

September 3, 2003

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 Wednesday, September 3, 2003 at 8:00 a.m.

Members Present: Co-Chair Lillian V. Ney, Gregory Rabb, Gregory DeCinque, Larry Senn, George Spitale, Walter Haase

Members Absent: A. John Calamunci, Todd Trantum, Michael Sullivan, Raymond Fashano, Mayor Teresi

Members Excused: Co-Chair Michael Lyons, Miles Lasser, Jennifer Harkness, Brent Sheldon

Others Present: City Clerk Shirley A. Sanfilippo, Len Faulk, Carla Howie, Councilwoman Carolyn Bloomquist, John Whittaker of The Post-Journal, Director of Financial Services James N. Olson arrived at 8:45 a.m. left at 8:50 a.m.

Co-Chair Ney called the meeting to order. She stated that Co-Chair Lyons, Ms. Nichols and herself met to put together information for the Mayor regarding the Capital Budget. She distributed the report. She said that the recommendation was general and asked for a methodology in the future. She asked Mr. Rabb to assist in drafting a process for next year and wondered if the Planning Commission had discussed the information.

Mr. Rabb stated that he was not able to attend the August meeting when it was discussed.

Co-Chair Ney thought that the report conveyed the most important issues. She said that the minutes would accompany the report. She asked if there were any comments from the members.

There was discussion regarding changing the wording of the second paragraph to read, "Additionally, both the Strategic Planning & Partnerships Commission and Planning Commission will work together to develop a formalized process and to more effectively and systematically review the departments' requests."

Co-Chair Ney asked that each action team report. She stated that Ms. Nichols was unable to attend but was looking for reports in December or early January. She mentioned that the Public Forum was changed from October to March. She said that interested groups could still meet with Dr. Linden on October 15th. She stated the reason for the change was the amount of work that goes into those types of meetings and several key people would not be able to attend.

Mr. Senn felt that the date change was appropriate.

Co-Chair Ney advised that they might be able to consider holding the Public Forum in February. She said that they would be assessing accountability, examining what they accomplished, didn't accomplish, addressing those issues and discussing new business. She thought that the planning for the forum would start in October. She asked Mr. Haase to give his report.

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Mr. Haase reported on *Jobs and Economic Development*. He said that they had focused on procedure and process. He stated that they had most of the stakeholders in the community of economic development in attendance. He felt that the existing organizations were suited for responding to inquiries. He said that they had built up internal teams across organizations. He thought that they were lacking representation from the marketing industry. He advised that they were looking at a proactive marketing campaign through a website, which would detail the existing properties available in the community. He said that those properties would then be available to those outside the community. He was looking at the cost of a marketer in a proactive situation. He said they discussed a marketing budget. He thought that the marketing function should reside in the private area, not public because of involved administrations and political environments. He said at their next meeting they would discuss budget issues regarding a website and marketing.

Dr. DeCinque told the members that there was a marketer working through the Gebbie Foundation regarding some of the same issues.

Mr. Haase explained that they wanted public funding to be minimal. He said they were looking at private funding. He felt that they were trying to draw attention to the economic attributes of the city to show advantages. He said that it would be centered on jobs.

Dr. DeCinque and Mr. Haase discussed differences in marketing approaches between the Gebbie Foundation and the action team.

Co-Chair Ney discussed what the Gebbie Foundation was doing in regards to marketing. She felt success was achieved by each existing group working together, including the renewal community, empire zones, state and tax credit personnel. She said this summer she had learned about communities that have sophisticated methodologies. The methodologies included placing each building on a website listing square footage, capabilities and electrical wiring. She felt that people were going to the Internet instead of realtors.

Mr. Haase thought that they should be looking at the best practices that other communities were using and change those to be effective in this community. He discussed having a website for buildings which would need to be updated and put into a national depository.

Co-Chair Ney explained that there were gaps in the current system and that the Commission was working with the community to fill the gaps.

Mr. Haase stated that they needed to take steps to make progress, instead of throwing everything together at once and not be successful.

Co-Chair Ney thanked Mr. Haase for his report. She asked Ms. Howie to report.

Ms. Howie updated the Commission on *Coordination and Effective Government*. She stated on August 11th, Dr. Faulk, Dr. Linden and herself met with the City Council and reviewed their progress with results based government. She said that Council was in favor of moving in that direction. She advised that they were going to work on pilot groups to work on different phases of results based government. She told the members that she would be having a conference call with Dr. Faulk and Dr. Linden regarding formalize their next steps. She thought that one of the pilot groups should be finance, since the work was already started on what the measures would be. She spoke with Mr. Olson who was in favor of the idea. She thought after talking with Dr. Linden they would be able to formalize an actual plan.

Co-Chair Ney asked when the plan would be ready for City Council.

Ms. Howie thought once the committee work started; she felt within a few months. She explained that they wanted to come up with a plan that could be tailored for any department. She

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thought that they would spend a bit of time on the structure of the policy so that titles and measures could be changed.

Co-Chair Ney expressed her thanks.

There was discussion regarding a question in The Post-Journal regarding performance based government.

Mr. Whittaker stated that he would try and find out how many people voted on that question.

Co-Chair Ney thought that the presentation to the City Council was great.

Mr. Spitale stated that the unions met with Dr. Linden. He said that they discussed an issue, which could be resolved.

Councilwoman Bloomquist advised the members that the *Housing Task Force* had a meeting set with the Corporation Counsel to discuss legalities regarding some of the issues and ideas the team gathered.

Co-Chair Ney understood that there were many legalities and complicated issues with the housing.

Councilwoman Bloomquist thought that momentum was building about public awareness.

The members were advised that the next meeting would be held on October 1, 2003.

There being no further business, the meeting was adjourned.

Shirley A. Sanfilippo, CMC, RMC
City Clerk