

TOWN OF JAY

Economic Development Committee

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Town of Jay Economic Development Committee Minutes

Date: June 17, 2026

Time: 12:00 PM

Attendance & Introductions

- Matt Stanley
- Caleb Smith
- Beth Rowland
- Norman Jabut
- Tim Rowland
- Adam DeSantis
- Katie Long

Welcome and Introductions

The meeting was called to order just after 12:00 PM.

Guest and new committee participant Caleb Smith was welcomed and introduced to the group.

CDBG Microenterprise Program Update

Round Review: Round 1 successfully awarded \$29,290.38 across two businesses, which have purchased their equipment and are ready for closeout. Round 2 yielded no applications. Round 3 saw roughly 10 trainees, though several were disqualified due to income restrictions or ongoing construction.

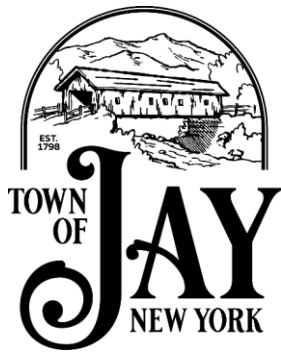
Current Application: One business successfully advanced and submitted a formal application requesting the full \$35,000. State HCR approval is pending, with a local review committee recommendation slated for early July.

Program Guidelines & Restrictions: The committee reviewed the strict "no construction" rule. Shifting guidelines to allow construction would require a program freeze to process environmental reviews for every applicant. To avoid returning unspent funds before the July 2027 grant expiration, the committee decided to keep the rules as-is but aggressively market remaining funds toward non-construction overhead like vehicle acquisition or equipment expansion.

Residency Requirement: It was clarified that while business owners do not necessarily have to live in Jay, the physical storefront or business operations must legally reside within the Town of Jay boundaries.

Main Street Revitalization & Housing Updates

New York Main Street (NYMS): Out of 8 to 9 initial interest forms submitted, two formal applications have been received so far following the initial June 8 baseline round. Katie will be



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conducting in-person follow-ups over the next two weeks to help lagging interest-form submitters finalize applications.

Application Access: The online Jotform has been optimized by a marketing graduate to allow applicants to save their progress and return to it later. Hard copy PDF options remain available.

Essex County Land Bank / Mural Success: There are no major property updates since last month. However, the committee expressed immense gratitude for the completed public mural on Norman and Jason's building. The project has drawn significant tourism, photo-taking, and visible economic foot traffic to adjacent businesses like 20 Main and Lance's. The Town of Jay owns the continuous property extending from the theater down to the river, and plans to utilize this space for future municipal gatherings and arts events.

CDBG Housing Rehabilitation: Funding is fully committed to execute two extensive residential rehab projects, one in Jay proper and one in Au Sable Forks. Budget limitations prevent a third project, but remaining local applicants have been added to the broader Essex County waitlist.

Comprehensive Plan Update

Adam DeSantis reported that editing is underway on the first/second draft of the document following a workgroup session on Monday.

The heavy coordination lift is currently focused on infrastructure evaluations. The plan remains on track for a late-summer public comment release.

Business Recruitment, Retention & Expansion (Visitor Center)

The Visitor Center's monthly metrics and footprint reports will be circulated via email.

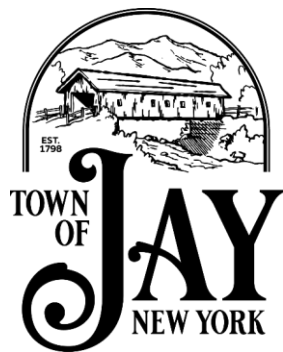
Operational highlights include a newly introduced consignment framework to let local makers display and sell physical items inside the center. Moving into next year, the Visitor Center will transition to a permanent, full-year operational schedule.

6. Infrastructure Updates

EV Chargers: The unit at the Jay Village Green is online and actively charging vehicles. However, the two Upper Jay chargers remain completely non-functional due to an absence of an adequate cell signal required by their internal SIM activation cards.

Public Wi-Fi Adjustments: The ambitious town-wide Wi-Fi plan met budget roadblocks we will be reworking the plan. The town is scaling back to focus explicitly on a localized Wi-Fi mesh network within the high-density footprint of Au Sable Forks. Concurrently, the town is seeking pricing from Frontier for standalone fiber drops at the Jay Village Green and the Upper Jay parking lot to power localized park hotspots and finally bring the Upper Jay EV chargers online. Jay Mountain Road remains completely unserved.

Key Priorities: Arts & Short-Term Rental Task Force



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Arts for the Forks Festival: Norman updated us on this event, spurred by a desire to engage residents following community feedback regarding public art, a new single-day festival is being planned for September. The scope has broadened from fine arts to include local crafters, window installations across Main Street businesses, live music, dance, and free children's library workshops. Promotional pins designed by a local graphic designer have been ordered to sell for \$5 to raise seed funds. The next planning session is Tuesday at 11:00 AM.

Short-Term Rental (STR) Task Force: Matt will officially chair a newly formed task force alongside Deputy Supervisor Tom McDonald. The task force aims to unpack economic impacts on housing affordability, school budgets, and property assessments. Early consensus focused on quality-of-life adjustments rather than overly litigious zoning caps. Priorities include working with ROOST to draft a standard "Renter Resource/Behavior Guide" highlighting localized rules on trash containment, parking, fireworks, and quiet hours.

Data Integration: County enforcement is stepping up data collection using Deckard Technologies software, which identifies un-registered rentals across platforms like Facebook and AirDNA. Deckard currently tracks over 200 active STR properties within the Town of Jay, revealing a slight discrepancy from AirDNA's estimate of roughly 180 units. The county is phasing out warning compliance letters to owners to ensure occupancy tax collection.

Open Discussion & Closing Remarks

Signage Project: Adam presented three new vendor quotes for the town banner/signage project. The committee agreed to recommend placements marking the primary gateway entrances of the town's three primary hamlets (coming from Keene, Wilmington, and the local village boundaries). This will be advanced to the next town board meeting.

History Group: Beth discussed the recent American Revolution historical lecture successfully drew 30 attendees. The group is currently dynamic but structurally informal; they are actively seeking volunteers to step in as formal officers (President, Secretary, and Treasurer) so they can legally establish an online presence and process monetary donations. A localized neighborhood "caverns/hamlet history" storytelling slide series is being prepared for a multi-week run at the library starting this fall.

Adjournment

- With no further business on the floor, the meeting was adjourned at approximately 12:59 PM.