

Town of Jay Comprehensive Plan Special Board (CPSB)  
September 16, 2024 (Meeting #11) Minutes

**Present:** Wally Walters (chair), Melinda Beuf (vice chair), Tim Rowland, Supervisor Stanley, Councilor Olivia Dwyer, Matt Gillman, Adam DeSantis

**Present Via Go-To-Meeting:** Dr. Ann Ruzow Holland (Principal Consultant from AES), Tamber McCabe (Board secretary), Scott Allen (Managing partner from AES)

**Absent:** None

**Advance Material:** Agenda, Draft Minutes of meeting #10 (August 19, 2024), Consultant Draft Survey (September 19, 2024), Flyer for Open House, Jay Day & Energy Fair presentation reflections (September 2024)

**Other references:** Memo on crafting public survey (August 19, 2024), Memo on focal topics (updated August 16, 2024)

Meeting called to order at 6:31pm

Motion to approve September 16, 2024 minutes made by Supervisor Stanley, second by Adam DeSantis, all in favor, none opposed.

**Update on Contracts:**

- The contract between the Town of Jay and AES NE has been signed
- The contract between the Town of Jay and DEC has been signed and the money has been released.
- We need to set up a tracking and payment schedule for AES

**Update on Recent Events:**

- AuSable Historic District initiative update provided by Supervisor Stanley: Supervisor Stanley took a representative from AARCH (Adirondack Architectural Heritage Group out of Keeseville) and a representative from NYS Parks and Recreation and Historic Preservation on a tour. This is because we received a preserve NY grant to apply to become a historic district in downtown AuSable Forks. This was part of the first steps to see where that district in town will fall. A contract has been signed with AARCH to assist us with this application.
- Jay/Black Brook Neighborhood Watch update provided by Supervisor Stanley: Second meeting just occurred and the Essex County and Clinton County Sheriff's Department attended. They provided us with some do's and don'ts. There has been more of a police presence in town since this has started. Currently drugs and theft are an issue in town (both sides of the bridge). Some more conversations need to occur on the vision of the Neighborhood Watch moving forward.
- Barkeater Trails Alliance update provided by Councilor Dwyer: This is a nonprofit that builds and maintains bike and ski trails and their director attended our last Town Board meeting. There is a new opportunity to create trails that connect Wilmington to Jay, more to come.
- Jay Day & Energy Fair update provided by Wally: Energy Fair was successful and it drew people from other towns as well. More people seemed interested in a verbal explanation of the comprehensive plan over watching a video on it. A key take away is that we need to emphasize

that the night of our open house is a drop in and doesn't require anyone to come at a certain time or stay the entire 2.5 hours. Explaining this might boost our attendance.

#### **Planning for the Open House:**

- Last month we figured some of the details out, but there is still more to work out between now and October 17<sup>th</sup>.
- Who is doing what? How would we like the boards and the room set up? Who will be attending? Wally presented a visual of a possible room set up. There could be a table for each of the working groups. A backup person should be slotted in case something comes up and someone is unable to make it. AES has easels they will bring to be used for displays. Post it notes could be utilized for the community to share ideas on.
- Handouts, surveys, slide show and QR codes were discussed
- Having an open ended question at the end of the walk around for people to share their thoughts, also asking broad questions to get people thinking
- Looking for people at the Open House who want to be involved more in the development of the comprehensive plan
- Inviting the High Schools Government or Social Studies class to attend and hopefully their families come as well. A high school student is also going to be added to the CPSB soon as well.
- Discussion occurred on having a registration and information gathering table as you walk in the door. This table might be a great place for a high school student or Supervisor Stanley to be at.

#### **Public Engagement and "Getting the word out" about the Open House:**

- Discussion about getting the word out occurred. Different medias and groups were discussed. Some of these were placing flyers at businesses in Upper Jay, Jay and AuSable, flyers at the Community Center, having flyers sent home with students, JCN, Press Republican, Sun Community News, Adirondack Explorer, website, Facebook, Supervisors weekly update, Board Meetings, Acres Meeting, Churches, library, Voyent Alert, Senior Center at the CC, Supervisors meeting at the County, with more ideas to be added as we go.
- A discussion on the Press Release occurred
- We could ask the Hollywood Theater to place the Open House on their marquee
- Possibly using campaign like signs at intersections in town
- Discussion about what questions and how many should be asked in the survey occurred. What we want in the survey will be homework for between now and next meeting.
- Discussion on data collection and its importance occurred.

#### **Open Discussion:**

- Discussion on new members briefly occurred and will be discussed more at a future time
- Sending out postcards will be easy in Upper Jay and Jay, Ausable will need to be approached differently due to that zip code being split between the Town of Jay and the Town of Black Brook.

Motion to adjourn made by Matt Gillman, second by Melinda, all in favor, none opposed, adjourned at 7:58pm

Next meeting is October 7, 2024 via Go-To from 6:30p-8p

Minutes completed by Tamber McCabe Board Secretary