



**STEERING COMMITTEE  
KICKOFF MEETING  
NOVEMBER 28, 2022; 6p  
MEETING NOTES**

**I. TOWN PLANNING OVERVIEW**

*Supervisor Trout thanked committee members for participating in this effort, and noted that the Town has been investing heavily in future-focused initiatives. These include applications for funding to support hamlet revitalization and infrastructure improvements, and the Design Connect program, which is taking a strategic look at economic revitalization in the Hamlet of Fayette.*

*He advised that the Comprehensive Plan effort will be critical in defining direction for the community, and providing a decision making framework for Town leadership.*

**II. WELCOME AND INTRODUCTIONS**

*Keith Tidball, Town Board member and project liaison, welcomed the committee members, and asked that they provide a brief introduction as to their background with the Town, and any goals they hoped to achieve with this planning effort. Committee members who were present provided introductions.*

### III. PROJECT OVERVIEW/TIMELINE

*Matt Horn of MRB Group provided an overview of 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.*
- *Implementation Focused: Plan recommendations will be action-oriented, and provide Town leadership with a clear map toward realizing the community vision.*

*Project elements and associated timeline include:*

- *Data and Perspective Analysis (November – January): 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.*
- *Vision and Values Identification (February – March): The committee will leverage data and other information, as well as their collective understanding of the Town 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 culminated with a public forum to hear feedback from the community on data discovery, vision, and values.*
- *Key Initiatives and Plan Strategies (April – May): The committee will identify overarching strategies and initiatives that can have the largest impact on achieving the community vision.*
- *Implementation Strategy (June): Implementation approach for plan elements, including actions, action lead, timing, and relative cost will be developed.*
- *Draft Plan Release, Refinement, and Adoption (July – September): 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 get deeper feedback on plan elements. Plan revisions will be considered and approved by the committee before forwarding to the Town Board for consideration.*

*Supervisor Trout reaffirmed that the Town is seeking best practices and vantage points from outside expertise to ensure that the plan reflects the best possible approach toward achieving community goals. Mr. Horn*

confirmed that the MRB Group team includes experts from a wide range of planning disciplines, including rural economic development, transportation, and other relevant subject matter areas.

Mr. Tidball reminded the committee that this effort is intended to be an update to the existing plan, and assured committee members that existing plan elements will be evaluated for progress and continued relevance.

#### **IV. STEERING COMMITTEE OPERATIONS**

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

- *Regular Meetings:* Meetings will be held at 5:30 on the 4<sup>th</sup> Monday, 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 the week prior to the meeting.
- *Internal Communication:* Email will be the primary communication tool among committee members. MRB Group will create a digital file repository so that members can access relevant materials.
- *External Communications:* Meeting agendas and meeting notes will be provided to the Town for posting on the Town website. Press releases will be vetted by the steering committee prior to release.

#### **V. CASCADING EXERCISE**

Mr. Horn guided the committee through an exercise to demonstrate how vision translates to action during the planning process.

#### **VI. NEXT MEETING**

Given the nature of the holiday calendar, the December meeting was scheduled for December 19<sup>th</sup> at 5:30.