



VILLAGE + TOWN OF PALMYRA COMPREHENSIVE PLAN

STEERING COMMITTEE MEETING NOTES

**NOVEMBER 13, 2023; 6p
TOWN HALL**

I. Review of Prior Meeting Notes **MRB Group**

The Steering Committee received meeting notes as part of the agenda distribution. All members present concurred that the notes were accurate. Emma Falkenstein advised that MRB Group is in the process of creating a comprehensive plan page for the Village and Town websites.

II. Finalize Public Engagement Strategy **MRB Group**

Emma reviewed the Public Engagement Strategy with the Steering Committee. The Steering Committee engaged in discussion regarding the need for a comprehensive approach to public engagement. The Steering Committee brainstormed potential community stakeholder groups such

as major employers, downtown businesses, civil organizations, the school district, etc.

Emma noted that she is in the process of developing the community survey. The Steering Committee discussed making sure the community survey is available online and hard copy at designated locations. The Steering Committee engaged in discussion regarding the types of information the survey should target.

Emma noted that she would begin to gather information to conduct focus groups for identified stakeholder groups. Additionally, Emma noted that the Public Engagement Strategy will include multiple public engagement events at key points in the planning process.

III. Review of Economic Base Report

MRB Group

Emma Falkenstein presented the Economic Base Report compiled past, present, and future demographic data and other information on the Village and Town of Palmyra. The steering committee engaged in a discussion on the initial findings, making particular note of data points that deviated from expectations. Steering committee members provided insights on possible explanations for data points in Palmyra. Steering Committee members expressed the need to dive deeper into the At-Risk populations and poverty statistics to explore how the comprehensive plan can address quality of life for all in Palmyra. The Steering Committee engaged in discussion regarding the Real Estate markets in the Village and Town and opportunities/limits of housing development.

Steering Committee was encouraged to view current data as a starting point for the planning process and an opportunity to leverage revitalization efforts and grant funding. Emma stated that she will incorporate the feedback from the committee and continue to work on the Inventory & Analysis Chapter of the plan.

V. Other Business

VI. Activity Prior to Next Meeting

MRB Group

MRB Group will complete any edits and begin to activate the public engagement strategy. MRB Group will draft the community survey and start to contact community stakeholders. MRB Group will take the feedback from the data discussion to begin drafting the inventory & analysis chapter of the comprehensive plan. At the next meeting, the MRB Group team will facilitate visioning and values exercises with the steering Committee to draft an initial vision and values statement to guide Palmyra's comprehensive plan.

VII. Next Meeting

December 11th, 2023, at 6:00 pm