

Joint Implementable Comprehensive Plan Town of Chautauqua and Village of Mayville

Steering Committee No. 2 – Zoom, Wed., June 19, 2024, 7:00 p.m.

Notes

PUBLIC AND STAKEHOLDER ENGAGEMENT

1. The group reviewed and discussed the draft **Community Participation Plan (CPP)**. The consultants will update the CPP according to committee comments and issue a revised edition.
 - CPP objectives include promoting a sense of broadly shared ownership of the plan, emphasizing the importance of a 10-year plan for future planning and zoning decisions, involving a diverse and equitable range of stakeholders, and strengthening community and civic pride for the future. The committee will use the results of engagement to identify the key issues that will shape the comprehensive plan.
 - The CPP outlines engagement strategies for populations less likely to participate in the planning process. One such strategy is interviews, which are underway now. These can be a way to capture perspectives that may be more nuanced or underrepresented.
 - Committee members will boost the outreach effort by volunteering to stage plan input activities at pop-up events in a variety of locations this summer.
 - The committee will also provide feedback on project and website branding, which will help establish credibility, marketing and storytelling, and will help residents get involved in the project.
 - Responding to comments from the subcommittee that has already reviewed the draft CPP, Jenni noted:
 - The consultant scope of services for this project reflects a need to balance in-person community face time with budget considerations. To the extent that committee members are available and willing to help cover pop-up events, this extends the reach of the projects and increases the time/resources can reserve for technical tasks later in the project. Pashek+MTR expects to return later in the summer to stage a larger public event and will help coordinate pop-up activities in the meantime.

- “General community consensus” as a goal for the planning process refers to engaging the maximum possible number of people and perspectives, then working iteratively with the community to lay a path forward that reflects the areas of greatest agreement and priority among all. An implementable plan must capture what people tell us is important, because if it does, it becomes a mandate to fund and deliver the projects it contains. Understanding that 100% agreement is unlikely, we want to encourage ongoing engagement in the planning process so that the community is generally comfortable with how things have developed.
2. The committee discussed how to proceed with **pop-up events** this summer. Many upcoming events provide an opportunity to make the public aware of the project and gather input.
- The 4th of July parade is an organic way to encounter a significant amount of foot traffic. The parade route runs up and down the main drag and there are events at the park. There is a 4th of July events committee that may be a good resource.
 - People often stake out their spots at the parade, so walking around to meet parade-goers where they are is likely the best way to engage meaningfully. A combined approach might also be effective: having some team members walk and interact with people on the street while others staff a booth.
 - Sorena Gilkinson’s shop will be open from 8:30-noon and gets foot traffic. She is open to having a table outside the store.
 - While many locals come to the 4th of July, so do many non-residents.
 - Committee members who volunteer to do engagement on the 4th of July will have a flyer with a QR code to a quick survey. The consultant team will revise the flyer to ask whether the survey respondent is a resident or not, change the photo on the flyer, and shorten the URL. **A draft of the flyer will go out for review and Jessica will print them at the municipal office.**
 - The quick survey is currently only two questions. So far, the results are very similar to the larger previous survey. There have been +30 emails added to the project distribution list just from the survey.
 - The goal is to reach as many people as possible to help inform the key issues. The consultant team has used other creative methods in the past, such as convincing local businesses to slip flyers into grocery bags or attach them to pizza boxes.
 - Since the grocery store is the only one in the area, the committee could hand out flyers there.
 - Advertising the plan in the local newspaper will be a good way to get the word out. The consultant team is prepared to create a narrative for the news release.

- The committee will need to continue to plan and coordinate upcoming pop-up events to engage the community over the summer at events where they will already be. A pop-up kit provided by the consultant team will include talking points on the project, project signage and branding, business cards, and a hands-on activity. In addition to the list of events that committee members suggested at the previous meeting, the committee identified the Saturday evening market, Sunday market at the Institute, movie nights, the Thursday concert series, the wine walk on July 27, and setting up at the depot to engage trail users as high-value locations for pop-up events.
3. Jenni will create a shared spreadsheet to coordinate upcoming events to keep everyone informed about upcoming events and to allow people to sign up/ volunteer. This will also help the committee appropriately distribute and identify materials needed. The committee agrees to try a shared spreadsheet and reevaluate if necessary.
 - Sharon will send a list to committee members for them to populate information for local organization meetings (e.g., library board, churches). This will help the group get started and identify any additional organizations that can be added.
 4. Key person interviews are well underway, thanks especially to outreach completed by Lisa. Jenni asked the group to review the list to ensure there is one excluded. If you have additional suggestions for people to interview, please let Jenni know.
 5. In addition to pop-up events, there will be a plan-specific public event, likely in early August or sometime in late summer. To maximize participation, the consultant team will advertise through all available channels, using methods such as flyers in utility bills, email blasts, and "The Grapevine" email group. Promotional materials should be well distinguished from political campaign materials and use project clear project branding.

PROJECT BRANDING/WEBSITE

1. Pashek+MTR will develop branding for this project to establish a distinct and cohesive visual identity that authentically represents the community. The committee suggested capturing the essence of the area using recognizable imagery, such as the lake and the unique outlines of the Town and Village. This branding will help with engagement by presenting the project consistently and sending a clear message about its purpose.
2. The website title should have a brief and catchy domain name to evoke a sense of local pride and community involvement – maybe something like "MayvilleCHQ4U.com", "MakeYourVoiceHeard.com," etc. The website should have clear and engaging messaging that is free from technical jargon to ensure it resonates with residents of all ages and backgrounds.
3. The communication strategy should be simple and effective. The project's significance should be conveyed in straightforward terms, emphasizing its direct impact on people's daily lives. By encouraging active participation, the committee hopes to underscore the importance of

community input in shaping the Village and Town's collective future. This is not about government or bureaucracy; it is about community and people, so encouraging people to make their voices heard invites them to take charge of their future.

4. The consultant team will update the flyer for July 4 outreach, but a planned website and branding will not be available by that time. The consultant team will return to the steering committee with branding concepts.

COMMUNITY PROFILE

1. Sarah reviewed some of the highlights of the Community Profile analysis, including demographic and housing trends. The consultant team has completed preliminary mapping to describe natural resources, parks and recreation and land use. The findings appear in the slides.
2. The consultant team will continue to work on the Community Profile and update the committee updates as the draft comes together.

WHAT'S NEXT

1. Please review the updated Community Participation Plan and submit any comments to Jenni.
2. Please review the editable [spreadsheet of pop-up events](#). You may add other events, sign up to volunteer, or request materials. Please let Jenni know if you have any questions.
3. Pashek+MTR will generate project branding concepts and a draft website and send these items to the committee for review.
4. The project team will continue work on the Community Profile and wrap up interviews. Jenni will send the committee a draft profile and a summary of interview findings when these items are ready for review.
5. The group wrapped up with the following points:
 - Committee members will coordinate to continue outreach.
 - In place of a monthly standing meeting, the group will meet at key milestones in the project. Some meetings will be in person and others will be virtual.
 - The Chautauqua Institution officially opens next weekend.

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