

Town of Jay Comprehensive Plan Special Board (CPSB)

November 18, 2024 (Meeting #13) Minutes

Present: Wally Walters (Chair), Ellie Reid, Adam DeSantis, Supervisor Matt Stanley, Councilor Olivia Dwyer, Robin Licari (Secretary)

Present Via Go-To-Meeting: Melinda Beuf (Vice Chair), Dr. Ann Ruzow Holland (Principal Consultant from AES), Scott Allen (Managing Consultant with AES)

Absent: Tim Rowland, Matt Gillman

Advanced Material: Agenda, Draft Minutes of Meeting #12 (9 Oct 2024), Email Correspondence from John Pendergast (RE: My neighbors, 10 Nov 2024), AAPOA presentation inputs (13 Oct 2024) Draft Jay Newsletter Article (17 Nov 2024) Draft Report to County CR & DEC re Comp Plan Grant (17 Nov 2024), Draft Summary of Feedback from Open House #1 (AES NE 13 Nov 2024), Open House Narrative Summary T Rowland 14 Nov 2024) Jay Press Release re Survey (14 Nov 2024) Stakeholder Representational Analysis Memo for JAYCP v3 11 16 24 AR-H, Stakeholder Interview List Template v3 093024, Open House 1 Signup List to Get Involved (17 Oct 2024)

Meeting called to order at 6:35 PM

Motion to approve October 9, 2024 meeting minutes by Olivia Dwyer and seconded by Adam DeSantis. All in favor and none opposed.

Update on Items of Interest:

Email from John Prendergast was referred to in the meeting for consideration.

Ausable Revitalization Committee Records:

Wally Walters presented extensive documentation given to him from Sue Pulitzer from the Ausable Revitalization Committee from 2005-2017. The Town had received a grant for this study. The focus of the study was Main Street revitalization. Supervisor Stanley states that some of the results and findings of the Revitalization Committee is on the Town of Jay website. Dr. Ann Ruzow Holland recommends that results of the Revitalization Committee should be added to the literature review and archive for the Comprehensive Plan.

AES Billing:

Payment to AES discussed. Mr. Walters states that AES Northeast should submit a bill and Mr. Walters will submit payment for this bill from the grant that has been received from the DEC.

Hard Data obtained from the Survey results:

Adam DeSantis asks AES representatives when hard data from the Surveys will be available to the Committee. Scott Allen states that next week, hard data should be available on a spreadsheet for Committee consideration. Scott Allen shared some information regarding hard

data that has been received. He states he has received 287 surveys. Dr. Ann Ruzow Holland states that survey response rate is usually about 10 to 15 % and considers 287 “wonderful” results. She talks about AES’s plan to weave the threads of data into a fabric that will include data from open houses, ears to the ground, survey results and steak holder interviews. Scott Allen also shared data regarding age of the constituents that responded to the survey with 25% of respondents in the 60 to 69 age group, 0 respondents under the age of 18, 3 respondents from age 18 to 24 and 1 from age 25 – 29. Adam DeSantis requests that Committee members see the hard data before the AES report in order to have the opportunity to interpret the data rather than being led to a conclusion.

Communication regarding Survey Results:

Olivia Dwyer discusses the importance of publishing short snippets of information regarding the results of the survey that would be of interesting, increase participation and keep the attention of the constituents. Melinda Beuf asks AES representatives if they have data regarding where respondents receive their Town news. Scott Allen from AES shares that according to the hard data respondents reported that they received their Town news from the Jay Community News, social media, local newspapers and the Town of Jay website. Ellie Reid (Student Class President of Au Sable High School) agrees to talk to AP teacher, Mr. Rafferty regarding requesting that surveys be taken by the AP Government Class. Wally Walters states the Comprehensive Board Special Committee website is now called planjay.com and emails can be sent to planjay@townofjayny.gov.

Open House #1:

Mr. Walters and Committee members agree that the Open House was successful. Committee members agree that more Open Houses need to be done and should include other locations within the Town besides the Town Hall such as our local libraries, JEMs and in Upper Jay.

Closing Date for first Survey changed to December 1st:

Olivia Dwyer requests that the end of this round of surveys be moved to December 1st. She has other avenues she wants to accomplish regarding advertising the request for constituents to participate in the surveys. She has made posters to hang. Committee agrees to extend closing of first round of surveys to Dec. 1st.

Wally Walters has the original sign in sheet from the September Open House which includes emails. Supervisor Stanley will ask his office to create an excel sheet and will upload the document regarding who attended the open house. Supervisor Stanley creates an Instagram account for the Town of Jay and asks Committee members to like the Instagram page.

Interviews with Stakeholders:

Dr. Ann Ruzow Holland requests a letter of introduction be sent to potential interviewees from Supervisor Stanley and Wally Walters. Group identifies some individuals and groups for potential interviews. Ann suggests adding a real estate person for an interview as she has found their input helpful in the past. Interview consists of 16 questions and takes about one hour. Adam DeSantis agrees to develop a data base regarding potential individuals and groups that should be included. Committee members should send their referrals to Adam in the next

few days. Group discussed listening sessions with various groups and doing the interviews in the places that constituents feel the most comfortable. Committee should develop a short list and a runner up list of possible candidates and focus groups

Wally Walters discusses schedule for the development of the Comprehensive Plan for the Town of Jay. Plan includes more open houses and eventual involvement of the Town Board. Committee members need to submit a picture of themselves for the Town of Jay Boards and Supervisor Stanley states that badges for Committee members will be created.

Motion to adjourn by Robin Licari and seconded by Olivia Dwyer. All in favor and none opposed.

Respectfully submitted,

Robin Licari

Secretary of Comprehensive Plan Special Committee