listing of potential parcels had problems with every parcel listed—ex: parcels in the Strategic Farmland Protection Area, or parcels with no water/sewer, etc. He said that activity needed to be redefined. He said that there are three plazas in the town—Big Lots, Roseland, 332 one. The 332 one has had a lot of vacancies for years. It was repurposed and now 100% full. Roseland Plaza had some vacancies but 5 Below is going to take a big chunk of that. Ollies went in. Popeye’s going into the old bank. Halloween store goes in and out. There is not a lot of vacant space. There is a building on Brickyard Rd that may be available for a manufacturing business. But that is it.
- Ms. Fuller asked about the Uptown BID status. Mr. Finch said that it has been created and the Town Board is the entity for that. They need to have an organizational meeting to get going. One was scheduled but it had to be canceled. It needs to be rescheduled. There is revenue and expenses in the 2023 budget for it.
- Ms. Fuller asked if anyone in the CIC wanted to be the chair of the Economic Development Committee.
- Mr. Finch said that team is inactive at this point and it will have to be reactivated. It was also used to finish the Form Base Code. He thinks that if it went back to business retention, that there might be renewed interest. Mr. Simpson said that the distribution list might be too large and it is time to reset it. Mr. Finch said the list was a mixture of businesses and organizational leaders.
- Mr. Pietropaolo asked about the county inventory initiative. It is just housing.
- Ms. Bonshak said that the CIC direction needs to be figured out in order to develop the 2023 budget (agenda item).
- Mr. Finch said that people reached out to him about the CIC after the last meeting. It was evenly split—keeping it (in some manner) and letting it dissolve.
- Ms. Parkhurst believes it should exist as she believes it would fall back to the state 10-12 years ago with very little goals. She says that you need a driving force. She believes that the board needs to hear the voice of the people, that make up the CIC. She feels it should meet at least once per month to keep the focus on the goals.
- Mr. Finch said that the CIC is still operating in a 2018 model. He suggested that if it meets once a month in the 2018 model, maybe it should have some remote sort of communication, something more interactive, other times, via the website, etc. for citizen engagement for that second meeting of the month. Ms. Parkhurst said it needs young people with new ideas and that there needs to be thinking/moving the town in the direction that will support the youth of the town.
- Mr. Simpson agreed that a new, younger perspective is needed but it is hard to engage people busy with families. He suggested a quarterly in-person meeting with remote meetings, and different meeting times being possible. Work, childcare, etc. make it difficult to attend a meeting like the CIC.
- Ms. Bonshak said that the way young people communicate is different. Instagram, social media, and these other channels are used. She noted a gap in community engagement. She noted that middle school – high school have no idea what is happening in their community. Start communicating with them at these ages.
- Mr. Finch suggested that the CIC put in a budget request for citizen engagement. He noted the possibility of an RFP for citizen engagement in early 2023.
- Ms. Parkhurst expressed interest in high school and college students on the committee.
- Mr. McCaughey said he was attracted to the CIC because of its integrative function. He sees that, not how, as the critical component. He asked if there is any other committee than the Town Board which sees or integrates everything going on. He said that you don’t want to lose the integration that is in this committee. Mr. Finch agreed that there isn’t

another committee that is like an overarching umbrella that understand what is happening in all the other sections.

- Mr. Simpson said if there was an Instagram presence pushing content out, you could get kids to sign up. Tik Toks about town happenings or dancing and singing, could go viral and make that connection. Young people as content creators for the committee could be possible. The young people might not be interested in the overarching discussions but they could be interested in social media. It could be experience for young people looking to major in communications plus service hours.
- Ms. Parkhurst said young people hear things differently than old people do and you need a combination.
- Mr. Finch said that overarching and communication is important. Ex: recycling we need to do better.
- Mr. Simpson said 19-29 year old he works with don't read emails or respond to them. Ms. Bonshak said that they don't pick up the phone, they text. Mr. Schwartz asked how many receive the e-newsletter. Just over 1000. Mr. Schwartz noted how low of an interest there was on a particular topic. Mr. Finch added that it can't be just one type of communication—Motion Junction facebook page is up 2100 views in the last week. Each park has their own page. Discussion about the need for a communication person.
- Ms. Parkhurst suggested communicating to all school age children. Companies have ways to communicate.
- Mr. Pietropaolo asked about the 2023 budget. Discussion about asking for anything at this point.
- Mr. Schwartz said the original CIC mission plan was to monitor goals and questioned cross purposes with the LDC and Economic Development Team. If only monitoring goals, twice a month is not needed. What is the CIC mission?
- Mr. Schwartz talked about the LDC, Economic Development Committee, and BID—how much involved in the CIC or combined together. Mr. Finch said that the BID is a separate organization (Town Board). LDC is more general. Economic Development Committee is more nuts and bolts. Suggestion made to merge the Economic Development Committee into the CIC.
- Ms. Fuller said that the CIC is only now listening to other committees and not doing work like they used to. Maybe consolidate some of the committees.
- Mr. Simpson asked what if the teams reported to the Town Board 1-2x/ year instead of to the CIC. The CIC is supervisory and directs those reports. There would be more time to work on projects.
- Ms. Parkhurst feels that the reporting activity to the CIC helps inspire ideas for the project teams. She also noted that the CIC format is much freer for discussion than the Town Board.
- Mr. Finch said that the CIC was “driving the bus” and would set priorities (with Town Board approval). Last year they had the strategic planning and the Town Board agreed with the goals and the CIC created the teams. Suppose the project teams are reporting to the Town Board monthly and twice a year the town board holds a joint project team event, brings them all together, including the CIC. Then the CIC could be leading work to the next initiative. The CIC is not worried what the individual teams are doing—they would get it at the 2x year workshop. This allows them to be focused on the “next thing” like citizen engagement, economic development, or another critical factor.
- There was discussion about engagement of young people and if they care. Mr. Simpson noted that kids may start with hitting a like button but over time they can become more interested and involved. Mr. Finch pointed out that young people get involved in different meeting styles.

- Ms. Parkhurst mentioned young people are active and showed up to help put Motion Junction together.
- Mr. Finch added utilizing resources is key—park kiosks. QR codes lead to live documents.
- Discussion about holding a 2x/year joint project team session with the Town Board. Spring and Fall.

NEW BUSINESS

- **2023 Budget Request**
 - Ms. Bonshak said the 2022 budget is \$1400. \$89 spent.
 - Ms. Bonshak said: plan updates, \$500 and strategic planning, \$500.
 - The RFP is free but there are lots of companies that do civic engagement and Mr. Finch suggested on average \$15-20,000/year cost. He suggested this as a place holder.
 - Ms. Bonshak suggested \$20,000 budget. There would be an RFP and this could be possibly used for a communications person later in the year.
 - Ms. Bonshak suggested \$20,000 for citizen engagement.

ADJOURNMENT AND NEXT MEETING

Adjournment @ 10:15 AM

Next Meeting, August 2, 2022, 9AM