

STEERING COMMITTEE KICKOFF MEETING

Date: 4/11/23 **Time:** 6:30 **Location:** Village Hall

MEETING NOTES (DRAFT)

I. WELCOME

Mr. Horn from MRB Group thanked committee members for participating in the comprehensive planning effort and noted that the Village and Town of Arcade have been investing heavily in future-focused initiatives.

Mayor Schiener expressed how this comprehensive planning process will be an important step for Arcade to continue to move forward. She emphasized how Arcade has won 6 grants in the past few years, and that this comprehensive plan will be essential to ensuring the community maximizes current and future opportunities.

II. INTRODUCTIONS

Mr. Horn welcomed the committee members and asked that they provide a brief introduction about their background with the Village/Town of Arcade and any goals they hoped to achieve with the planning effort. Committee members and members of the consultant team who were present provided introductions.

III. PROJECT OVERVIEW/TIMELINE

Mr. Horn of MRB Group provided an overview of the project foundations, including:

- *Data-Orientation: The planning process will be heavily influenced by demographic and market data.*
- *Community-Driven: A robust, authentic, and meaningful public engagement strategy will be employed to ensure that we are hearing from all members of the community.*

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- *Implementation Focused: Plan recommendations will be action-oriented, and provide Arcade with a clear map toward realizing the community vision.*

Project elements and associated timeline include:

- *Project Kick-Off (April 2023): Steering committee finalized and commencement of the comprehensive planning process.*
- *Community Profile Analysis (May - June 2023): Committee members will be provided robust market and demographic data and will identify community perspectives that should be captured as part of establishing existing conditions. A draft community profile will be provided to the State.*
- *Vision and Values Identification (July – August 2023): The committee will leverage data and other information, as well as their collective understanding of Arcade to develop a vision statement and set of community values, which will be used as mileposts to measure progress and alignment of future projects with plan principles. This phase will culminate with a public forum to hear feedback from the community on data discovery, vision, and values.*
- *Key Initiatives and Plan Strategies (September – October 2023): The committee will identify overarching strategies and initiatives that can have the largest impact on achieving the community vision.*
- *Implementation Strategy (November 2023): Implementation approach for plan elements, including actions, action lead, timing, and relative cost will be developed.*
- *Draft Plan Release (December 2023): Committee members will review and approve the initial draft, which will be released to the public for comment. A public forum will be held to gather deeper feedback on plan elements.*
- *Plan Refinement and Adoption (January - February 2024): Feedback from the committee and public forum will be incorporated into the final draft. A public hearing will be held. Plan revisions will be considered and approved by the committee before forwarding the final plan to the Village/Town Board for consideration. The environmental review process will be completed. The final plan will be adopted.*

Mr. Horn confirmed that the MRB Group Team includes experts from a range of planning disciplines, including downtown revitalization, rural

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economic development, transportation, and other relevant disciplines. Mr. Horn emphasized that the consultant team including Kise Consulting and In.Site:Architecture will work to ensure the best quality comprehensive plan for Arcade.

IV. Committee Communication and Logistics Approach

Committee members were polled as to their preferences on operational considerations, which included:

- *Regular Meetings: 2nd Tuesday of the month, unless otherwise specified. MRB Group will keep and distribute meeting notes for each meeting.*
- *Agenda: MRB Group will prepare an agenda, and work to distribute it a week prior to the meeting.*
- *Internal Communication: Communication between the consultant teams and the steering committee will take place via email.*
- *External Communications: Meeting agendas and meeting notes will be posted to the dedicated comprehensive plan website (to be created by MRB Group). Press releases will be vetted by the steering committee prior to release.*

V. Public Engagement Framework

Roxanne Kise, from Kise Consulting, welcomed the steering committee and expressed her enthusiasm to be a part of this project.

Roxanne led the steering committee in a discussion of initial ideas for the public engagement strategy. Members discussed a range of strategies to determine the best way to communicate with the public. The discussion illuminated suggestions such as a dedicated website, community survey, social media posts, press releases, pop-up events, posting flyers in storefronts and community locations, and public forums, among other ideas to ensure the Arcade comprehensive plan has an authentic and robust public engagement process.

VI. Activity Prior to Next Meeting

Prior to the next meeting, Roxanne will draft a draft public engagement strategy for the steering committee to review. MRB Group will create a

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dedicated comprehensive planning website and continue data collection for the community profile.

VI. NEXT MEETING

May 9th at 6:30 at the Village Park

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