



## **VILLAGE + TOWN OF PALMYRA COMPREHENSIVE PLAN**

### **STEERING COMMITTEE MEETING NOTES**

**December 11, 2023; 6p  
Palmyra Community Library**

#### **I. Review of Prior Meeting Notes**

**MRB Group**

*The Steering Committee received meeting notes as part of the agenda distribution. Members present confirmed that the notes were accurate, and Emma Falkenstein noted that she would update the January meeting date. Emma advised that MRB Group is working with the Village and Town to create a comprehensive plan page on the websites.*

*Emma stated that once the websites are launched, she will begin activating the public engagement strategy.*

#### **II. Community Inventory Update**

**MRB Group**

*Emma stated that she has begun to compile information for the community inventory chapter of the comprehensive plan that examines Palmyra's existing resources such as Village and Town resources, parks and greenspaces, historic resources, etc. She noted that she had sent*

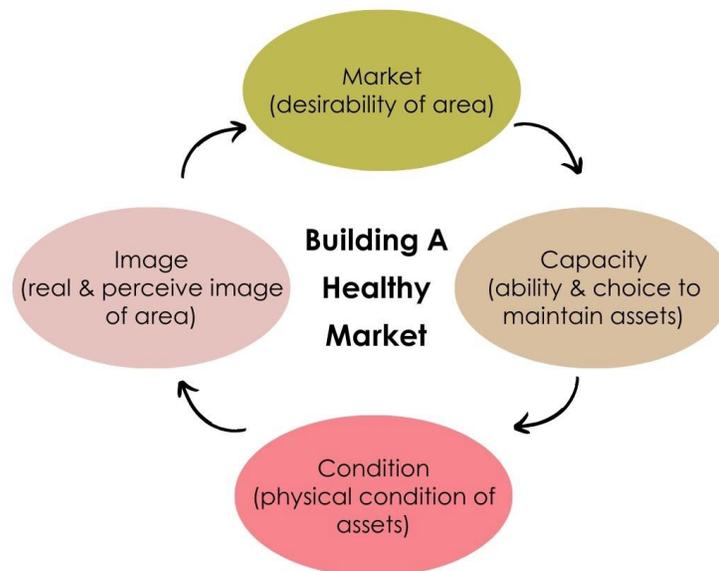
drafts of the community inventory to be reviewed by Tracy and Steve to ensure the information included in the document was accurate before sharing it with the Steering Committee.

### III. Vision & Values Exercises

### MRB Group

Emma noted that the email communication from Steering Committee members in between meetings is a great way for people to say engaged. The Steering Committee engaged in discussion regarding a couple of the key themes present from the emails, including Village code enforcement, the symbiotic nature between the Village and the Town, high traffic local destinations to target public outreach efforts, and opportunities to address generating revenue for the Village/Town through examining existing tax-exempt properties. Steering Committee members expressed interest in exploring signage guidelines, renewable energy regulations, and tourism opportunities.

Following discussion, Matt Horn overviewed a diagram illustrating how the comprehensive plan can help to create a strong market in Palmyra which will in turn bolster revitalization efforts.

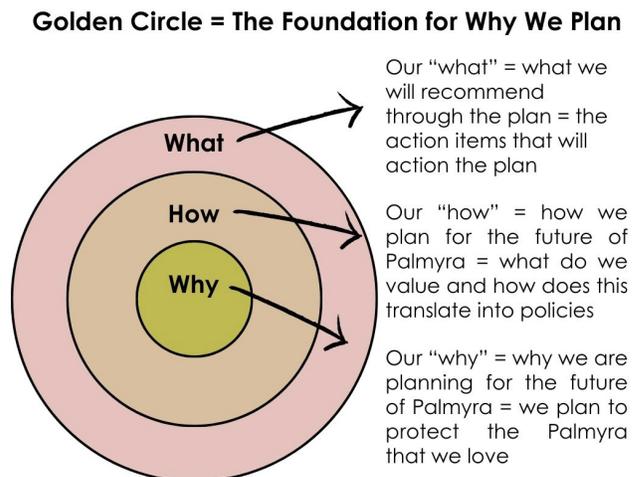


Matt explained the following:

Building a healthy market depends on the capacity (& choices) of people to maintain their assets. This in turn influences the conditions of the assets and whether they are maintained. If a community's physical assets are maintained, then typically there is a positive image of that community internally from residents and externally from visitors. In "softer markets" (a market with less demand), there can be less capacity and/or willingness to maintain assets. When assets are not maintained, their condition deteriorates (e.g. blighted properties). This then impacts the community's image and further softens the market.

Matt emphasized how creating a strong market in Palmyra will be essential to preserve existing resources and support revitalization efforts. He stated that the comprehensive plan will provide a clear vision for the future of Palmyra and help to determine actionable steps that will help to maintain and improve the community.

Matt overviewed the principles of the Golden Circle for the Steering Committee and explained how determining Palmyra's core values is an essential part of the planning process. He noted that determining and staying true to Palmyra's "why" for the comprehensive plan will help to survey the long-term future of the community. The graphic to the left overviews the relevance of the Golden Circle for Palmyra's comprehensive plan.



Following discussion of the Golden Circle, Matt reviewed the planning foundations that comprise the comprehensive plan. He stated that at the core of the plan is the community's vision statement. Matt emphasized how the comprehensive plan's vision statement should be authentic yet aspirational for where the Steering Committee hopes Palmyra will be in

2040. He noted that the vision statement is supported by the plan's planning principles (community values) that will guide how the Village and the Town evaluate decisions and opportunities based on their alignment with the comprehensive plan. The combination of the vision statement and planning principles provide the foundation from which the rest of the plan is created. Matt noted that the priority policy areas and action items that action the comprehensive plan must be in alignment with the vision statement and planning principles. The graphic below outlines the comprehensive plan planning foundations.



Following the overview of the importance of the vision statement and planning principles, Matt led the Steering Committee through a series of thought prompts to dissect what Steering Committee members value about Palmyra. The Steering Committee engaged in discussion regarding the aspects of Palmyra they really like, potential aspects of the community that might prohibit resident retention and key areas they hope the Village and Town will cultivate over the next two decades.

The following is a summary of the main themes from the vision/values exercises:

Why did you decide to stay and/or move to palmyra?

- Connectivity
- Neighbors
- Friends/Family
- Employment
- Historic connection
- Scale
- Proximity to regional hubs/regional amenities
- Inclusive
- School District
- County living
- Predictable environment
- Sidewalks/walkability
- Affordable
- Weather/Resilience
- Rural Feel
- Small Town Feel
- Historic Homes
- Community
- Character/uniqueness
- Feeling of belonging

What might deter someone from living in Palmyra?

- Lack of jobs
- Lack of amenities
- Need to build a stronger housing and job market
- Property maintenance

- Tax rate
- Lack of government leadership
- Need more youth engagement
- Long commute
- Lack of retail
- Perception of too far from city
- Limited access to things
- Lack of vital resources
- Lack of property upkeep
- Not modern/behind the times
- Negative self image – lack of pride in downtown

*In 2040, Palmyra is...*

- Safe
- Clean/Tidy
- Urban
- National historic destination
- A nice small town
- Out of the box
- Friendly
- Affordable → available and attainable housing
- A place where people want to be
- Cool place to go
- Charming historic community
- Vibrant

*Following discussion, Matt advised the Steering Committee that Emma would take the ideas gathered from the meeting to draft vision and values statements for the Steering Committee to review in January.*

## **V. Other Business**

*The Steering Committee engaged in discussion regarding opportunities to address property taxes in the Village and Town and reevaluate tax-exempt properties. Matt noted that the Steering Committee can dive deeper into this topic later in the planning process.*

**VI. Activity Prior to Next Meeting**

**MRB Group**

*Emma noted that she will continue working with the Village and Town to create the comprehensive plan website. Emma stated that she will continue drafting the community inventory chapter. Emma noted that she will consolidate the themes from the vision/values exercises to draft vision and values statements for the Steering Committee to review.*

**VII. Next Meeting**

*January 8, 2023, at 6:00 pm*