

## DRAFT Community Engagement Strategy City of Plattsburgh Downtown Revitalization Initiative



Governor Cuomo described the New York State Downtown Revitalization Initiative (DRI) as “a comprehensive approach to transform communities ripe for development into vibrant neighborhoods where the next generation of New Yorkers will want to live and work.”<sup>i</sup>

Plattsburgh was selected to be one of ten DRI communities across New York State in the summer of 2016. The City is developing a Strategic Investment Plan that will identify “economic development, transportation, housing, and community projects that align with the community’s plan and can leverage and expand upon the State’s \$10 million investment.”<sup>ii</sup>

In late August, on a kickoff conference call with State Planning Partners and the Consultant team from HR&A, the mayor “summarized the five pillars found in the DRI application that define our Live, Work & Play:

- Increased mixed-use housing,
- Recreation, gathering space and access to river and lake,
- Retail space, with healthy food,
- Business Incubator space; Maker space
- Arts and Culture.

He included a commitment to green development and free downtown WiFi for each one of those pillars.”<sup>iii</sup>

Plans will be complete in early 2017. Key milestones that will influence the Community Engagement Strategy include:

- July/August 2016: State agencies begin work with Downtown Areas; Local Planning Committees formed
- September 2016: Planning firms begin work with Downtown Areas
- October/November 2016: Draft Downtown Profile and list of downtown revitalization strategies and preliminary priority projects
- February 2017: Completion of a DRI Strategic Investment Plan

A Local Planning Committee (LPC) has been appointed to ensure that the DRI Strategic Investment Plan reflects “a unique community vision to guide and direct public and private investment within and around the downtown area.”<sup>iv</sup> The LPC (membership list follows) includes representatives from key public, private, nonprofit, and institutional stakeholder groups and organizations. The LPC Co-Chairs are Plattsburgh Mayor Jim Calnon and SUNY Plattsburgh President John Ettling.

In their application to be selected as a DRI Community the City observed that it “has a strong history of successful public-private partnerships, particularly with regards to the downtown corridor. There is strong support at all levels for the revitalization of downtown Plattsburgh. The Mayor and the City Common Council have worked towards building on the strengths of the area. The Council held a public work session to discuss the proposed

downtown DRI project and downtown revitalization to gather public input on the potential direction of development.”

Numerous planning efforts have been completed in recent years and each featured a community engagement component. The DRI Community Engagement Strategy builds on, rather than duplicating, these efforts, taking a strong implementation and action planning focus to drive project completion and build momentum. Related planning efforts include:

#### City of Plattsburgh:

- City of Plattsburgh Local Waterfront Revitalization Program (Draft) – January 2016
- Guide to the Lake City – Lake Champlain Walkways Interpretive Guide
- City Beach and Crete Center Waterfront Design and Feasibility Study – April 2016
- Recreation Survey Summary Report – 2014
- Saranac River Whitewater Park Pre-Feasibility Visit and Analysis – 2014
- Adirondack Coast Destination Master Plan – Plattsburgh City Beach – July 2013
- Wastewater Treatment Facility Mitigation Final Feasibility Study – 2011
- Plattsburgh Brownfield Opportunity Area, Pre-Nomination Study – January 2010
- Streetscape and Design Guidelines for the Downtown Area – May 2009
- Reconnaissance Survey – Walkway Park – April 2009
- Plans for Progress Brochure – Quality Communities Program – 2009
- Clinton Street Improvement Project – Concept Design Report – 2005
- Durkee Street Development Design Study – June 2003
- Proposed Waterfront Hotel Feasibility Study – 2003
- Downtown/Waterfront Economic Enhancement Strategy Report – Hyett Palma 2003
- Plattsburgh: Waterfront Horizons (Marketing Plan) – 2001
- Comprehensive Plan for the City of Plattsburgh – 1999
- Comprehensive Plan Maps for the City of Plattsburgh – 1999
- Dock-Bridge St. Corridor Design & Linkage Study – 1999

#### Regional:

- Saranac River Trail Greenway Feasibility Study – Summer 2016
- Essex/Clinton Counties Waterfront Plan – December 2010
- Adirondack Coast/Clinton County Destination Master Plan
  - Destination Master Plan Revised Goals – 2015
  - Destination Master Plan Revised Goals – Summer 2013
  - Destination Master Plan Revised Goals – June 2012
  - Adirondack Coast Destination Master Plan Actions – 2011
  - Adirondack Coast Destination Master Plan Actions – 2010
  - Destination Master Plan Vision – September 2010
  - Destination Master Plan Analysis – September 2010
  - Destination Master Plan Assessment – September 2010
- North Country Regional Economic Development Council Progress Report – 2015
- North Country Regional Economic Development Council Progress Report – 2014
- North Country Regional Economic Development Council Progress Report – 2013
- North Country Regional Economic Development Council Progress Report – 2012
- North Country Regional Economic Development Council Strategic Plan – 2011

- Town of Plattsburgh Economic Development Strategic Plan – 2013
- Town of Plattsburgh Comprehensive Plan – 2010

#### Overview of the Community Engagement Strategy:

This Community Engagement Strategy identifies the specific “level, type, format, and purpose of community engagement throughout the planning process” that will encourage participation from a broad and diverse population throughout the process. It identifies key partners, specific forums, and outreach mechanisms. As the process unfolds, it may be appropriate to modify the Community Engagement Strategy to best gain public input.

#### Elements:

- Local Planning Committee Meetings
- Community Workshops One and Two, Movie Night, and Final Open House Presentation
- Interviews and Focus Groups
- Ongoing coordination with the involved State Agencies, including the Department of State, Empire State Development, Homes and Community Renewal, Department of Labor, the Governor’s Office, and others.
- Ongoing Coordination with the North Country Regional Economic Development Council (NC REDC)

**Summary Tables:** A number of tables follow beginning on page 16 including:

- Key Contacts
- State Planning Partners
- Local Planning Committee Members
- City Leaders and Staff
- Master Media List

## I. LOCAL PLANNING COMMITTEE AND MEETINGS

**Purpose:** The Local Planning Committee (LPC) is the sounding board for the City of Plattsburgh and will help oversee the project. The LPC will provide input on local issues; help focus the project; review draft and final documents; assist in the public outreach process; and assist in the review and selection of key projects and project priorities to be addressed in the DRI Strategic Investment Plan.

**Approach:** A hands on approach will be the norm for this committee. Given its size, subgroups may be formed to expedite input and review. Throughout the process “walk and talks” will be scheduled to present members with development opportunities in the DRI area face to face.

**Membership:** LPC members are listed below.

**Public Participation:** All meetings will be publicly noticed and open to the public (to be handled by the City of Plattsburgh.) Five meetings are anticipated over 6 months. The LPC will determine the format for public involvement in each meeting, including potentially a formal public comment period, question and answer sessions, open dialogue or planned interactive exercise.

**Notification:** E-mail from HR&A Team Member and/or designated City staff person, public notices (to be handled by the City of Plattsburgh.)

**Schedule:** First meeting September 15, 2016. Thereafter as needed to monitor progress and review interim and final documents and plan, approximately monthly throughout the project.

**Open Meetings:** LPC meetings will be open to the public and meet all requirements of the New York State Committee on Open Government (see <http://www.dos.ny.gov/coog/openmeetlaw.html>) regarding public notices (to be handled by the City of Plattsburgh), paper and web postings, use of video conferencing, executive sessions, and minute taking, for example. A public comment period will be included at each meeting.

## II. IDENTIFIED AGENCIES/OTHER INTEREST GROUPS

**Purpose:** Ensure broad understanding of the purpose of the DRI Program and Strategic Investment Planning process and solicit input from affected stakeholders.

**Membership:** Identified by the City, LPC, NYS DOS, NC REDC, the Consultant Team, and appropriate others.

**Public Participation:** Members of this list are notified of all meetings.

**Notification:** E-mail list, public notices, (to be handled by the City of Plattsburgh) and web postings.

**Schedule:** As needed to gather input.

### Interested Parties and Stakeholders:

This list is not intended to be all inclusive; it represents potential key stakeholders and is subject to revision based on input from the City, LPC, and other stakeholders.

- City of Plattsburgh Officials, Boards, and Departments
  - City of Plattsburgh Common Council
  - City of Plattsburgh Planning and Zoning Boards
  - City of Plattsburgh Office of Community Development
  - City of Plattsburgh Engineering and Planning Department
  - City of Plattsburgh Public Works Departments
  - City of Plattsburgh Recreational Department
    - City of Plattsburgh Historic Review Commission
    - Clinton County Legislature
    - Clinton County Planning Department
    - Town of Plattsburgh Town Board
    - Town of Plattsburgh Planning Department
    - Plattsburgh Housing Authority
    - Destination Master Plan Committee

- Local, Regional, State, and Federal Agencies and Organizations
  - New York State Soil and Water Conservation Committee
  - Clinton County Soil and Water Conservation District
  - US Fish and Wildlife
  - US Army Corps of Engineers
  - New York State Canal Corporation
  - USDA Agencies
    - Natural Resources Conservation Service
    - Cornell Cooperative Extension Service
  - New York State Department of Environmental Conservation
  - New York State Department of State
  - New York State Office of Parks, Recreation, and Historic Preservation
  - Lake Champlain-Lake George Regional Planning Board
  - Lakes to Locks Passage Inc.
  
- Economic Development Interests
  - Downtown Business Association
  - Small Business Development Center
  - Business Owners/Downtown Merchants
  - The North Country Food Co-Op
  - Major Employers
  - Higher Educational Institutions
  - North Country Regional Economic Development Council
  - Plattsburgh-North Country Chamber of Commerce
  - Lake City Local Development Corporation (LDC)
  - Development Corporation of Clinton County
  - Georgia Pacific
  - Downtown Plattsburgh Business and Property Owners
  
- City Residents
  
- Recreational Groups and Individuals
  - Anglers
  - Boaters
  - Swimmers
  - Runners
  - Cyclists and Cycling Clubs
  - City of Plattsburgh Recreation Department and Sports Clubs
  
- Environmental/Advocacy Organizations
  - Friends of the Saranac River Trail
  - Trout Unlimited

- Academic, Cultural, and Learning Institutions/Organizations
  - Plattsburgh State University of New York
  - Clinton County Community College
  - Plattsburgh Public Library
  - Plattsburgh City School District and Seton Academy
  - Kent-Delord House Museum
  - Clinton County Historical Association Museum
  - The Strand Center for the Arts/Theater

### III. COMMUNITY OUTREACH AND PUBLIC WORKSHOPS

The DRI process builds on past efforts, focuses attention on strategic investments, and identifies other near-term projects that represent the next phase of development in and around the downtown. The City has undertaken numerous planning programs in recent years that have built consensus and created strong momentum for implementation. Regional plans also address relevant downtown issues. In its DRI application the City summarizes the most relevant efforts as follows:

- For the 2016 LWRP, two public sessions were held in 2015 where dozens of residents provided feedback on proposed plans for the waterfront.
- An online survey was made available for those who could not attend the LWRP session to engage a broader base. 40 surveys were received.
- A second public event related to the LWRP was held to finalize the plan. The Town of Plattsburgh Local Planning Committee was also included in the discussion.
- Public input as well as key stakeholder input was gathered for the recent Durkee Street Market Analysis. Efforts included in-person and telephone interviews with commercial and mixed-use property developers, economic development professionals, licensed real estate professionals, and local business to understand the current environment in downtown Plattsburgh.
- A follow-up survey by the City of Plattsburgh Community Development Office expanded this input.

Given the extensive amount of successful community engagement the City has completed it is important that the formal public workshop component of the DRI process move ideas forward. While confirming vision and goals will be a component of this effort, key tasks are likely to include:

- Review DRI Program Goals, and Downtown Profile and Assessment, including existing conditions and opportunities.
- Solicit Input for Downtown Vision, Revitalization Strategies, and Preliminary Priority Projects.
- Solicit Input for Final DRI Plan.

**Purpose:** At this time a series of three community workshops/open houses are envisioned. Please see the DRAFT description of events arranged chronologically beginning on page 10.

- **Community Presentation One:** A community workshop will be conducted in November 2016 to share key findings from the Downtown Profile along with a preliminary list of potential priority projects. This workshop

will be designed in consultation with the City, LPC, and other Planning Partners and will include a large group presentation, discussion and reaction to findings, and brainstorming of ideas to advance priority projects. Small groups or other interactive exercises may be included.

- **Community Presentation Two:** This event is likely to occur in early December 2016 to solicit input to prioritize priority projects and actions. Given that there will be initial analysis and design work completed for priority projects, an open house format could be used to enable participants to explore ideas at a higher level of detail. A series of Priority Project Stations could be used to gather feedback on the emerging ideas, with a focus on how the DRI investment might be used.
- **Final Community Presentation:** In February 2017 a final community workshop will be held. The event will include a large group presentation with the potential for an open house to share a draft DRI Strategic Investment Plan focusing on the near-term projects. Part education/part celebration, this event will be designed to solicit public input and build momentum for implementation among municipal partners, residents, the business community, regional leaders and likely developers and funding partners.
- **Main Street/Downtown Movie Night:** Discussions are underway about the feasibility of working with the Strand Center Theater or another suitable venue to schedule a showing and post-movie discussion about a film focused on downtown revitalization and the ideas it stimulates for Plattsburgh. For example, "Urban Century: America's Return to Main Street" <https://vimeo.com/93107400> highlights communities of a similar scale to Plattsburgh.

**Participants:** All members of the public, including interest groups identified above, individuals and other community groups, including targeted outreach to special groups including traditionally underserved residents, new employees, and college students.

**Outreach:** It is critical that excellent outreach be conducted to draw people to these events. The outreach methods will be refined with the LPC and Planning Partners, considering what has worked (and what has not worked) in the past. As a foundation, the approach will include all traditional media and web outreach tools including:

- **Development of a Contact Database:** To the degree possible contact lists and information from past events will be assembled into a comprehensive outreach database. This will form the basis for email distribution of information about the DRI process and events.
- **Development of Outreach Materials:** The Consultant team will develop outreach materials for use at public workshops, meetings, events and other outreach opportunities. These may include, flyers, posters, content for email blasts, etc. Media releases will be handled by the City of Plattsburgh.
- **Electronic Engagement Tools:** Electronic outreach and engagement tools including posting on partner websites will be the foundation of this approach. Announcements will be available via websites including the City website. The City's homepage and its pages created for the DRI initiative are at: <http://www.cityofplattsburgh-ny.gov/428/Downtown-Revitalization-Initiative> will be the main portal for information. Project schedule, workshop dates, minutes and public documents will continue to be posted.

- **Other Online Tools:** Other tools may be used by community members as they feel appropriate including Facebook, Twitter, Instagram, Vimeo, and Snapchat and tools required by New York State.
- **Coordination with Local Media (see media table):** Traditional methods like paper and electronic mailings, flyers, posters and informational brochures remain key tools. In close coordination with DOS and the LPC, prior to public meetings, project-related local events and the release of Draft and Final Documents for public review, the HR&A team will provide information to the City of Plattsburgh. Announcements on local radio stations (see stations in Media Outlet Table) can also be undertaken if appropriate. The City of Plattsburgh may also invite local media to attend public meetings and project-related local events.
- **LPC Outreach:** Depending on the attendance at events through the process it may be necessary to retarget outreach to make sure that all stakeholder voices are heard. If necessary, more casual, face-to-face contact through engagement with faith-based groups, pop-up outreach (i.e., in-person/on-site) at community events like farmers' markets, and piggybacking on existing meetings and events may be used. The LPC members would take the lead on coordinating these sessions if they are necessary.

**Schedule:** A schedule of public engagement will be developed by the LPC and distributed to media outlets as appropriate.

## VII. CONSULTATIONS, DISCUSSIONS AND REPORTING

**Purpose:** Regular ongoing formal and informal communication between the City, PAC, State Planners and Consultants for monitoring and smooth flow of all planning tasks.

**Participants:** The Mayor, City Council Liaison, Community Development Director, LPC Chairperson(s), NYS DOS Office of Planning and Development, and consultant team.

**Notification:** E-mail among participants.

**Schedule:** As needed with meeting notes or audio recordings.

**Media Contacts:** See media table.

## Community Engagement Strategy by Month

### SEPTEMBER 2016

1. **LPC Meeting # 1:** Kickoff – September 15, 2016
  - Introductions
  - Background
  - Approach
  - Organization of the Committee
  - Public Comment
2. **Preliminary Interviews:** September 20, 2016 - October – And Ongoing

- HR&A Interviews
- Outreach-related interviews will be conducted, for example with:
  - Plattsburgh Housing Authority – Choose ways to reach residents
  - Plattsburgh School District and Seton Academy – Discuss opportunity to conduct a survey with kids in school and have them take home a link for a survey they do with their parents

**3. Outreach and Possible Surveying at Events: Ongoing**

- Determine if SUNY students/other volunteers can help to do this.
- Develop list of potential events.

**OCTOBER/NOVEMBER 2016**

**1. LPC Meeting # 2: Visioning and goal-setting work session.**

- Program Update
- Review Downtown Profile
- Review draft Downtown Vision and Goals
- Review draft Potential Strategies and Projects
- Finalize Participation Plan/Share input to date/Confirm Plan for First Community Meeting
- Public Comment

**2. Continued Interviews: Ongoing**

- Walk and Talk with downtown businesses.
- HR&A Staff will be conducting interviews and focus groups with key stakeholders as necessary to complete the downtown profile and identify/confirm strategies.

**3. Outreach and Possible Surveying or Tabling at Events:**

- Work with SUNY to identify students or organizations to conduct, tabulate and analyze an intercept survey at (for example):
  - The Farmers and Crafters Market
  - The Alley Block Party (Confirm dates)
  - KidStation Children’s Museum at the Old Base on a weekend (contact is Marybeth Schrader)
  - Child Care Coordinating Council; Friday “Happy Hour” for kids and their parents weekly on Friday at the Gym on the Old Base (contact is Juliette Lynch).

**4. Community Meeting One:**

- Exercises Upon Entering/Leaving (using SUNY students and High School such as the Key Club to offer direction): Many options, for example:
  - Map of greater downtown on the wall. People put a dot where they live (red dot), work (green dot) own a business (yellow dot), play (purple dot) ...
  - Vision Wall: Wall with reflected images or boards where people put post it notes with words or phrases where they express their vision for downtown. opportunities for people to send photos prior to the event will be included on all media.

- Station where people add to a list that asks: What is your best memory of downtown? What is your greatest hope for downtown?
  - Gallery of Historic Photo PPT running automatically or posted images. Paul said he found a variety of renderings of projects generated over the years.
- **Introductions:** State Partners, the LPC and the Consultants (10 Minutes)
  - **Introduction to the DRI Program:** (5 minutes)
  - **Large Group Presentation:** (20 minutes)
    - Findings from the Downtown Profile
    - Emerging vision, goals & objectives
    - Preliminary list of strategies and potential projects
  - **Brief Q and A:** Try to discuss and answer as many questions as possible in small groups and reference them in a report back. (10 minutes)
  - **Small Group Work, at Tables or Wall Stations:** (30-45 minutes) – Co-facilitated by a Committee Member and Consultant Team Member with SUNY student or High School students as note takers (one by computer, on flip chart). Options:
    - Same presentation in all groups – more detail about what has been found with additional brainstorming of vision and goals.
    - Different groups by topic with brainstorming around specific issues as well as larger vision and goals: Perhaps some that we heard from LPC Public comment such as:
      - Food Systems/Foodie Identity
      - Downtown Housing
      - Creative Placemaking
      - Downtown Infill Development
      - Connecting to the River and the Lake
  - **Homework for the Next Meeting:** (5 minutes) Options:
    - Distribute link to a simple online survey.
    - Give attendees business cards to hand out to friends and coordinate with downtown businesses, SUNY, schools, the library, the Coop, etc. to put “fishbowls” at check out to collect the cards. The front of the card explains how to access information about the project. The back of the card offers three lines for “Revitalization Ideas.”
    - Ask people to bring photos of places they love in downtown Plattsburgh or images of downtowns they love to use in a photo wall at the next meeting. Can also set up a “PlattsburghDowntownInitiative@gmail.com” email where people can email photos.
  - **Next Steps/Schedule:** (5 minutes)

## DECEMBER 2016

1. **LPC Meeting #3:** Review of core strategies and priority project selection
  - Project Update
  - Review of Community Input
  - Review of Core Strategies

- Priority Project Identification
- Public Comment

## 2. Interviews with Key Stakeholders:

- HR&A Staff will be conducting interviews with key stakeholders as necessary to complete the downtown profile and identify/confirm strategies.

## 3. Outreach and Possible Surveying or Tabling at Events:

- Work with SUNY to identify a class or service group to conduct, tabulate and analyze an intercept survey at:
  - LCIFF 2016 Film Festival (November 16, 2016)
  - Tree Lighting/Holiday Parade (December 3, 2016)

## 4. Community Events and Discussions:

- **Main Street/Downtown Movie Night:** Work with the Strand Theater to schedule a showing and post movie discussion about a film focused on downtown revitalization and the ideas it stimulates for Plattsburgh. Perhaps a few days before or after the Film Festival on November 16<sup>th</sup>. The team suggests *Urban Century: America's Return to Main Street*: <https://vimeo.com/93107400>. This proposed event presumes that the theater space, staff, and insurance are provided free of charge.
- **Planning Committee Speed Dating:** Consider a session between the LPC, residents and students. Hold it at a location such as the Ted Kaye Center at the Plattsburgh Housing Authority. Use a fun approach such as "Speed Dating with the Downtown Planning Committee." In typical speed date fashion, long tables with chairs on either side are set up. Groups of five committee members sit along each line. Committee members stay stationary and people move down the line, sharing their thoughts and receiving brief comments from the committee members. After 5-10 minutes the participant moves to the next person. We might also enlist some key stakeholders as well as consultant team members to offer more simultaneous opportunity to participate. It's a great way to be sure that people who are sometimes disenfranchised know they have been heard. Other wall exercises can be conducted with people waiting their turn.

## 5. Community Workshop #2: Focus on Early December.

- **Consider having this as a Saturday Workshop:** (Maybe December 3<sup>rd</sup> could flow right into the Downtown Parade? Or December 7<sup>th</sup> or weekend of December 11<sup>th</sup> could be alternative dates) Idea is 3 hours with opportunity for more substantial small group work on the strategies, project prioritization and actions. This would require a larger meeting space with break out areas – perhaps at SUNY?
- **Involving Children:** Ideally this is done in a place where childcare can be provided at no charge to DRI or guests, and parallel activities are done with kids (e.g. SUNY has a child care center.) Or the workshop could be done at elementary school with a kindergarten classroom. Activities could include drawing things you like to do downtown for younger kids, to a modified visual preference survey for older kids that results in them picking the images they like best for their future downtown.
- **Ongoing:** This exercise is to create a downtown vision wall. This builds on the exercise at the first Community Meeting with the post it notes. People can bring photos, we can print photos from camera

cards or USB's or receive them as email attachments and texts. This is a great activity for high school students and college students. There are multiple stations and multiple projectors set up and as pictures are received they are dropped into PPT presentations running on a continual loop. After the meeting the presentation could continue to be shown at various locations.

- **Details Workshop Number Two:**

- **Information on Entering:** A series of boards documenting community input, vision and goals, and key findings from the downtown profile.
- **Introductions:** State Partners, the LPC and the Consultants (5 Minutes)
- **Introduction to the DRI Program:** (5 minutes)
- **Large Group Presentation:** (20 minutes)
  - Review of Community Input to Date
  - Review of Vision, Goals & Objectives, and Core Strategies
  - Update on Preliminary Projects & Priorities
- **Brief Q and A:** Discuss and answer questions in small groups and reference them in a report back. (10 minutes)
- **Small Group Work:** (70 minutes) – Co-facilitated by a Committee Member and Consultant Team Member with SUNY Student or High School Students as note takers (one by computer, on flip chart.) Approach to be determined based on what the priority projects are – some lend themselves to small group discussion better than others. Groups could all do the same thing – focusing on all priority projects, graphics and maps. Or the groups could be different, addressing topics/groupings of priority projects.
- **Report Back:** (with PAC member and a Student) (30 minutes)
- **Kids Join the Large Group:** If there is a parallel process with kids, this step should focus on sharing their work (or presenting it as a gallery participants look at as they are leaving.
- **View the Vision Wall:** If there is not a kid's activity, the meeting can finish with a viewing of the Vision Wall Photo Collage. (15 - 20 minutes)
- **Next Steps:** (5 - 10 minutes)

## JANUARY 2016

1. **LPC Meeting #4:** Review of draft Priority Project Profiles and Implementation Strategy – Mid January
  - Project Update
  - Review of Community Input
  - Review of Draft Priority Project Profiles
  - Review of Implementation Strategy
  - Public Comment

2. **Interviews:**

- Some interviews will be completed early in the process by the HR&A team members. It may be useful to conduct additional interviews later in the process once the priority projects are proposed to gather very focused comments from key stakeholders.

## FEBRUARY 2016

### 1. **LPC Meeting #5:** Presentation of Draft Strategic Investment Plan – Mid February

- Project Update
- Presentation of the Strategic Investment Plan
- Public Comment – Promote this meeting to be a final public session.
- Local Planning Committee Wrap Up

### 2. **Final Community Presentation:**

- **Open House:** The open house uses a drop-in format where participants can visit the event at their convenience over a longer period of time – perhaps with both an afternoon and an evening session. A series of boards and wall-mounted information will summarize the full investment strategy, implementation plan and next steps. LPC members, students and consultant team members will be at each station to explain the content and take comments. A series of other interactive exercises may also be offered including asking participants to vote for the ideas they feel are most important.

## ENDNOTES

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<sup>i</sup> State to Collaborate with Regional Economic Development Councils to Revitalize Ten Designated Downtowns in Communities Across New York, <https://www.governor.ny.gov/news/governor-cuomo-launches-100-million-downtown-revitalization-initiative> (April 7,2016)

<sup>ii</sup> <https://www.governor.ny.gov/news/governor-cuomo-launches-100-million-downtown-revitalization-initiative>

<sup>iii</sup> <http://www.cityofplattsburgh-ny.gov/428/Downtown-Revitalization-Initiative>, Notes from Initial Program Planning Conference Call (August 23, 2016)

<sup>iv</sup> <https://www.governor.ny.gov/news/governor-cuomo-launches-100-million-downtown-revitalization-initiative>

| PLATTSBURGH DRI KEY PARTNERS                           |                                       |               |
|--|---------------------------------------|---------------|
| ORGANIZATION   | EMAIL                                 | PHONE         |
| <b>KEY CONTACTS</b>                                    |                                       |               |
| James Calnon, City of Plattsburgh, Mayor               | mayor@cityofplattsburgh-ny.gov        | 518-563-7701  |
| John Ettling, President, SUNY Plattsburgh              | jettling@plattsburgh.edu              | 518 -564-2010 |
| Paul DeDominicas, Community Development Director       | dedominicasp@cityofplattsburgh-ny.gov | 518-536-7509  |
| Andrew Labruzzo, NYS DOS, Coastal Resources Specialist | andrew.labruzzo@nys.dos.gov           | 518-473-2460  |
| Barbara Kendall, NYS DOS, Coastal Resources Specialist | barbara.kendall@nys.dos.gov           | 518-473-8928  |
| Kate Collignon, HR&A, Partner                          | KCollignon@hraadvisors.com            | 646-695-5302  |
| Bret Collazzi, HR&A, Principal                         | bcollazzi@hraadvisors.com             | 646-261-4471  |
| Conor Muldoon, HR&A, Senior Analyst                    | cmuldoon@hraadvisors.com              | 646-695-5433  |
| Jackie Hakes, Director, MJ Engineering                 | jhakes@mjels.com                      | 518-423-6491  |
| Margaret Irwin, River Street Planning & Dev.           | mirwin@riverstreet.org                | 518-441-1496  |

| PLATTSBURGH DRI STATE PARTNERS                          |                             |              |
|---|-----------------------------|--------------|
| ORGANIZATION  | EMAIL                       | PHONE        |
| <b>DRI STATE REPRESENTATIVES</b>                        |                             |              |
| Jeffrey Farrell, Governor's North Country Rep., NYS DOS | Jeffrey.Farrell@exec.ny.gov | 315-267-3025 |
| Stephen Hunt, North Country Regional Director, ESD      | Stephen.Hunt@esd.ny.gov     | 518-561-5642 |
| Erin Hynes, North Country Deputy Regional Director, ESD | Erin.Hynes@esd.ny.gov       | 518-561-5642 |
| Barbara Kendall, Coastal Resources Specialist, NYS DOS  | barbara.kendall@nys.dos.gov | 518-473-8928 |
| Andrew Labruzzo, Coastal Resources Specialist, NYS DOS  | andrew.labruzzo@nys.dos.gov | 518-473-2460 |
| Crystal Loffler, NY Main Street Director, NYS HCR OCR   | Crystal.Loffler@nyshcr.org; | 518-474-2057 |
| June O'Neil, Regional Rep., NYS Department of Labor     | June.O'Neill@labor.ny.gov   | 315-267-3057 |

| PLATTSBURGH DRI LOCAL PLANNING COMMITTEE                    |                                   |              |
|---|-----------------------------------|--------------|
| ORGANIZATION  | EMAIL                             | PHONE        |
| <b>LOCAL PLANNING COMMITTEE</b>                             |                                   |              |
| James Calnon, Mayor, City of Plattsburgh (Co-Chair)         | mayor@cityofplattsburgh-ny.gov    | 518-563-7701 |
| John Ettling, President (REDC), SUNY Plattsburgh (Co-Chair) | ettlinj@plattsburgh.edu           | 518-564-2010 |
| Amy Bonn, Owner, Finch Network Consulting                   | abonn@fuch-network.com            | 518-578-0814 |
| Rodney Brown, Dir. of Planning, Clinton County              | Rodney.Brown@clintoncountygov.com | 518-565-4709 |
| Michael Cashman, Town of Plattsburgh Supervisor             | michaelc@townofplattsburgh.org    | 518-562-6800 |
| Victoria Duley, The Development Corporation                 | vzduley@thedevelopcorp.com        | 518-563-3100 |
| Neil Fesette, Broker and Owner, Fesette Realty, LLC         | Neil@fesetterealty.com            | 518-324-4500 |
| Paul Grasso -President (REDC) The Development Corporation   | pagrasso@thedevelopcorp.com       | 518-563-3100 |
| Katelyn Imhoff, President, Downtown Business Association    | katelyn@loremans.com              |              |
| Kristy Kennedy VP for Marketing, Chamber of Commerce        | kristyk@northcountrychamber.com   | 518-563-1000 |
| Kim Manion, Owner, Maui North Ski, Bike & Board Co.         | mauinorthcountryski@gmail.com     | 518-563-7245 |
| Harry McManus, Chairman, Clinton County Legislature         | harrymcmanus@gmail.com            | 518-572-9380 |
| Leigh Mundy, Chair., Strand Theater                         | lmundy7111@aol.com                | 518-563-1604 |
| Sam Pirofsky, Owner, Ashley's Furniture                     | spirofsky@gmail.com               | 518-324-3400 |
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| Keith Tyo, Asst. to the President, SUNY Plattsburgh         | keith.tyo@plattsburgh.edu         | 518-564-3930 |
| Jeremiah Ward, Manager, North Country Food Co-op            | jward@cdi.coop                    | 518-561-5904 |

| PLATTSBURGH DRI CITY LEADERS AND STAFF            |                                       |              |
|---|---------------------------------------|--------------|
| ORGANIZATION                                      | EMAIL                                 | PHONE        |
| <b>CITY COUNCIL</b>                               |                                       |              |
| James Calnon - Mayor                              | CalnonJ@cityofplattsburgh-ny.gov      |              |
| Rachelle Armstrong - Ward 1                       | ArmstrongR@cityofplattsburgh-ny.gov   |              |
| Michael Kelly - Ward 2                            | KellyM@cityofplattsburgh-ny.gov       |              |
| Dale Dowdle - Ward 3                              | DowdleD@cityofplattsburgh-ny.gov      |              |
| Paul O'Connell - Ward 4                           | OConnellP@cityofplattsburgh-ny.gov    |              |
| Becky Kasper - Ward 5                             | KasperB@cityofplattsburgh-ny.gov      |              |
| Joshua Kretser - Ward 6                           | KretserJ@cityofplattsburgh-ny.gov     |              |
| <b>CITY STAFF</b>                                 |                                       |              |
| Beth Carlin, Assistant to the Mayor               | carlinb@cityofplattsburgh-ny.gov      | 518-563-7701 |
| Steve Peters, Recreation Superintendent           | PetersS@cityofplattsburgh-ny.gov      | 518-324-7709 |
| Justyn Gordon, Recreation Department              | GordonJ@cityofplattsburgh-ny.gov      | 518-324-7709 |
| Theodore Santaniello, Fitness Center Supervisor   | santaniellot@cityofplattsburgh-ny.gov | 518-324-7709 |
| Gail Williams                                     | WilliamsG@cityofplattsburgh-ny.gov    | 518-324-7709 |
| Paul DeDominicas, Community Development Director  | DeDominicasP@cityofplattsburgh-ny.gov | 518-563-7509 |
| Sylvia Parrotte, City Clerk                       | ParrotteS@cityofplattsburgh-ny.gov    | 518-563-7702 |
| Ann Giard-Chas, Human Resource Director.          | ChaseA@cityofplattsburgh-ny.gov       | 518-536-7527 |
| Kevin Farrington, City Engineer                   | FarringtonK@cityofplattsburgh-ny.gov  | 518-563-7730 |
| Jonathon Ruff, Environmental Manager              | ruffj@cityofplattsburgh-ny.gov        | 518-563-7519 |
| Joe McMahan, Building Inspector                   | mcmahonj@cityofplattsburgh-ny.gov     | 518-563-7707 |
| Bryan Brayton, Director of Information Technology | BraytonB@cityofplattsburgh-ny.gov     | 518-536-7507 |
| Sandra Geddes, Promotions and Special Events      | geddess@cityofplattsburgh-ny.gov      | 518-536-7458 |
| Kathy Livingston, City Assessor                   | LivingstonK@cityofplattsburgh-ny.gov  | 518-563-7708 |
| Jessica Gregg, Recreation Supervisor              | GreggJ@cityofplattsburgh-ny.gov       | 518-324-7709 |
| Artsene Brodi, Superintendent of Public Works     | BrodiA@cityofplattsburgh-ny.gov       | 518-563-1120 |
| Tom Neale, Plattsburgh Housing Authority          | NealeT@cityofplattsburgh-ny.gov       | 518-561-7690 |

| PLATTSBURGH DRI MASTER MEDIA LIST                |                                    |              |
|--|------------------------------------|--------------|
| ORGANIZATION                                     | EMAIL                              | PHONE        |
| <b>RADIO</b>                                     |                                    |              |
| WTNN FM 97.5 - Aaron Tourville                   | aaron@eaglecountry975.com          |              |
| WCEL 91.9 - Public Radio                         | mail@wamc.org                      | 518-465-5233 |
| WIRY -1340 AM                                    |                                    |              |
| Dave Andrews                                     | news@wiry.com                      |              |
| Jody   | jody@wiry.com                      |              |
| WQKE - 93.9 - SUNY Plattsburgh                   | sheed052@gmail.com                 | 518-332-2377 |
| WAMC, Pat Bradley                                | pbradley@wamc.org                  |              |
| North Country Public Radio - Zach Hirsch         | zhirsch@ncpr.org                   | 877-388-6277 |
| WNBZ 106.3 FM                                    | news@wnbz.com                      |              |
| WVNV - Wild Country 96.5 FM Malone               | mikeb@country965.com               | 518-483-1100 |
| <b>PRINT MEDIA</b>                               |                                    |              |
| Press Republican, Suzanne Moore, News Editor     | smoore@pressrepublican.com         | 518-565-4131 |
| Dan Heath  | dheath@pressrepublican.com         |              |
| Joe Lotempio                                     | jlotempio@pressrepublican.com      |              |
| Lois Clermont                                    | lclermont@pressrepublican.com      |              |
| Press Republican                                 | news@pressrepublican.com           |              |
| Lake Champlain Weekly                            | editorial@studleyprinting.com      |              |
| Staci DaSilva                                    | sdasilva@mychamplainvalley.com     |              |
| Sun Community News, John Gereau, Managing Editor | johng@denpubs.com                  |              |
| Shawn Ryan                                       | shawn@denpubs.com                  |              |
| Burgh/North Countrymen - Teah Dowling            | johng@denpubs.com                  | 518-524-9946 |
| PSUC Cardinal Points                             | teah@denpubs.com                   | 518-564-2367 |
| <b>WEBSITES</b>                                  |                                    |              |
| City of Plattsburgh Web Site                     | geddess@cityofplattsburgh-ny.gov   | 518-536-7458 |
| North Country Chamber of Commerce                | jodyp@northcountrychamber.com      |              |
| Kristy Kennedy                                   | Kristyk@northcountrychamber.com    |              |
| Amber Parliament                                 | amberp@northcountrychamber.com     |              |
| First Weekends                                   | firstweekendsplattsburgh@gmail.com |              |
| director@plattsburgharts.org                     | director@plattsburgharts.org       |              |
| Don Wickman                                      | kdhmdirector@gmail.com             |              |
| Melissa Peck                                     | coordinator@adkcoastcultural.org   |              |
| Vision 2 Action                                  | mike@thenortheastgroup.com         |              |
| Kyle Brister                                     | Kyle_Brister@twinstate.com         |              |

| PLATTSBURGH DRI MASTER MEDIA LIST        |                                |                |
|--|--------------------------------|----------------|
| NAME/ORGANIZATION                        | EMAIL                          | PHONE          |
| <b>TELEVISION</b>                        |                                |                |
| WPTZ News Channel 5                      | newstips@wptz.com              | 518-561-5555   |
| Michael LaFlesh, Director of Programming | mlaflesh@hearst.com            |                |
| Sinan Sidar, News Director               | SSadar@hearst.com              |                |
| PBS - WCFE-TV Channel 57 - Paul King     | http://mountainlake.org        | 518-563-9770   |
|  | thallock@mlpbs.org             |                |
|  | enycklemoe@mlpbs.org           |                |
|  | bmccolgan@mountainlake.org     |                |
| WFFF - Fox News 44                       | news@Fox44Now.com              | 313-312-5139   |
| Leslie Engle                             | lengle@fox44now.com            |                |
| Staci DaSilva                            | sdasilva@mychamplainvalley.com |                |
| WCAX Channel 3 Burlington                | news@wcax.com                  |                |
| Logan Crawford                           | crawford@wcax.com              |                |
| Home Town Cable                          | Hometowncable@yahoo.com        | (518) 298-4663 |
| WVNY Channel 22 ABC, Roger Hess          | rhess@nexstar.tv               |                |