

AGENDA: PLANNING COMMITTEE

Tuesday, April 1, 2014

7:00 p.m. - Hurley Building

Committee: Cindy Wade, Chair

Nick Cutri

Ian Boni

David Whitcomb

1. Jim Wolfe to discuss reorganization of BID

Jim Wolfe from the downtown BID discussed the reorganization effort planned for the BID since the departure of our last BID Manager.

1. Now that the 2 big capital projects for downtown are complete (the streetscape and a façade project) downtown is in good shape physically. What is next? The BID surveyed 2 Focus Groups and found several common requests from the participating merchants:
 - a. Promotions are needed! BID has contracted with Nicole Mahoney to manage a few Festivals for the 2014
 - b. As well as submitting a proposal for marketing to the Rochester area and Secondary Market (Southern tier)
 - c. Nicole will also work on social media to market downtown.
2. The BID will now be looking for a Part time BID manager to handle other responsibilities.
3. Jim Wolfe and Chris Keys are also spearheading sponsorship of benches and other items for downtown! Jim and Chris already have sold over 10 benches that are cast iron and in keeping with the historic time period of downtown.
4. As a friendly reminder when out for a walk with your pet please remember your pooper scooper!

Action – no action needed by committee

2. Niagara Street Branding – Dave Whitcomb to summarize idea for rebranding the Niagara St/ Railroad area:

David Whitcomb shared an idea brought to him about branding the newly refurbished area of Niagara Street as the “Railroad district”. This idea was brought up by a business owner and supported by the businesses in the “district”. The committee looks forward to the groups next update.

Action – no action needed by committee

3. Review flood plain and options to redo plain based on improvements made –
 - a. As many residents of our city are aware, the flood insurance mandated by FEMA for homes considered to be in the flood plain has increased immensely! City Manager Dave Forrest has contact FEMA to learn what the city can do to change the 100 year flood plain map to reflect all the mitigation the city has done to reduce flooding.
 - b. Council is in full support of doing all we can do to revamp the flood plain and hopefully provide relief to the homeowners saddled with the high cost of flood insurance

Action – no action needed at this time. I would like to commend Maria Bucci for bringing this issue to our attention and all her work as well as several city staff members.

4. Strategic Plan – prioritize objectives

- a. Council has been working on our 2014-15 Strategic Plan for several months identifying many objectives we would like to accomplish. After some consolidation and revamping of some objectives, all 9 council members prioritized the top 15 items that will be our main focus this year. All objectives identified will remain on our plan and may be addressed as well. Nothing is off the table.
- b. Next step I will be going through and doing some final clean up of the plan, identifying the top priority items and assigning them to certain committees for action.
- c. When the plan is complete it will be posted on the city's website.
- d. Examples of our top priority objectives are as follows:
 - i. New Branding initiative for the city as a whole and portions of the city to attract tourists, businesses and patrons
 - ii. Partner with local municipalities for economies of scale
 - iii. Improve our technology; look into microcell and implement tech findings for current study
 - iv. Determine and implement a communication process with residents
 - v. Review zoning options
 - vi. Long term solution for the city transfer Station
 - vii. Work with property owners to encourage and facilitate rehabilitation of buildings

Action – no action needed at this time from council

