

## Joint Implementable Comprehensive Plan Town of Chautauqua and Village of Mayville

Subcommittee meeting – Zoom, Tues., September 03, 2024, 5:00 p.m.

In attendance: Pat Appelbe; Russ Boehner; Tom Carlson; Scott Cummings, Co-Chair; Jessica Emhardt; Sorena Gilkinson; Tim Hull; Julie Lescynski; Dan Roush; Sharon Smead; Mark Smith, Co-Chair; Rick Syper, Lisa Schmidfrerick-Miller, Jim Pashek, Jenni Easton, Sarah Rizk

## Notes

### PUBLIC AND STAKEHOLDER ENGAGEMENT

The purpose of this meeting was to review insight and results from pop-up engagement, discuss features and content for the plan website under development, and establish a schedule for upcoming events. Jenni welcomed the group and reviewed the project status. The following is a summary of the group's discussion.

#### *Summer Pop-Up Results*

- The committee staged plan outreach at multiple festivals and events over the summer, including the Mayville Bluegrass Festival, the Celtic Festival, and at the Institution. (See [events sheet](#).) Although foot traffic was at times light, those who conducted pop-up outreach recalled high-quality and insightful conversations with community members who might not have otherwise engaged with the project. Conversations often reflected recurring themes.
- Committee members were surprised to hear several residents identify a need for a laundromat. While local government cannot decide which businesses open, it can help create an environment that encourages desired development. Pop-up conversations reinforced the sense that the communities could do more to promote the lake and country atmosphere.
- Engagement at the Institution reflected the seasonal nature of the area. Some people were reluctant to share comments, but those who did provided thoughtful insights regarding activities during the off-season and the desire for new restaurants. "People inside and outside of the gates want the same things."
- The open-ended survey was designed to avoid leading respondents in any particular direction. Results so far have aligned with last year's feedback, offering clear direction for moving forward. The committee's next step will be to review all input to date, including prior and current survey results, along with summaries PMTR will submit of interview notes, the review of relevant plans and studies and findings from the community profile. The committee will discern how themes across all sources should translate to the Key Issues around which the plan takes shape.
- The next phase of public engagement gets more specific – we will ask residents more about specific Key Issues, such as land development/preservation topics that are currently very important.

## *Draft Website*

- Jenni presented draft website content for feedback. The website should carry forward theming already being used in project publicity to draw a clear connection, though the committee can refine its branding and content.
  - PMTR suggests that the website become the go-to source for updates and information on the project, including the following pages (among others that can be added as the project continues): Project Overview, “What’s New?”, Project Background (including the purpose and timeline), “What We Heard So Far” (which will show results from the survey and other community feedback), and a call to action for community involvement. Feedback from the committee will be incorporated into the published version.
  - Website visitors will be able to look for new poll questions, past survey results, and how else they might get involved with the project.
  - All existing URLs will be redirected to the website once the site goes live. This means that QR codes on all banners, flyers, etc. will still work; they will point to the new site.
- The committee provided the following feedback on the website:
  - After discussing the website URL, the committee decided to change it from *MakeYourVoiceHeard.today* to *ChautauquaMayvilleFuture.com* to avoid any potential political interpretation. The tagline will change to “Make Your Ideas Heard” for consistency and simplicity. Likewise, the blue on the draft site will shift closer to the teal/blue-green hues in the banner/flyers.
  - This change is inexpensive; Jenni secured the latter URL for \$15 before the meeting concluded.
  - The committee generally appreciated the lake and town imagery on the site.
  - The committee was also supportive of the “What We Heard So Far” section because it allows people who may be going to the website for more information to see what others are saying.
  - When the URL changes, PMTR will send an email update to the growing email blast list to encourage people to check out the site and participate in any new survey. The email blast list will receive updates for future project milestones.

## *Future Surveys*

- The survey currently has 183 responses. **The group decided that the survey would close on Monday, September 16, to include responses from the community picnic on September 14th.** This allows for a final deadline push, as committee members can promote the opportunity once more.
- As key issues start to take shape, specific surveys with some educational or place-setting content can be included on the website.

- The committee discussed the following points as potential topic areas for future public engagement, recognizing the need to use the planning process for education on nuanced topics as well as garnering feedback:
  - The role of solar energy in the community vs. preservation of prime agriculture. The Town instituted a one-year moratorium on solar development, pending adoption of this plan, and intends to use this process to better understand public sentiment on the issue, as well as empirical analysis and professional planning.
  - Other emerging land uses, such as battery storage, bitcoin mining, distribution centers.
  - Land use issues specific to the Village – infill investment, attracting and sustaining businesses that meet local needs
  - Developing measures to promote the health and conservation of Chautauqua Lake.
  - More officially becoming a *tree community*
  - Promoting recreation and trail systems, particularly as they relate to future land use.
  - The impact of land use on water quality, with the Chautauqua Watershed Conservancy serving as a valuable resource.

## WHAT'S NEXT

1. Key person interview participation has been strong. This outreach will continue into the next phase of the process. Pashek + MTR will send a Google sheet so that the committee can review contacts and status.
2. The full committee will meet later this month on **Wednesday, Sept. 25 at 6:30 pm** to review all input to date and begin framing out the plan's Key Issues. This meeting will be hybrid, both at the Carlson Center and via Zoom for those who cannot attend in person.
3. In advance of this meeting, PMTR will circulate a collection of summary items for review. PMTR will also provide a high-level overview of these materials at the meeting.
4. The first public meeting will be **Wednesday, October 16** – stay tuned for details!