

Joint Implementable Comprehensive Plan Town of Chautauqua and Village of Mayville

Steering Committee No. 3 – Wed., September 25th, 6:30 p.m.

Hybrid: Carlson Center and Zoom

Notes

WELCOME AND PURPOSE

The purpose of this meeting was to review various sources of input to date and begin the work of translating this into Key Issues around which the plan will take shape. Following a brief presentation to allow the group to revisit and consider highlights from each input source, the meeting focused on interactive discussion to frame and discern the topics and priorities beginning to surface across sources. Carefully setting up Key Issues will be important to subsequent steps in the implementable comprehensive plan process, as the committee and team will work in Phase 2 to build toward a set of practical, strategic action steps to advance each.

REVIEW OF INPUT RECEIVED

See meeting slides for reference.

1. Key Person Interviews

- Committee members can view the interview status sheet [at this link](#). The project team has completed 15 interviews to date. A handful of contacts have not responded to requests. Pashek+MTR will continue outreach; the firm typically saves some contacts for more detailed conversations about Key Issues in Phase 2. Some of the remaining contacts are business owners who will have important insight on that potential issue.
- PMTR distributed a **Key Person Interview Summary** that includes remarks and themes from all of the interviews to date. We advise interviewees that we will not attribute comments to any person, in order to encourage open and frank discussion, so the summary does not indicate who said what.

2. Summer 2024 survey

- Thanks to outreach from the committee, this effort yielded 295 responses to the following questions. The committee received an Excel sheet containing each response.
 - *What do you like best about our community?*
 - *If you could improve or change just one thing, what it would be?*
- Notably, there's a fairly even split among responses from seasonal and year-round residents.
- Responses to "What do you like best about our community?" centered around a few general sentiments:

- Natural beauty and outdoor activities
- Small-town charm
- Community and friendliness
- Convenience and amenities
- Cultural and social offerings
- Rural and historic appeal
- Responses to the “one thing you could change” question centered around:
 - Community revitalization (fill vacant storefronts, add local dining and shopping options, family-friendly activities)
 - Entertainment, events, recreational opportunities
 - Preserving and enhancing the natural environment
 - Infrastructure and service improvements
 - Assorted other local government topics – real estate taxes, code enforcement, more community engagement, more services catering to both seasonal and local visitors

3. 2022 Survey

- Of the 392 respondents to the previous community survey, top concerns and issues included:
 - Vacant storefronts
 - Vacant properties/ghost properties
 - Limited retail/commercial opportunities
 - Development that doesn’t align with Town/Village character
 - Limited employment opportunities (manufacturing, retail, small business desired)

4. Community Profile

- This review of demographic, housing, economic and other trends documents a snapshot of existing conditions and gauges change over time, as well as comparison to other jurisdictions. The committee received a copy for review.
- PMTR typically prefers to focus research/mapping on the Key Issues once they come in to focus; however, this baseline piece is a state grant requirement and provides a baseline understanding that will inform multiple components of the plan.

5. Relevant Prior Plans and Studies

- PMTR has collected and analyzed a handful of planning documents created by the Town, Village, County or other agencies that should inform the plan. The committee received a summary of these items.

6. Pop-up Conversations

- In discussing and discerning Key Issues, committee members should also consider input they’ve received from community members during plan promotion and pop-up activities over the summer.

KEY ISSUES

The meeting's main focus was defining the core problems and issues coming through in all forms of input. The plan, Jim explained, will be built around a handful of Key Issues. Think of these as pressing problems and great opportunities a community wants to address using its plan. The plan will include additional issues, but in order for the plan to be implementable, it must focus on and provide in-depth ideas for a limited number of highly important issues.

Common themes have emerged across different sources of input, reinforcing earlier committee conversations about what would be important for this plan to address. Jim asked members of the committee to help determine which Key Issues are rising to the surface. He called on each committee member to ask for ideas, based on what we are hearing from the community.

Suggestions included many overlapping themes:

- Economic development
 - Attracting and retaining small businesses
 - Viewing through the lens of maintaining a small-town, rural feel
 - Our business is the lake – recreation, trails, tourism
 - Enhancing downtown Mayville, address vacant storefronts and “tired look”
- Protecting natural resources
 - Waterfront development. There is no waterfront land that isn't privately owned.
 - How do we protect our look, our beauty, our resources? People choose to live here for the waterfront.
 - Solar and wind could change the character
 - Growing, protecting the tree canopy – Tree City certification
- Land use and development
 - Maintaining green space and rural character – “This drives the train,” economic development fits into it.
 - Land use and zoning as tools (to preserve green space, to drive economic development in the Village)
- Recreation assets
 - How do we connect the lakefront to uptown?
 - We don't have a picnic grove in Lakeside Park
 - Need to connect, expand trails
- Housing
- Affirming local assets
 - School district quality
 - Low tax rates

Jim suggested the following categories as an initial way to organize themes:

- Economic Development
- Land Use
- Trails, Parks and Recreation
- Preserving green space, natural resources, and rural character.
- Housing

The group discussed how this list could be prioritized, given that Key Issues are almost always necessarily integrated. PMTR's next task will be to further workshop the themes from committee discussion into a set of potential Key Issues and visions for each. The committee can use this as the next step forward to refine how the plan will be organized.

Nichola Ostrander, a subconsultant on the project with expertise in economic development and grants, offered her thoughts to the group about different ways to think about economic development in terms of how this planning process can help the Town and Village achieve specific goals. In other words, thinking about what specific aims this plan can help achieve can help us determine how to frame and organize the chapters and where to focus our efforts.

WHAT'S NEXT

1. **Tuesday, October 22nd** is the tentative date for the next public meeting. Jim suggested the Carlson Center as location. Once this date is confirmed, PMTR will distribute publicity materials for committee members to share and promote. The purpose of the public meeting will be to engage more people in the project; report back to the community on what we've heard so far; and to hear from the community about the Key Issues that are taking shape.
2. Jenni will follow up with the subcommittee on public meeting publicity and the launch of the project website, which will help promote the meeting (via email blast to the current list).
3. PMTR staff, Lisa and Nichola will continue to workshop potential Key Issues and send the committee a draft for review and comment.

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