

Joint Implementable Comprehensive Plan Town of Chautauqua and Village of Mayville

Subcommittee meeting – Zoom, Wed., June 19, 2024, 5:30 p.m.

In attendance: Pat Appelbe, Scott Cummings, Julie Lescynski, Mary Schiller, Sharon Smead, Mark Smith, Lisa Schmidtfrerick-Miller, Jim Pashek, Jenni Easton

Notes

PUBLIC AND STAKEHOLDER ENGAGEMENT

The purpose of this meeting was to coordinate publicity materials and other items needed to advance plan outreach and encourage community members to participate in the project. Conversation determined the following:

Banners

- Draft banners will be updated to add “Town of” and “Village of,” which will help avoid potential confusion with the county or Institution.
- Including a web address is important for those who don’t know how to use the QR code or would prefer not to scan it.
- Three versions of the banner design will be printed:
 - o Large format for the fence, which is about 5’ tall – 10’ x 3’?
 - o A standard-size table banner – tablecloth or 6’ x 2’
 - o Smaller size for other uses – 4’ x 2’

Other publicity materials

- Pashek+MTR will send a 24” x 36” laminated area map for use at pop-up outreach activities. This will help orient people, some of whom are not sure whether they live within the Town or Village. The map will identify some assets and outline the Institution. The County map is an accurate starting point for reference. PMTR will send the map first digitally for comments/suggestions, then mail an updated printed version.
- PMTR will send business-size cards with the web address and QR code.
- Jim suggested stickers for volunteer identification. PMTR will send 3” round stickers for this purpose, designed to match other project materials.
- A business card dispenser or letter-size plastic flyer stand would be helpful.

News release

- PMTR will draft a news release to raise awareness of the project, as many people have not heard about the project.
- Outlets for distribution include the Post-Journal and Westfield Republican, Chautauqua Institution Daily, access cable, Pennysaver, as well as on social media (Mayville Community Connection, etc.).
- Including a photo of committee members promoting the project would boost this effort and really help the message stand out.

Otherwise getting the message out

- Save the roadside VFD signs for promotion of the next in-person event.
- Committee members can further distribute flyers at businesses. PMTR will send an updated flyer that matches the banner design.
- There's always the option to send mail to everyone on the tax rolls, provided that we make sure to avoid getting lost in election season mailers.

Branding/website

- Of a few options presented, the committee unanimously preferred **Make Your Voice Heard** as a website url. Jenni noted that *makeyourvoiceheard.com* is unavailable but that other versions exist. (Follow up conversation with the committee resulted in the selection of *makeyourvoiceheard.today*, which is now live as the survey location. We will build the website at this location and switch to it when we are ready to take it live.)
- PMTR's designer is working up some concepts for the website that this subcommittee will review.

Timeline

- Committee members emphasized coming weeks, prior to Labor Day, as a critical opportunity for outreach. Those who leave town in September/October must have the opportunity to remain engaged and participate later. Maybe this looks like a more detailed survey, or at least a way to sign up for emailed updates about how the project is developing.

Other topics

- Mark noted that he has received great feedback on the key person interviews from some who have participated. Kudos to Lisa, who has made time to truly listen to these contacts.
- Pat initiated discussion of how all of this input will be weighed, how we'll avoid missing people and ideas. Jim explained the firm's approach to engagement as the basis for the Implementable Comprehensive Plan model. We'll build on the previous survey, working to fill gaps in our understanding and reach those who haven't yet participated. "Missing one great idea won't sink

the plan,” as we are starting to aggregate common themes, which we’ll then take back to the community. We’ll revisit public engagement multiple times during the process to determine whether we’re getting things right.

- Conversation touched on broader planning topics:
 - Need to change the perception that Mayville is “nothing but a drive-through town.” One could say that Westfield has a superiority complex and Mayville has an inferiority complex. Westfield has some nice touches of local pride – streetscape planting, benches, etc. This plan can become a marketing tool.
 - This plan will include mapping to inform future land use and development. For example, the geography of wetlands needs to inform where solar facilities can be placed. The Town is considering a moratorium on solar development until the plan is in place.
 - A proposal for the former golf course would represent the largest housing project in the county in many years – 217 condos/townhouses, 39 single-family homes, four-story amenities and restaurant.
 - The plan needs to examine how zoning should be modernized, at least in the Village.

WHAT’S NEXT

1. PMTR will print and ship the banners, tablecloth, business cards and stickers. We’ll send a draft map to the subcommittee for comments and then ship an updated laminated version. PMTR will also email a version of the flyer updated to match the design of other materials. All materials will go to the Town office, where members can pick them up for outreach events.
2. Jenni will send a current output of survey results to the subcommittee for review.
3. Committee members will continue to cover events – see the [spreadsheet of pop-up events](#).
4. PMTR will secure the *MakeYourVoiceHeard* website url and follow up with website design concepts.
5. The project team will continue work on the Community Profile and interviews. Jenni will send the committee a draft profile and a summary of interview findings when these items are ready for review.