

Town of Jay Comprehensive Plan Special Board
May 19, 2025 19th Meeting Minutes

Present: Wally Walters (Chair), Olivia Dwyer (Town Councilor), Tim Rowland, Adam DeSantis, Matt Gillman, Robin Licari

Via Go-To-Meeting: Scott Allen (AES-Northeast) (present only first 10 minutes), Ann Ruzow-Holland

Advanced Material: Agenda, Jay CPSB meeting #18 (21 Apr 2025) draft minutes, Jay Visioning Workshop (v. 4.2) (18 May 2025), Jay CPSB Summer Engagements draft (as of 18 May 2025), Rules for Engagement Promoting Civil Dialogue v3 051325, Updated read ahead drafts:

- 1 – Read ahead visioning workshop admin draft as of 18 may 2025
- 2 – Read ahead visioning workshop schedule draft as of 18 may 2025
- 3 – Read ahead Introduction to Visioning Workshop draft as of 18 may 2025
- 4 – Why we need a comp plan TR 12 may 2025
- 5 – Read ahead Jay Visions Task 1 draft as of 18 may 2025
- 6 – Read ahead Jay Implications Task 2 draft as of 18 may 2025
- 7 – Jay Comp Plan Community Survey Objective Results dec 2024

1. Meeting called to order at 6:30 PM

- Motion to approve 18th meeting minutes (April 18, 2025). All in favor.
- Kudos to Ann for helping to edit/revise read aheads; Tim for draft article; Olivia & Matt Stanley for work on invites

2. Ongoing at AES-Northeast

- review of acceptances for visioning workshop
- presentation of working data on community profile for workshop
- still trying to get information on trends for new buildings; reaching to code officer; APA; Jay pro-housing information
- working on build-out analysis based on APA limitations and space in hamlets
- putting together spreadsheet for potential survey #2 for ideas

3. Visioning workshop preparations

- about 60 invites; multiple public announcements in JCN
- updated memo for workshop v.4.2 administration/logistics
- Robin volunteered to organize food and drinks; group agreed for her to spend up to \$200
- early arrival for CPSB at 8 am; Wally will work setup with JEMS night before
- AES will help with microphone, markers/charts/computer; Matt Stanley with projector

4. Updates from working groups

- for all: please advise of any focal topics list updates

- Economic Development (Adam): settled on topics list; May meeting was cancelled
- Parks & Open Spaces (Olivia): will update focal topics list; ongoing efforts on community involvement in recreational planning
- Human Services (Robin): working on affordable housing (habitat for humanity briefing in June), health care access (intake & transportation volunteer training); food bank
- Planning & Land Use (Matt G): looking into process and details for hamlet expansion
- Climate & Infrastructure (Wally): Bronze Climate Smart Community certification; Knut Sauer lead on working on several grants including compost pilot program; looking into hazardous waste opportunities at county and to have in town location

5. Summer Events

- memo listing possibilities
- our summer efforts are a “bonus” as most communities do not get this public input or guidance from town leadership prior to drafting plan
- Olivia: why no stakeholder interviews? Didn’t do them earlier since we had quality input from open house & survey; holding them in reserve for future use, especially if we need expertise on particular issues during drafting of plan; could do some in summer but this will take significant effort to orchestrate; have up to 10 individual/small group interviews and 8 group interviews; we can do some this summer if useful
- Olivia: survey again? If we do it, different questions & purpose; survey gave us lots of good inputs and quantitative involvement; most important questions would be those which inform getting guidance from town board
- Olivia: how do we know what to ask? We’ll have to work on it after the workshop; balance between having a quality survey and timeliness; took several rounds of good work for quality in first survey
- Wally: examples: should the town... study zoning? ...have an ordinance for short term rentals? ... embrace growth?
- Matt G: looking for general guidance to shape plan from town board in August, not lot of specifics; to enable us to do the draft plan; example of something we’d need a stakeholder interview on: agriculture; use as a strategic resource
- Ann: after the workshop we’ll know more which should help direct us
- Adam; in Lake Placid we did scenario planning in a workshop and then we reached out at other meetings such as a school budget meeting because we were not hearing enough from 35–45-year-olds; we’d did some 2-5 minute pitches in various meetings and got some feedback
- Wally: after the workshop, looking for AES-NE to put together a report we can make available publicly along with information in a town newsletter
- Matt G: try to set up at 4 July event in a way to have 2-5 minute conversations; Jay Day too
- dates? Discussed need to set dates but deferred doing so
- Olivia: 4 July event and fireworks a good opportunity to engage people in brief conversations; may not need a survey since we don’t reach the same audience
- Wally: each type of engagement gets to different audiences; have to consider everything together and reach out in different ways

- Matt G: some topics such as town zoning will touch lots of people, so we need to reach out deliberately on such topics
- Ann: so far, most of our outreach has been reaching 'over 40's'; have to think about we reach younger demographics; not sure you want to hear just from the same people again; how do we do that?
- whether to do a survey was unresolved
- Ann: have to think how to engage; at a Jay Day, not easy to have 2-5 minute conversations while people are distracted with children or in other ways
- Wally: I did a booth at Jay Day last year; had about 30 conversations but they were mostly telling what we were doing; didn't get much feedback
- Adam: like the idea of having something discreet we can have brief conversations for; each of us asking different things
- Matt G: in such conversations have to be clear the comp plan doesn't make immediate changes; it's a vision, not changes of policy itself; don't want to provoke fears

6. Next meetings:

- Wally: recommend considering next meeting on 9 Jun to advance digesting what we learn from the workshop (group agreed)
- Ann: recommend having a one-hour Zoom call a few days prior to the visioning workshop (group agreed to do this from 5-6 pm on Wed 28 May)
- Wally: I'll set out a memo specifically for group leaders by Wednesday
- Matt G: I'll confirm we can have a table at the 4 July event

7. The meeting adjourned at 8:00 pm.

Respectfully submitted, Wally Walters, Board Chair

A video recording of the session assisted in preparation of these notes

[\[https://youtu.be/tKXtU0YZ_LY\]](https://youtu.be/tKXtU0YZ_LY)