

MOTTVILLE AND SKANEATELES FALLS HAMLET PLAN

Hamlet Committee I Kick-Off Meeting I January 26, 2022

Attendees:

Janet Aaron, Town Supervisor
Christopher Legg, Town Board / HC Liaison
Karen Barkdull, Planning and Zoning
Dan Kwasnowski, SOCPA
Danielle Salisbury, SOCPA

EDR Consultant Team:

Jane Nicholson, PM
Sarah Krisch, Senior Planner
Rose Keady, Planner
Joe Falco, Senior LArch

Committee Members:

Dick Elbridge
Debbie Durr
Chris Graham
Jill Marshall
Ed Frank

Welcome + Introductions

Jane Nicholson, EDR, welcomed everyone to the first Hamlet Committee meeting to kick-off the Mottville and Skaneateles Falls Hamlet Plan. She asked each participant to introduce themselves, and provide a brief summary of their interest in the project.

Project Roles

Jane provided a brief overview of the roles of the Consultant team, County, Town, and Committee. She explained that EDR would be responsible for the creation of the plan, design, and seeing the plan through adoptions. The Hamlet Committee is in an advisory role and boots on the ground. EDR will lean on the committee to provide insight and knowledge about the community. Additionally, the Committee will be responsible for reviewing project documents, outline, and narrative; providing feedback on deliverables and drafts; and assisting with community outreach.

Communications

Jane provided an overview of EDR's communication strategy to ensure the project progresses:

- Members on this call will receive meeting invitation links and agendas at least 5 days prior as well as a reminder on the day-of.
- Reach out to Jane Nicholson any time with questions.
- EDR will utilize Doodle Poll for meeting and event scheduling.
- File Transfer will utilize either Sharepoint or Dropbox. EDR will make sure that you get the documents you need in a timely manner. The files will be available throughout the project.
- For document review, EDR will utilize cloud-based shared PDFs.

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Meeting Schedule & Logistics

The team discussed the preferred meeting day and time moving forward, and established the 4th Monday of the month at 5:30 p.m. for future meetings. Jane will send a recurring calendar invitation to all committee members. For now, the Committee will continue to meet remotely, and will continue to use the Town's Zoom account.

Public Engagement Strategy

Jane provided a brief overview of the Public Engagement strategy. The goal is to ensure broad participation across the Town and within the hamlets.

- a. Community Survey – The development of a community survey will allow us to involve as many people as possible. It will be created online using Survey Monkey or Google Forms. It will be available through the town website. It will be available for about half of the project, beginning after some inventory and analysis has been done.
- b. Visioning Workshops- Hands-on, interactive workshops with residents focusing on goals are design. There will be three throughout the process. These will be creative, inclusive, and interactive. We will discuss in more detail as we get closer to them in the process.
- c. Public Engagement Logistics- We should start thinking about where are the best places to meet, what is the best time of day for the community, will food be necessary to get people to come out? The goal is to make choices that make everyone feel comfortable, that will foster broad participation.
 - a. We will plan the first public workshop by the second committee meeting (March 2022)
- d. Community notifications - It is important for us to keep the public updated about this process. EDR will be working with the town to develop a webpage that will house narrative, events, and documents for review, and we will keep it up to date. We will provide social media updates as a tool for communication. We will also utilize community other means such as community newsletters.
- e. Site tour will be scheduled for Late March or Early April due to weather

Project Branding and Identity

Jane walked the Committee through the background on branding a project in order to give it its own, relatable identity. The branding for the project could incorporate colors/aspects of the Town's branding or could stand alone. Branding will consist of project name, logo, colors that will be used in communications, social media, report. Jane reviewed the results of the branding survey and will also send out the document via email. Some key findings: History plays a big role in the hamlet. This is a quiet living place where people feel grounded and sense of place. There is a desire and need for

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rejuvenation. The EDR design team will incorporate these results into some logo and branding options for further discussion.