

March 14, 2012

Strategic Planning & Partnerships Commission

Proceedings by Authority

State of New York,
City of Jamestown ss.:
Mayor's Conference Room

The regular meeting of the Strategic Planning & Partnerships Commission of the City of Jamestown, New York was held on Thursday, March 14, 2012 at 3:30 P.M in the Mayor's Conference Room.

Members Present: Co-Chairwoman Jennifer Satalino, Len Faulk, Linda Swanson, Becky Robbins, Tom Sweet, Larry Senn

Others Present: Lee Harkness, Jason Stronz, Peter Lombardi, Max Martin, Joelle Conti-Washer, Bill Rice, Don Harrington, Janet Forbes, Ann Abdella, Frank Besse

Co-Chair Satalino called the meeting to order.

APPROVAL OF MINUTES

The minutes of the January 2012 meeting were approved.

CHAUTAUQUA COUNTY HEALTH NETWORK - CREATING HEALTHY PLACES TO LIVE, WORK AND PLAY PROJECT - COMPLETE STREETS

Janet Forbes, Project Coordinator, CCHN: Hopefully everybody got the handouts. I handed out a brief overview of what our Creating Healthy Places grant - the focus is - and what we're about. A list of our partners is on the back then there's a project update that gives you an overview of the many different things that we're doing, an overview of Complete Streets that we'll touch on and give the concepts and also some of the places that have passed complete streets policies and ordinances and then the sample of ordinance that has been created and will be reviewed by the City and by you.

So just briefly, to give you a nutshell, Creating Healthy Places to Live, Work and Play is funded by the New York State Department of Health out of the division of Chronic Disease Prevention and as probably all of you are aware, obesity rates both in children and adults and a lot of things in our culture now that contribute to chronic disease are lifestyles related. So this funding is looking at ways in our communities we can increase access to healthy food and opportunities to be more active so if we eat better and are more active, our weights hopefully will be more normal and we'll be healthier in many, many ways. So that's the focus of the work we're doing. There are 23 counties in New York State that got this grant. CCHN applied for it two years ago or so. It is a five year grant. We're just now finishing the end of March our second year. By the time the grant was awarded and things got moving, the first year was about half a year and we're just finishing really our first full year and will be starting into year three; so the focus as we mentioned, is on healthy food, active living; we're working on a variety of initiatives with community gardens and working with Jamestown Renaissance Corporation on developing community gardens, school vegetable gardens, promoting the Farmer's Markets as well as many issues and activities around the built environment - looking at parks and trail upgrades - opportunities to make more opportunities for our community to be out and to be active. We're working with Pashik & Associates, the company

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that's doing the Greenway Plan for the County. They're developing with us a pedestrian/bicycle plan for Jamestown so there's many things underway. The focus of the work of the grant is policy, system and environmental change so that when I'm on to something else and the money is all re-distributed into other programs that were started through Creating Healthy Places will be sustainable. So certainly the policy end is a key cornerstone of that. If we can help move policy ahead that will make our communities more open and friendly for active living and healthy food – that's a very sustainable approach.

So with that brief overview and please enjoy the leisure reading here of more details, we want to talk specifically today about Complete Streets. One of our objectives is to hopefully have the City of Jamestown pass a Complete Streets Ordinance as then we'll move on to the County and hopefully townships and so forth. What the concept of Complete Streets is is about design concepts so that when you are designing a road or resurfacing, redesigning a road, instead of thinking totally in view of cars and trucks moving quickly through your community, it's looking at all users. It's taking into consideration pedestrians and bicyclists – those with various methods of motorized vehicles, public transportation – all of that. So that all users of our roads are safe, comfortable and convenient so everyone can feel that they're safe, comfortable and convenient to be on our roads. Those who have been doing this for years – Bill Rice and many others, tell me that when roads in all these systems were designed it was basically about cars – right – and just kind of forgetting about pedestrians and bicyclists and that's changing across the country. If you look at the list here, there's many, many states and cities – New York State last year passed the Complete Streets policy – Gov. Cuomo signed it – and it goes into effect right around now, it's February or March, I don't know the exact date, but it goes into effect which will affect all state roads. Many cities, and again, states, counties across the country, so we're well in line with many areas that are realizing that Complete Streets helps our community for many, many reasons. Certainly safety is a big issue, the health wellness benefit as far as tourism, all sorts of...we have a whole variety of benefits to Complete Streets. So we've been working over the last several months – Lisa Schmidtfrerick-Miller has been meeting with several groups and talking and presenting so that our community understands about Complete Streets as well as our leadership certainly, and a draft proposal has been put together, a draft ordinance which you have in your handouts. This is just a sample that incorporates some concepts of what an ordinance might look like. We wanted you to be well aware of it. We had met with the City Planning Commission a few weeks ago and presented about Complete Streets and they reviewed the ordinance and they approved it from Planning Commission to move on to City Council. Paul Whitford's working with Mr. Olson to develop a draft resolution for City Council and so things are moving ahead. So we wanted to bring this to your attention today and we wanted to show you some of our visual aids here. Don Harrington as you know has been working with us and did a couple of drawings for us so that we can have a couple of visual images so that we can see a street or two of ours here in Jamestown using Complete Streets design concepts. This is the Third Street Bridge if you're looking east and here's the photograph of what it looks like now and it's a lovely bridge with four lanes that lots of times we all get confused when we drive over it, because you don't know just where you should be. If someone's bicycling, it's a little confusing on just where everyone should be. So Don took this photo and then did a drawing to give a concept of what this same bridge might look like with some basic and some low cost Complete Streets design concepts. So you can see now instead of four lanes, we've got two; then we have these lovely wooden planters that are designed so they're easily removable. A lift can come and lift them off the bridge for winter for snow removal, but they add some visual appeal. They separate the lanes for the cars from here – we see bicyclists and here is someone on a motorcycle – excuse me, a wheelchair – our motorcycles are already in town. Our bicyclists, pedestrians that can safely

all be here traveling over the bridge in safety and comfort. You see some change in lighting to make this look again, warmer, more friendly, calm the traffic down a little bit. Folks might go a little slower over the bridge because of these added features and everyone can feel safe as they travel across the bridge. This is another drawing down here on East Second Street and we're heading into Jamestown now - we're heading west - here's the YMCA that you'll recognize and again, here's the photograph of what this looks now. Sadly, this area was just resurfaced last summer and again, if Complete Streets concepts had been used with this, it would look different today. That's what it looks like today and here's some concepts, that again looking at changing a little bit, narrowing down a bit, having a bike lane and some separation again so that the motorists and the pedestrians and the bicyclists could all feel safer and be able to move ahead well and safely. Does anyone see anything else significantly different about this which does make this one pricier, but it's a wonderful improvement?

Mr. Martin: No electrical lights - no cables...

Ms. Forbes: Yes. This one we put all the utilities underground which of course would be expensive, but it certainly visually adds a lot.

Mr. Harrington: Of course, we limited the number of signs.

Ms. Forbes: This is quite a cluttered kind of area as one of our gateways into Jamestown that's having some...we'd like to have some changes to make it a more pleasant gateway into Jamestown. But again, it kind of gives a concept here of what this area might look like using Complete Streets concepts.

Mr. Harrington: Basically, the intersections are the important part. You're able to deal with the cross traffic by still allowing left turns and those sorts of things by varying the pathway so it's... there ultimately will be a lot of things to do to make this...and it's probably a 10, or 15 or 20 year project to make these things happen. But it's realizing that we already have bike paths designated - this one right here - what's that? The Rt. 17?

Ms. Forbes: It's designated as a New York State bike route... but it's not very bicycle friendly at this point. I don't know if anyone's bicycled down it - I certainly have not. Maybe some of you have - it's not a fun place.

Mr. Faulk: Do you mark the bike paths - you've sort of shaded it as a different color...

Mr. Harrington: Right. It can be different colors, it can be a different paving, stripes this is a fair weather approach.

Ms. Forbes: So with that very quick overview - any questions or comments? We have many in the room who are much more familiar with Complete Streets and from the design perspective and experiences, so we wanted to give you a short snapshot of the concept.

Mr. Rice: Actually, when it comes to the Complete Streets any kind of design problems - there are varying degrees of cost that you can incur to satisfy what you're trying to achieve. This one is probably a great deal higher because of taking wires off. There's other ways you can do that controlling street trees with a way of camouflaging what's above and it brings your

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eyes down. One of the things that I always come back to is when we have site plan reviews, if you look at the photograph down below, when we have the site plan review, in our Code, we have requirements for landscape - it's very important; but getting people to do it is like pulling teeth - - so it's important when you go through the site plan particularly in an area like this, it's very important for us. That helps a great deal because when you look at that it's not only what you have in the street, but it's everything in your point of vision too that makes a difference on the impression; but as Don said, the corner treatments are probably the most critical spots - the interface between the different modes of transportation...what you were saying about DOT and what they did. It was more than just...they didn't design for the other modes of transportation, but those were impediment. They were a danger. That was where the interfacing was going to cause us some serious problems. Now we're reversing that a little bit in how we design for that is how we design for all those modes together which is like a 360 degree turn. A good thing to do but it's still...

Ms. Satalino: So the idea is once this ordinance is passed by City Council then all future plans will go according to this policy?

Mr. Rice: You've got to be careful of that too because in a lot of cases, we don't have the physical room to do some of the things the highest degree of Complete Streets so it's going to have to be a practical approach.

Mr. Harrington: Every street is different - the width you have to work with are all different; the requirement for parking - it's all very different.

Mr. Rice: The thing about parking there - to really be safe in a corner for parking needed, you need about a 30' distance back from the corner situation so people can see when people are going to cross. Take a look when you go down there sometime how close people are parking.

Mr. Harrington: Now the other thing - with all the Appleyard Terrace work and all that pedestrian traffic that's getting added to this - it becomes pretty important, but again, unfortunately it wasn't done when DOT was through. 20 years from now, we'll get another chance.

Mr. Harkness: I think one of the things we have here is these motorized carts and wheelchairs - they're just everywhere - so that's good that you're considering...they don't seem to mind where they go.

Mr. Rice: That's another consideration. This design here I think is very inexpensive for you to take care of the bridge. What happens on the other side of the bridge off of that is important - it's part of the system - it's not just an independent thing you've got to think about so it's a continuation of all that you've got to be conscious of.

Ms. Forbes: When you get a chance to read through the sample ordinance as Bill said, what it looks at is general concept against being considered knowing that every street this doesn't apply to and depending on the cost and there's a whole variety of what the fact that these design concepts would be considered in the mix, but not that every street is redone or every street is completely, would follow every possible aspect of Complete Streets but that it's the framework in

which you look at street design and redesign and then with all the practical pieces of that that certainly comes to play.

Ms. Robbins: So the idea of the grants really is just to plan for this and make people aware of that or you don't have funding for the project or....

Ms. Forbes: No. In fact, with our funding from the Health Department, we're not able to do any capital projects. Our role is to do the education and the advocacy and work with our municipalities right now and that's where, again, the challenges are certainly the financial piece of this. Something like this which would be a more simple, less costly, and others are very costly, and then the resources would have to come from other places than our grant funding. That's where certainly financially it gets tricky.

Ms. Satalino: So the champion of this after it's approved and your funding is over for your advocacy role -who becomes the champion then? It'd have to be the City.

Ms. Forbes: ...and all the good citizens who care about this and that's the other piece. Right. As more of our community is aware - I know until I took this job a year ago, I'd never heard the phrase "Complete Streets" - I said well, that sounds good. I think to most of us it's a new concept and yet when we hear it, it certainly makes good sense as far as when we walk and bicycle and travel in our community; but for many of us as a community - it's a new concept and that's part of our role is to educate both policy makers and leaders, but also the citizens so that people are aware.

Mr. Rice: Actually, that's not as new as you think. It's been around since probably the mid-80's. It's taken a long time to filter down through the entire thing, but when I did graduate work, I was working on things about Complete Streets and that was way back.

Ms. Satalino: Most communities that are successful have complete streets.

Mr. Rice: Actually, this would be the walkability the Urban Design Plan's talking about. It goes a little farther than Complete Streets is - it's more of an economic development strategy.

Mr. Harrington: I think it has a component of economic development.

Ms. Satalino: What does the JRC feel about this project?

Mr. Lombardi: The Complete Streets is explicitly endorsed by the Neighborhood Plan and it's sort of implied by the Urban Design Plan.

Mr. Stronz: We have offered our full support on pretty much any topic that's come up.

Ms. Satalino: So then you could be the real champion?

Mr. Stronz: We could be.

Mr. Rice: We're the ones that have to spend the money because it's infrastructure.....

Mr. Faulk: ...and that's okay.

Ms. Swanson: I think this definitely fits with what this group's been trying to do out raising the bar and raising the standard of what's acceptable and not acceptable in this community and this notches it up one more thing to change that culture that it's not okay now to have boarded up windows and black painted buildings and all the hurdles you hit when you try to change. This is setting a community standard once again that just...what is acceptable in the community and if everybody gets behind it and says this is the standard, then it's a little harder for all these other people to not meet the standard and it makes it easier with Code compliance and lots of those other things so...I think it just fits perfectly with what we're trying to do in the neighborhoods and downtown. It's a standard. It's a culture here that we're shifting.

Mr. Rice: The thing you've got to be careful of is how you relate the standard to the economy issues and if you go to the highest extreme of this it could be extremely expensive; in fact, Don, can you give us an idea of what the cost of one block change for this would be?

Mr. Harrington: No.

Mr. Rice: How many multiple million of dollars per block?

Ms. Forbes: Oh, to bring the wires down?

Mr. Rice: So you've got to be careful with that balance.

Ms. Swanson: Sure. Absolutely. It's out there as the standard and the culture that we want to be - not some of what we have that's been deteriorating which seems to be okay now. In a lot of people's minds - that's okay as the standard and that's okay as the culture of Jamestown. I don't think it is and I don't think this group does - but there are folks in the community that think that's fine. It's changing that culture to really keep pushing it up.

Ms. Satalino: Do we start this with trees just to change the feel of that area with trees without a huge...and what about talking to the Community Foundation - I know they do a lot of tree planting and I think it's generally around schools that our focus is but I wonder if it's something that could tie into...

Mr. Stronz: ...maybe tie into the East side line which is focused on our youth.

Mr. Stronz: ...that's just something that might make that area at least start down the path.

Mr. Harrington: These planters that were envisioned - actually they were envisioned by Lisa in saying that somewhere she read about a place where they hauled out dumpsters and set them on the street planted flowers and things...I said well maybe we could do a little better...this could be a self-help kind of project where there's some community folks, high school folks that build stuff...that could be that as a project...and you know again, if they're sturdy enough and they can be moved.

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Mr. Olson: Those would still have to be approved because it's a State bridge.

Ms. Forbes: When Don was working with us, we were trying to figure out what would be a couple of good design images, just to share, we wanted to do something that was tactful but low cost, which is what this is, and tactful with JRC and others that are working on again looking at gateways into the City. There's emphasis in energy there and thought this would be both very real and practical but lower cost in the very reasonable and captured it very well and this is again, good concepts in a little pricier price category.

Ms. Swanson: But isn't this a concept Lakeview Avenue's using in development, the redo of the street and the sidewalks and the lighting and all that? All this has raised the bar a little bit. Let's not just repave the street - let's really make the street look better.

Ms. Forbes: And as we've talked, if the community sees that this was done as the community sees it and sees an actual place where this is happening, again, it gives the sense of what it could be like and what would be an example without being outrageously expensive, and then to see where it goes from there.

Mr. Faulk: Have you presented this yet to City Council or talked with anyone on City Council about the ordinance?

Ms. Forbes: We met with the City Planning Commission a few weeks ago and then they reviewed this and discussed it and approved it at the Planning Commission and then it went to City Council and Paul Whitford's working with Mr. Olson to do a draft resolution.

Mr. Olson: It would have to go through Public Works from a resolution standpoint and Public Safety from an ordinance standpoint so we're trying to draft both of those probably in April.

Mr. Faulk: I don't know if our adding the recommendations since we've already had the Complete Streets as part of the Neighborhood Plan that this group as an advisory committee to the City Council would resolve to support the review and passage of a Complete Streets ordinance.

Ms. Satalino: We may just attend the April Council session is when it will be presented?

Mr. Olson: When we finish drafting it, I'll let you know when it's done.

Ms. Forbes: Well, thank you very much. You have contact information, my card, Lisa's card and then our colleague Kerry Mihalko who's working with us as the Healthy Food Consultant, so if you have any questions or anything....feel free to contact me. So thank you very much for your time.

ANNUAL GOAL SETTING SESSION PLANNING WRAP UP DISCUSSION

Ms. Satalino introduced Frank Besse.

Mr. Frank Besse: Most of the faces I recognize. So I really appreciate being invited here today. As just an ordinary community member, I went to the meeting last month and I see in the meeting a lot more potential than what was tapped into. To summarize what I talked to

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Jennifer about was that I felt like a lot of the meeting was a review of press releases that were sent out over the last year and I feel about an hour was spent on recapping the last year and I feel like probably everyone in that room...I don't get the paper - I go to the website; I read the headlines, click a couple links, and I didn't learn anything new in the recap and so...but what I did get a lot out of was the time spent talking to different community members. I thought that was amazing and that as soon as...we were talking about great things and then time was up. So I was kind of thinking that I'm looking around at that room - I actually took a photograph of it because it was just like "wow, all these important people from all these different avenues are in this one place at this one time." How can maybe this Commission's group utilize that the most? I felt like with as many of the minds and powers that be in the City that were there, that it kind of fell short. Just with looking at it from the community members' perspective, I didn't real feel...I wanted to leave the meeting and say yea Jamestown.....I didn't really get any new energy of new things happening or felt like, I did not get high off of it, that's kind of the small gist of it and I just thought that maybe you guys could have a little conversation about things that kind of maybe make it just a review of a recap and just maybe more...I talked to a couple members of the community that were there to kind of get their perspective, and more or less - they felt the same way and really see the potential in that event.

Ms. Satalino: So your recommendation would be less review and more just conversation?

Mr. Besse: Well, the conversation is for me, I try to be pretty active in the community, know a lot of people in this room and it's just...it's not because I work at a non-profit or work in the City Government, it's because I care and write people and email and nag them and corner them on the street and so for me, like I said to Jason, sitting in a group doesn't really do anything - it's like Jason and I kind of look at each other like "we know what each of us would say to that response," but then there's the six other people. There was one person in my group that I knew who it was. I had never met Bill Rice before and I never exchanged words. Just kind of sitting around in a small group and just everyone has...it's not my name in the newspaper a random quote or a title, it's like "oh this is a real person. You're a real person." Not a cardboard cutout in an office in this building.....a lot of people in the community perceive some of the people in this room - they're like "oh, are they real or not?" So, I think the small groups that conversing...because people like Bill I didn't know, the random people that were there that I didn't know or have any connection to...I find myself having a conversation about the City and the improvement of the City - those were just with my friends, the same people I see at different bars and restaurants...but this is a unique collection of people that...and it kind of gives this mingling of ideas is different. I don't come here with a bunch of answers or anything, I'm just kind of maybe rethinking a little bit of how the evening goes or maybe doing something like that, but making it more community oriented and more learning or something.

Mr. Faulk: What'd you think about the range of action teams? I mean the Neighborhood Revitalization, health, diversity, education? Did that feel like that was covering the key, some of the key issues, obviously we can't do every issue...

Mr. Besse: Right. At a certain point, you just like, everyone's the head of a committee or whatever, and it gets a little too much. But I think the idea...I really haven't thought about that too much in particular, but the idea of dividing into those big issues, I think that those are really important. The one group that I didn't see was Arts - somebody mentioned that - I was talking to a

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couple of people when I was writing down this list and it was like “oh – Cultural Arts,” so I thought that was kind of like...since someone else suggested it, it kind of caught me off guard. But if you’re breaking up like that, having these different conversations, I think it’s really good because I went to JCC and I’ve never really thought about education in our community – it’s kind of way down on Falconer Street, or really about the hospital – but it is an important part of the community – absolutely. So having that be part of the conversation and being kind of right next to the neighborhoods and right next to these other things – it’s really important.

Ms. Robbins: So you’re saying there should have been more time for interaction with the people?

Mr. Besse: Yes – we have 20 minutes and then pick another group even...I don’t think you’re going to develop this perfect system where everybody gets to shake everyone’s hand and exchange business cards or anything like that, but I see this great potential to embrace this community and to get different ideas going around and I kind of think that’s maybe where you were going, but...which is great – I think that’s what’s needed. The one thing for me is that with different conversations I had with people is people complain about the lack of community care and like how the champions of the community are people that are like for this or that will maybe call up their City Council person and then also the lack of just new blood coming into things. The event last month is a perfect time to take reading someone who has been just reading in the paper for the last year, or just kind of following around and going to the JRC website here and there and also they go from Jamestown is OK to “oh great, here’s some great things that are happening and I want to be involved.” So I think that would be a great event to maybe pull some people that are on the fringes and say “oh this is what we’re working on – isn’t this cool?” And they’ll say “yes – I want to be a part of this – how can I?” Pete can be like “oh I have this neighborhood committee that you can come and talk about and now it is broken into different sections and sub-committees and things and you can be put to work.”

Ms. Robbins: Maybe there ought to be more than one meeting where it’s split into two topics a night.

Mr. Besse: They have a great facility there and people know where it is and people come and you could maybe have a highlight, a focus, maybe do it every quarter or every six months. An event that I was kind of thinking of is an evening of new ideas. I am a big champion of Ted.com where a bunch of video lectures are presented and the whole thing is ideas worth sharing. We’re not trying to solve the world, we’re not trying to fix Jamestown, not trying to fill in every pothole, employ everybody, but it’s just let’s get some new ideas. I think that maybe breaking off into events that’s okay this is a meet everyone in the community kind of come together – that’s what this one is. This one is to talk about new ideas. This event is to maybe get some concrete things done. I’m not sure. The one thing that I said right after the meeting was that I’m kind of starting this, working with this collection business called JTN live and they come together to market ourselves in a collective way and highlight some unique aspects of Jamestown and so I talked to about a dozen business owners and business owners that are referenced a lot in these meetings, but they don’t come to these meetings, and I don’t feel like I could have went to any single one of them and told them “it was worth paying someone else to work at your business and then come to it.” So it’s about like adding value to the event so that “I’ll pay someone for three hours or I’ll close my business or I’ll make some sort of accommodations to be there.” I think that making this happen with different meetings, that different committees and foundations have tried to do with

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business owners that I've been a part of where I literally drag people and almost lie to them like "please come and sit down and talk to people that want to do better." Here's a business owner, here's a foundation or here's the government or different non-profits like "please have a conversation about...but they don't feel like it's going to bring any result." They don't think that their voice is going to be heard or that or anything and so if we can to a better event to where they're like "oh, I'm going to take my one day off a week and spend three hours in this room," people will make time. People will move things around and sacrifice if they know it's going to be worth their time; but it's not in their job description.

Ms. Swanson: What would be worth their time?

Mr. Besse: I think that's difficult to answer. I think that it's about learning something new; it's about real community engagement; and I think that maybe that's kind of...I'm going to ask this question to different people and they don't know the answer either to be honest. So maybe this has to be the kind of thing where you throw a bunch of things at the wall and see what sticks. I'm not sure. Maybe if you can reach out to a few business owners or a few people that you really want to ---because while the fruit spread and the different dips and everything are wonderful, that doesn't get people to the event. It's not going to be some other simple things. I've tried to kind of ask people and they're kind of like "I don't know."

Mr. Rice: Do you think it's because what they think we're discussing doesn't touch or relate to them in some fashion?

Mr. Besse: There is some sort of general disconnect they feel is there.

Mr. Martin: It's not a general...they feel a disconnect completely?

Mr. Besse: Right. And there's a few different things that I'm going to talk about to different people and there is this kind of people that run businesses that feel like "okay - it's this lack of relation and maybe of...and I think that's a very difficult task but it needs to happen.

Mr. Rice: Sure. Maybe that's where we need to concentrate on. The topics that we're talking about, they may just not understand how that actually connects with them. Maybe we've got to kind of position it in a different way, possibly, I don't know, but I think that's probably where the real issue is. If they don't feel like it's going to be a benefit and they connect with it, they're not going to bother.

Mr. Besse: Tying in the benefit is tying just in what do you think?

Mr. Martin: But I think the benefits have to actually explained what it means. This is not just for my business, this is for the whole town. So if you specifically say this is going to benefit you, what about the neighbors? So I think the way we have to describe it is this is Jamestown and I think that's what misses - sometimes we'll say the diversity team does this little thing for the Latinos- we're not doing it for the whole group, and I think that was missing when we did our presentation last week. It was this group did this for this group; this group did this for this group. It wasn't this group did this for the better of Jamestown. Diversity is for the better of Jamestown and that's what we're missing. We're missing...we have the pieces is how we're going to explain to the community that the pieces actually come together. What they're seeing is, like you said, the press

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releases this year, the press releases about this guy, this guy, this guy – we’re not connecting it. We’re doing it right but we need to find how we’re going to connect things and that’s what he says – are we all doing...is everybody doing the right thing – we are, but are we connecting? The people in the City see it. It’s not for one person, it’s for the whole community. So when she said where’s the benefit – your community is the benefit. This is for you – for everybody – so let’s not go individual for businesses and location is what the Jamestown is. Presentation of the street is not just for the East side – it’s to the entrance of Jamestown. How’re we going to find out – how are we going to connect? We’re doing it right and it’s true – it was kind of ah, ah , and when we get to the individual group, the excitement was unbelievable and maybe what we need to do is 15 minutes – one group- change – the next group comes in – so now everybody sees what everybody is doing and saying what Jason is doing, what Max is doing...and we stay in the little group.... The Newspaper will say well this is great – but we’re missing that link.

Ms. Satalino: Maybe we did enough, it’s just the newspaper articles and that handout we don’t even go on reporting our conversation was a lot about in planning the event and we don’t really talk about all the accomplishments necessarily so we try to flood the paper with all the accomplishments and maybe that was enough....then again say...talk about it...

Mr. Martin: That’s what we should have done....

Ms. Satalino: I mean our whole objective was to get input from the community so I guess looking back at it, I can see where it...

Mr. Besse: I think since the way that the press release went out for the event was like basically, if you care, come to this event, so people that care listening to the radio and reading the paper whereas if you went to a group of people that were just a random group of people, if you like jumped into a PTA meeting, then maybe you need to kind of summarize; but if people are coming to you and taking time out of their schedule, if they didn’t hear anything they could go home and google it.

Mr. Martin: But what he says is correct – it’s the same amount of people, every location and everytime you guys get together, it’s the same group and that’s what we’re missing is we need to open it to everybody. This is not about us. It’s about you. We’re missing that link to the community.

Mr. Besse: I think community members like me go to it and they’re like “that was a great time – so great I have to sit down and talk to Max Martin – he’s a really smart guy, I appreciate his insight,” ...then because what’s going to happen how you get more people to next year’s event or the one in three months is not by putting that thing in the press release. I went last night and it’s like “oh, hey, John, come with me. I think that you would appreciate this kind of thing.” It’s word of mouth. It’s making sure that the people that are there are really embracing it and feel like they’ve gotten something out of it and they will bring other people. I know that when we were working on the whole neighborhood program, right after Charles Buki was done with everything, there was a lot of community energy at the first forum and a lot of people were talking about it and it wasn’t commissions and city talking down to people, it was community members really talking and that was great to see. I think a lot of people know more about that because of the lateral communication between the community members.

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Mr. Martin: I went to three events you guys put together – that was exciting because everybody was there from that community so maybe we should move to a different community and share ideas instead of having it downtown. Maybe go into their community and say this is what we do for you guys. Come and join us. We're doing that at the East Side for the Lillian Park. We've been meeting for the past three months now. The community's showing up. They walk, they show up, they spend two hours, we talk about that area; we're not talking about downtown, we're talking about that community and that's maybe what we should do. Maybe move and go around. The one you did at the high school, the middle school – it was fabulous. You got the community involved. You had a speaker from the community talking about what we could do for our community, instead of we telling them what needs to be done. That's exactly what you're saying.

Mr. Faulk: One of the things we have is...let me just hand this around...these are our major goals that we've had and part of that has been and the first priority was job creation, retention, workforce development and I can broaden that to business development, business support, etc.. Elements of that...one of our strategic supports of that was the fact that the whole health sector is probably one of the...in many cities as is ours, one of the most important economic development centers and so that's why that became a major priority; but I'm sort of thinking that what we might do in terms of a focus, is to focus on an activity which would engage us in the topic of small business development, support, etc. and engage members of the community who are small businessmen, have some panels, have the creation of ideas and the development of support. I kind of think that may be closer to what you're talking about that we haven't focused on and I think it would be a useful event itself. We've talked about J20, we've talked about economic summits, and let's just get people together. Let's not make too much of a deal of it, but we would need kind of a planning committee and/or if we're going to develop kind of an action taskforce. Our sense is that when you plan and you prioritize that you just don't leave the plan there, but that you look at how you implement it and how do you do it. So we take things on that are doable and make the commitment that they will happen and that's why organizations have come to fruition because of this, but anyways, I think perhaps that's one way of engaging more folks and our biggest priority in terms of small business involvement and job creation, etc. But that could be another, as you say, quarterly activity when you think about community engagement kinds of things, twice a year, or whatever.

Mr. Stronz: It has to be that. I think that might answer Linda's question a little bit more and Frank can correct me if I'm wrong, but follow-up and follow-thru is important. That's what these businesses in my interaction with them expect. They a lot of times get invited to one meeting and then there's nothing for six months or a year or worse, and they're never going to feel like they're part of what's going on if there's no follow-thru.

Mr. Besse: That's happened and that's why other people in the community have dug a deeper hole for you guys to get on top of that because that's happened. At those meetings, it's "let us tell you what we've done, aren't you impressed?" And then the group says "kind of not really because it doesn't really help us because there's a disconnect." And then there's a talk for an hour, everyone shakes hands and then "oh yea, well you know, we'll send you the minutes." And if you get those – that's great, but usually you don't, ...and then it's "oh remember when – it was about a year ago." Every idea that you say you don't have to like go and do.

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Ms. Satalino: It's listening and then listening again until something sits, but unfortunately we tend to listen once and then are unable to make something stick without listening again and again and again. Another problem where things might fall down is we listen, but then if we don't have... you know we have the same group here - planning, setting up action teams, whatever, and driving the process, then sometimes the people that had this great idea - we need to get them engaged and to be the driver of that particular thing instead of it being somebody from around this table currently because we keep doing the same things and our whole purpose was to get new and different ideas is something that we're missing. Every meeting you go to you see the same folks.

Mr. Sweet: So what would happen if in a subsequent meeting, your group and your other business associates that you were talking about - the group that you put together - would actually set the agenda and run the meeting and our part would be to...I mean we set these meetings and hope that you will come...but what if our part became getting establishment Jamestown to the meetings to listen to you and the new generation of people; in other words making space for people and rather than us trying to run meetings that might work for you and some of your friends and business people, instead have you basically set the agenda and our part is to square financially and with human resources and to get out people who need to be there from our perspective.

Mr. Besse: I think that that's great and I'll tell you the biggest problem that's going to happen is because no one has asked businesses questions like this - like I was saying before - when we were kind of forming the JTN live it was okay we've got a couple of ideas, you know we're going to have a facebook page, go to each other's events - kind of a collaborative thing...we're going to put together some flyers, and there was "well, what could we do collectively together that would benefit your business?" I've been asking 10 businesses that question for a year and I...it's not happened before that having a business come to this meeting like "well you know the strategic planning commission would really appreciate you guys looking down here - here's some of our ideas, here's some questions that we have..." It's so new that it's never crossed their minds and so I think it's going to be very difficult at the beginning to get this boulder moving because it's so new but it'll be worth it.

Mr. Sweet: Maybe we could be partners. I'd love to ask you why you and other business people - other younger folks - have chosen Jamestown? What are the good characteristics and attributes about Jamestown that you think it's worthwhile committing your life to it here? And then building on those and knowing that we can't do everything, we can support and encourage the good parts of Jamestown - the attributes of Jamestown. Why would you cast your lot here and begin to have that kind of dialogue and that kind of conversation?

Mr. Besse: I think a question like that is great. I think maybe we could come up with, or this commission, also maybe why your business????????? There's some interesting stories out there of why people decided to dedicate 100 hours a week to their...

Mr. Sweet: Right. And knowing you can't do everything or be everything to everyone, we can embellish and enhance some work on all those things that are good that only Jamestown can offer, and that's why you're here. And it would help, I think, some of the people in the established generation maybe to begin to relinquish - to make space - I sometimes think that's the most important thing we can do - just to make space for new folks to...in which to work and make their contributions. When I came here 18 years ago - it was hard - I mean I appreciated the people

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- the established folks and families and was glad for what was here, but it was hard - I wanted them to make space for me and for other people coming in to participate as well. Sometimes the question is: "what do we have to relinquish in order to promote?" "What do we have to prove in order to promote?" I think it's you and your friends and these business people who can tell us that and we need to hear from them.

Mr. Besse: It sounds really good.

Mr. Martin: That's why he's here.

Mr. Besse: Like I said in the beginning, I don't come here to try to like dish out any of these answers because I think the issues of getting people together and getting the right people to the table is very, very difficult and I hope that this kind of dialogue is going to be more critical about how things are done to really get the best things like my tag line for Jamestown kind of like right now is the "city of good intentions." There's no doubt that everyone at this table and all the other tables in the city mean well. Everyone does. Everyone wants Jamestown to succeed but it's like okay "well, let's get past this - we all want to do the best we can." So I think that kind of looking at or re-examining some of these ideas is great and I think that it'll be very difficult at the beginning to kind of get people to kind of pick their head up - "oh wait a second, this isn't just the same old, same old - this is something that might be changing and maybe I should change my ways." Go to this meeting or go to that meeting. I think it's really good.

Ms. Satalino: So when should we have this? I think it's a great idea.

Mr. Faulk: So do I.

Ms. Satalino: When would be a good time?

Mr. Besse: In my work, that's something that's very difficult to figure out because you have restaurants, you have 9-5 people and everything, so organizing a proper time is going to be another big hurdle, but I think evenings and early in the week works more or less better for many of the people involved.

Ms. Satalino: ...Sundays and Mondays.

Mr. Besse: Right. You know I think Monday evenings work well because people aren't behind yet.

Mr. Martin: I think we should also open this to people to come and talk to us. I'm a champion to go and get people out of the street - I don't have a problem - but you have to be welcoming. You say "this is for your guy - this committee is not for "us." Just open it to the people, not to become crazy, but you can talk to us, talk to me, or we can schedule you to come to our next meeting. Maybe have two or three people at every meeting to talk about their beliefs in the community. Like the Reverend says "why are you here?" "What improvement are you looking for?"

Ms. Satalino: This commission is open, it is a public meeting - anyone's welcome to come.

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Mr. Martin: Yes – but the perception might be different.

Ms. Satalino: There's commission members, but there's also...we can have guests.

Mr. Martin: The two guests I invited said "oh, okay;" That felt good that I invited them to come here to this open meeting – so they feel it was closed...

Mr. Stronz: I'm going to guess that everyone had more fun listening to Frank talk right now rather than me giving my Urban Design update....everyone around this table knows what I'm doing, or what Pete's doing or what Max is doing...we need to hear from more "Franks," and less from ourselves. It doesn't do anyone any good.

Mr. Martin: Every meeting we have and then maybe quarterly get the same people that came in and get together and say "let's talk about it, do you see any changes?" And that's the feedback. You came to us, you talked to us, do you see any changes?

Ms. Satalino: I do think there's value in going out of this building.

Mr. Stronz: I think that's a quarterly meeting. Going different places and...

Mr. Martin: To come here and go through all this...go through the scanning...I don't want to go there.

Mr. Stronz: Once you get to the table too, you have to feel comfortable that everyone is looking at you to talk and not looking to find a way to inject yourself into the conversation. If Frank would have been at the end of this conversation, none of us would have wanted to be sitting here and listen.

Mr. Martin: You're absolutely right. Are you done? Come on – let's get out of here.

Mr. Stronz: He gets in early and we listen – it's more engaging. We're going to learn more from the people that come to us then you're going to learn from me telling you what's going on at the Wellman Building.

Mr. Faulk: Out of this meeting into all the small – three or four people to get together and then can reach out to other people to be part of this group and plan an event that we could talk about at the next meeting.

Mr. Martin: I can tell you that everybody knows what Pete is doing because I see him at every little committee at different locations with different types of groups of people and I'm there too – but they know he's doing things for the community because I see him – everywhere I go – there he is; but he's also sharing what he's doing for the community. It's not about him, it's about what he's doing for the community and people listen to him when he talks and that's kind of interesting – that's a guy that's trying to help this area and he's been in the little park – Pete is there; the street – Pete is there; the health food – Pete is there; so he's sharing – that's what we need to do. Not just meeting once a month – we need to go out there and go to the meetings and talk to them – people that might be the helpers or the co-chairs, or whatever you want to call it.

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Ms. Conti-Washer: If you do that, which is good, like Becky said she wants to get the updates from that, can we go to a consent agenda where everybody sends in their updates – we all have to read it ahead of time and if you want to discuss something, pull it out, otherwise everybody knows what’s going on?

Mr. Martin: I like that too.

Ms. Conti-Washer: So that way we don’t have to sit here and listen and then have to through all of that. We’re getting more from them so we don’t have to sit here after and go through that part of it. If you just put it into an agenda if you want to discuss something we pull it later, but other than that you’re up to date with everything.

Mr. Besse: One thing that I would recommend in general is that maybe kind of redefine the context that you meet community members in. I know that with getting groups of business owners together to go to a meeting like this, a lot of business owners feel uncomfortable because it’s kind of uncomfortable...okay – here’s 7-8 people from this committee and I’m not going to pick on you, everyone’s going to hold the line and taking notes, and people feel a lot of pressure because they’re not used to that and so one thing...

Mr. Besse: A few years ago Chautauqua Advantage Project through the WIB, the Gebbie Foundation sponsored it, was what they would do is on Fridays, like at Happy Hour, is actually like okay – here’s all the interns, about six, seven, eight of us, and invite your employer to it as well, and then Chautauqua Works and WIB would invite some random people and then also they would foot the bill for us for appetizers, so it was like have a drink, Friday at 5:00, and it’s like “oh hey – how are you doing?” It’s very informal, it’s simple conversations, and maybe it’s something really informal, roll up the sleeves, hang out, might be a better approach because to some people, this right here feels too much like work.

Ms. Conti-Washer: They do enough of that.

Mr. Besse: Right. Everyone does enough of that.

Mr. Martin: You have to be careful not to make it that informal because everyone won’t take you seriously. There’s a boundary of how informal you want to make it.

Mr. Besse: I think with the business owners in the community and kind of just starting to extend the olive branches and stuff, that there’s no...I don’t think we should make this a beer pong table or something...but there does need to be some casualness because if it’s too formal and too much attention is on them, they won’t voice their sincere opinions, or not even come.

Ms. Conti-Washer: To you it would feel too informal but to them – that’s normal.

Mr. Martin: We have to find what the balance is.

Mr. Besse: I think that’s going to be kind of the throwing things on the wall thing...

Mr. Sweet: So what are some of the businesses in your consortium?

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Mr. Besse: A few Lakewood businesses – Ryders Cup, Labrynth, Press Company, Jones Bakery, Suburban Blend, Off the Beaten Path, Mariner’s Pier Express,

Mr. Sweet: Well, I raised that question because I wonder if it would be appropriate at some point – not all businesses could house us maybe, but if some of our meetings were just held in these businesses...

Ms. Conti-Washer: That’s what I was thinking – you just go to different places...

Mr. Sweet: ...and it would indicate our interest number 1 – number 2 we could...I don’t know the owners of the businesses you just mentioned, we could spend a little money there.

Mr. Besse: The other point that I brought up was the idea of small groups too. The idea that it doesn’t take the whole commission and that might be a deterrent as well, but absolutely – something like that could be a good idea. One of the things that I did last year with actually Chautauqua Advancement Project – I was asked to give a tour of downtown and because... this was before Jtn line....I worked at Suburban Blend, Labrynth, Press Company...friends own different businesses so it’s like working at Southern Tier Beverage as a tour guide so it’s like okay....also Chautauqua Advance Project are young professionals kind of thing so it shows this younger perspective is more relatable to them. But we did a tour of Jamestown and it was just like here’s where all these businesses are, this is what they do, and here’s my comments in between here and a few of my personal opinions and it’s gotten really good feedback because you don’t ever take the time to kind of be like “what’s new?”

Mr. Sweet: Yes. Because it’s real – there’s an authenticity to it.

Mr. Martin: That’ll be a great video project.

Ms. Satalino: Well, we had an off-site meeting last year. Why don’t we take at our next meeting, maybe at our next meeting we could do a tour for us and we could end it at one of the places and have a casual conversation.

Mr. Rice: Maybe the different action teams too could go out to different areas and just talk about that action team.

Mr. Martin: Rev. Sweet and I were planning to do something like that with different pastors, individually go to them, talk to them, to tell them what our plans are and then we have a consensus and then bring it to the committee. That way they don’t feel pressured to come here. We meet with them and talk to them and ask them what their concerns are and be part of it and then bring it...instead of just bringing them here...then they’d get lost.

Mr. Besse: It’s also showing that you’d take the time to get out of the Board Room just like...you don’t necessarily have to walk to every business and shake everybody’s hand really. “Hi – I really appreciate your business.”

Mr. Martin: When I run for Mayor, I’ll do that.

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Mr. Besse: Right. "I'm part of the Strategic Planning & Partnership Commission. I'm on the Diversity Team." It's just, you know, "I've walked in - it's like oh - this is a nice place." It's the general interest showing that you will take time out of your day to walk by - not even buy anything - just pick up a menu or look through the store window - those little things to where you might have an idea - like "what's the Suburban Blend? It sounds like a coffee shop." Well, no it's not. I think those things while they don't sound like anything, it matters to a business owner.

Ms. Satalino: So do we want to do that for our next meeting?

Ms. Satalino: Have Frank be our tour guide.

Mr. Martin: So be casual - no ties, no jackets...

Mr. Stronz: You're speaking about yourself, aren't you?

Mr. Martin: I know.

Ms. Satalino: ...and in the meantime, do we want to have a small group talk about what our next quarterly meeting with the ideas that you brought up Tom - I think it's great. This would be a kind of way to introduce ourselves and start breaking the ice I guess with the group and then plan the next quarterly event. What do you think?

Ms. Swanson: So are we fermenting a small business sub-action team, or are we working toward community engagement?

Ms. Satalino: I think the goal is community engagement.

Ms. Swanson: Right. So if we're doing that then I think we need to think about opportunities - where to go to the people - opportunities that are coming up that might be natural places to go so we're coming into a lot of events season here. Is there certain events that are naturally occurring over the summer that we should be more visible and how would we do that...a listening tour to me a little bit, I think, and so, I'm struggling here a little bit to figure out how that would work. Because we have to break the ice. I mean, I can't see pitching a tent.

Mr. Martin: Why not?

Ms. Swanson: I'm just thinking out loud here...

Mr. Martin: Not everybody has to be there - one or two people - one event - somebody goes....and they bring brochures and talk to them about who we are...

Ms. Swanson: So what are the natural events that might help us with that?

Mr. Lombardi: It could be something like the last July right after we started the Renaissance Block Challenge - this commission went on 100 degree day on a tour of the North Side Pride area where I think a few residents joined us, but it could be something like that where it's a little more formalized - we'd get as many residents out as possible to sort of take a tour of the area, learn what their hopes and concerns are and give a sense of how the different action teams,

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not just formalizes that, but gives a sense of how those different issues are represented in the City's strategic planning thinking. That could be sort of a natural event there.

Mr. Faulk: Why don't we just start with the first idea which is to go to the businesses and I think we can add on focuses beyond that we'll learn something and go from there. Just try it out and I think as we visit the businesses, the owners will be talking with us and we'll be talking with them and hopefully they'll all join us at one of the two places and we can talk some more. Maybe there's a need - make it organic - if something comes out of that - that's a more formalized action team - fine, if not, it opens up some communication.

Ms. Swanson: Was there a particular thing that you thought of some of the ideas that you heard in reporting out of that needed to be followed through?

Mr. Besse: For the meetings? To be honest, it's kind of a blur to me, but nothing that pops to mind right away. I was looking for dialogue.

Ms. Swanson: So if you were looking for dialogue what kind of format were you hoping for?

Mr. Besse: I think to go with what worked well. I think it was those groups. I really think that that worked really well. They're small enough where you could listen to each other talk and you didn't have to shout or anything. Having a point person...the Urban Design Plan having someone...and as Bill said...it was kind of like someone..."oh, what about this?" "Oh well, this and this is happening." And then Jason was like "oh well, I'll talk to a couple of people about this and that." The community aspect - the community members talking to each other but they had someone that knows it and just can just kind of be like "oh we looked into that," or "no, we actually haven't," or "that is in the Urban Design Plan," or "that is in the streetscape, pedestrian, greenway super deluxe plan from 12 years ago." I think that's where it's... when I'm just somewhere hanging out with my friends, I'm the person that has to go "oh yes - I worked on the Urban Design Plan." Not many people in the community sit down and read it.

Ms. Satalino: To get us kind of on track here, I think our next meeting which is the 3rd Thursday of April - so you're going to be in charge?

Mr. Besse: Okay. I'm biting off more than I anticipated already.

Ms. Satalino: So it will be the 19th.

Mr. Martin: We're going to meet here and then walk?

Ms. Conti-Washer: I don't think we need to come here. We can meet outside.

Ms. Satalino: We can meet on the plaza at 3:30. So we'll do that. What I am kind of thinking to go along with a tour of this group and then our next quarterly meeting with this group of people and then just get feedback and pick other groups whether it's the neighborhoods next time or different...maybe it's the diversity issue and we'll go into different communities and do forums throughout the year and then end the year with one of each one of these small groups break out sessions around whatever topics develop over the year. We have our major issues that

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we're working on – major initiatives – but then there's stuff that comes up and then you can invite all these. Hopefully, we forge relationships over the course of the year to get more input at the year end. So our planning could actually be done at the end of the year so we set our agenda. So how does that sound?

Mr. Harkness: Could we get some group to come to this meeting next time. I think that's really kind of a good way to do it.

Mr. Besse: What would you like from me as being kind of the facilitator out of this kind of...

Mr. Harkness: Do it like your group wants to do it.

Mr. Stronz: If one of the businesses is Forte at 3:30 see if we can get Peggy to be there at 3:30 – it would give us a chance to talk with her on her territory and give her a chance to talk with us.

Mr. Besse: The tour is very basic and I think for this group it might be a little too basic but maybe it's the right place to start where it's kind of a walk-by, maybe walk in a few businesses – it was just kind of “oh, that's Jeff the owner of this business.” It wasn't 20 questions. It was kind of like this is what this place is, now you've been inside, now you don't have an excuse to walk by again. So if we want something more than that, I can try my best to facilitate that... I worked at the Labyrinth for awhile and someone was talking about finding an apartment and it's like....Craig's List paper... “go talk to Jeff,” because I've worked there and been a patron there whereas people come in and they're just getting... I need an apartment.” Someone comes in later and says “the people above me just moved out – it's a great apartment.” That's literally happened more than once. Jeff is this community networker...it's happened a lot and it's happened to me a few times. So having people like that like Shaun and Jeff is – you can't pay for that kind of press- no offense to the press.

Ms. Satalino: Thank you very much for the meeting.

Rev. Sweet: I just want to say on a personal basis – I'm leaving for three months in New Mexico – Frank's tour is almost getting me to reconsider – probably won't in the end...so it's not a lack of interest – I really appreciate your being here and what you do.

Mr. Martin: Actually the conversation started very well because it's from a different perspective. That's like what you're saying – we need to see fresh outlooks on what things are, not what we've been thinking.

Ms. Satalino: Thanks for taking the time.

There being no further business, the meeting was adjourned.

James N. Olson
Director of Financial Services/City Clerk