

CITIZENS' IMPLEMENTATION COMMITTEE

August 2, 2022, at 9AM

Rev. 9/5/2022

MEETING REPORT

Meeting Called by: Shawna Bonshak, Chair

Committee Members: Doug Finch Patti Venezia Tom Schwartz
Sal Pietropaolo (R) Karen Parkhurst

Secretary: Kimberly Burkard

Guests:

R=Remote

CALL TO ORDER

- Ms. Bonshak opened the meeting at 9:03 am.

NEW BUSINESS

- **Affordable Housing Team**
 - Ms. Parkhurst presented the report.
 - Ms. Parkhurst talked to Senator Helming recently. Senator Helming wants to show Ms. Parkhurst some properties. Ms. Parkhurst “gleaned” that they were trailer properties and run-down properties as a result of people living in affordable housing. Ms. Parkhurst said that Senator Helming want to show her the negative side of affordability. She will meet the Senator again. She also shared the tax credit competition information with the Senator and the Senator acted like she knew very little about it. Ms. Parkhurst plans to talk to the Senator about supporting the town and their builders in that competition. Mr. Finch said that when our legislators are debating or voting on legislation or even the budget bills, they are talking about a huge pot of money (ex HCR Housing) and they may not fully understand how that feeds down and what that means. (Tax credits may be only a small percentage of the large program.) They may not understand exactly what it means unless that was assigned to them via one of their committees. Mr. Finch said have all the developers together tell the story to the elected officials may meet with success. Ms. Parkhurst talked about inviting her to a developer meeting. Mr. Finch suggested a county-wide initiative and including congressional representatives plus bringing in the state agencies. Mr. Finch also noted that the State sometimes runs into communities that are not interested in it.
 - Ms. Parkhurst said that the Affordable Housing Team has been meeting for one year (June 2021). They have talked with many people and collected much information to develop a plan. Met with County Administrator Chris DeBolt. The

County will be taking a housing and infrastructure inventory. There is an RFP out—soon to be awarded. There is support from the Board of Supervisors Steering Committee and possibly the Board of Supervisors. There will be an inventory plus a market analysis that would include emergency housing services. Municipality support is important. Mr. DeBolt thanked the Affordable Housing Team for starting the effort. Kick off is in August. Information gathering 5-6 months. Projected end is end of second quarter in 2023. There will be meeting with land owners and developers to address their needs and ideas.

- Ms. Parkhurst sent him the list of participants (31 names). She identified the most active ones. She suggested including some of those people on his team.
- Ms. Parkhurst noted that this is an important first step and is necessary for developing a plan. The goal is to have the Town of Canandaigua be the model for creating lasting, affordable housing. Mr. Finch said that there were questions raised in the affordable housing meeting on whether the community is interested and wants to be seen as a model for affordable housing. Mr. Finch said that after getting the data from the county, hopefully there can be some public engagement sessions to see if the community would support affordable housing.
- Ms. Parkhurst noted the county must be the example and the possibility of expanding beyond a one county area. She noted a three county effort in Batavia.
- She said that there is an increase in apartment dwellers. Younger people looking to be more mobile in job-seeking and careers which leads to apartment dwelling. There was discussion about what this would mean to Manchester and Phelps. Manchester has many trailer parks and lower income people. There was discussion about how that evolved—manufactured homes outlet there (Clifton Springs). Zoning allowed it. Land was more affordable for it. Ms. Parkhurst notes multi-family homes in those locations. Ms. Parkhurst noted the importance of trailer parks in affordable housing plans. She said affordable apartment rates are \$750-\$1000/month. Trailer parks are \$400-\$500/month.
- Ms. Parkhurst said that she feels that they are not equipped to address the homeless situation but can support non-profits who have the tools and specified funding.
- Ms. Parkhurst said that there is a need for reliable, affordable transportation throughout the area.
- Ms. Parkhurst asked if the county should be invited to the meet-and-greet with developers. Mr. Finch said that the State VP of Empire State Development was here and took a tour along with Ryan Davis, the County Economic Development Director and Matt Horn. Toured Uptown and talked about affordable housing initiatives. It was well received and he was excited about Motion Junction—inclusiveness of the playground and the inclusiveness brought to the housing market. Edgemere Development shared. Edgemere, Capstone, Happiness House, and DeMarco are all competing for the same exact tax credits in the Town. There are also three initiatives in the City of Canandaigua that may also be included. Not all the money will come to the Canandaigua community. Mr. Schwartz said that the community is viewed as prosperous. Mr. Finch said that the state will not be part of something controversial.
- Discussion on the negative attitude of Senator Helming/community. Mr. Finch said that there is a wide range with livable workforce housing—East Ave., Rochester mentioned. Beautiful area and ribbon just cut on affordable housing. Alexander Street, Rochester building mentioned as beautiful.
- Per Mr. Finch, “How do we tell that story?” How do you explain to the community the different types of livable workforce housing? He noted pushback

- on Creekview Apartments on Co Rd 10. He said more than one elected official said that they don't want that in their town.
- Mr. Schwartz said that we need to stop using the term “Affordable Housing” and use “Workforce Housing.” It implies a different vision—this is helping the fireman, waitress, and store clerk find a place to live. “Affordable” and “Subsidized” are the same to many people and there is negativity with those.
 - Mr. Finch said that the County’s Housing initiative has no adjective.
 - Ms. Parkhurst said that the name should be changed on the town goal. Mr. Finch shared a goal from a previous Comp Plan: “Making Canandaigua a place that is livable for people of all ages, income levels, and abilities.” That is inclusive. Discussion about seeing the inclusive playground as a more global inclusivity. There is a link now from the playground to the YMCA. Link from inclusiveness to all the different pieces—to economic development/businesses, link to childcare, link to housing, etc. The playground has broadened perspectives.
 - Discussion about the Geneva Finger Lakes Visitors Center.
 - Discussion about the Town of Canandaigua having the State’s attention. What are the primary objectives that have the community’s support. Need to define what there is alignment and agreement on and go after that. Mr. Finch noted that the communication pieces (discussed at the last CIC) and community engagement will be critical.
 - Ms. Parkhurst said more community support will be required. Communication is needed. Mr. Finch talked about a shift in the CIC to really focus on communication with the community and economic development. (Project teams to report to the Town Board). Need to start to talk about the problems to include in the RFP. Ms. Parkhurst said that some of the meetings need to be in the evenings to attract younger people. Mr. Finch said that younger people don't come to meetings like this but will be engaged via mobile devices. Ms. Parkhurst noted LinkedIn being number one choice for young professionals.
 - Discussion about communication with residents needed for the Town Board to take action. There will be struggles until that data is had. Discussion about younger people not reading the newsletter, attending meetings—other communication avenues needed. Different communication channels needed for different segments of the residents and the need to get more of the residents engaged.
 - “Gotta get more residents of Canandaigua.”
 - “Loose the word ‘affordable.’ ”
 - The same people show up at meetings. And the other people that would come would be those afraid of what would be in their backyard.
 - Information needs to be shared with the community on what are the major initiatives. There isn't staff enough to do this. Professional entities and services needed.
 - Ms. Parkhurst noted the water bill as a means of communication with residents. Mr. Finch said that is only 40%. Mr. Finch noted technology means of communication that pop up message “would you like to get updates from the Town of Canandaigua?” Ms. Parkhurst noted that the Manchester water bill has a newsletter on the reverse of the bill. Mr. Finch said that most of his paper mail goes right to the recycle bin unopened. He also noted that his water bill comes from Farmington even though he is a Canandaigua resident. Mr. Schwartz said many of his bills are paid automatically.
 - Modern technology is needed to communicate.
 - Mr. Pietropaolo suggested changing the mindset about the town.

- Mr. Finch said he has targeted information feeds to feed him what is happening with key community related items. Pactiv, Akoustis, semi conductor news (federal investments), etc. Heart – Health – Pocketbook, rest is noise.
- “If you are not communicating with this (smart phone), you are not communicating.” So many different platforms, more than just a newsletter. TikTok video. Facebook, Instagram, Snapchat, etc. Facebook is for “grandparents.” Telegram and WhatsUp used world wide.
- Ms. Bonshak suggested shifting the CIC schedule for the rest of the year. Mr. Finch agreed.
- Ms. Parkhurst doesn’t see a problem in changing the meeting schedule.
- Mr. Finch noted a phrase from a communication company, STP – the “Same Ten People.” How to get past the STP?
- Mr. Finch said he doesn’t believe that the average Town of Canandaigua resident cares about Workforce Housing—but the businesses do. It is an economic development problem. There is an opportunity to share our community with more people, and bring in more housing, and help more businesses. There are robust education facilities and high quality of life. If already a resident (property owner), how does this make it better for them? Heart-Health-Pocketbook.
- Ms. Parkhurst noted small businesses are having a hard time as part of the pandemic and so small business retention is a real problem. She chairs the small business committee. They are redoing their charter and they are trying to add business retention and some programs to support small business retention. She wants a more structured part of it be workforce housing, affordable transportation, and daycare. Mr. Finch said he is hearing more stories about one of the wage earners in the family leaving the workforce for childcare. Mr. Finch said that in our region he is hearing numbers like \$550/week for two children in daycare. At that point, why work?
- Ms. Bonshak noted that the YMCA Camp for her two children is \$400/week.
- Mr. Finch said that larger businesses are having attendance problems because of this. There are those three things (housing, transportation, childcare) and then there is infrastructure.
- Ms. Parkhurst is going to push for those elements.
- Mr. Finch said that if you put out a question to the residents like, “do you support workforce housing?” —too broad and some will say yes and some no. But if you ask if they “support economic development in the town, bringing jobs and the tax base to help support the services we provide,” you will get a much higher yes rate. Taking it a step further, and explain that economic development is those three pillars, then you are helping to educate them and tell the story. This could come from the county.
- It is important for us to connect people and tell the story.
- Ms. Bonshak asked about the upcoming meeting, August 16. ECB update scheduled. Mr. Schwartz noted that the ECB is concerned with one of the five majors goals and the CIC should hear them. The Conservation Easement Team is also scheduled.

ADJOURNMENT AND NEXT MEETING

Adjournment @ 10:02 AM

Next Meeting, September 6, 2022, 9AM