

UNAPPROVED

The Workshop Session of the Board of Trustees of the Village of Brockport was held August 22, 2022, at 7:00 pm. Village Board and members of the public in person at 49 State St, Village Court, and remote location through Zoom.

PRESENT: Mayor Margaret Blackman, Trustee Katherine Kristansen, Trustee John LaPierre, Trustee Shawn Halquist, Manager/Clerk Erica Linden, Recorder Susan Smith

ALSO PRESENT: Fred Webster

VIA ZOOM: Kevin Jenkins, Joan Hamlin, Chris Hamlin

EXCUSED: Trustee/Deputy Mayor Annette Crane

CALL TO ORDER: Mayor Blackman called the meeting to order at 7:00 pm.

CONSENSUS ITEMS:

- Minutes: 8/1/22

→ Trustee Kristansen moved, Trustee LaPierre seconded, to approve the 8/1/22 minutes.

Motion carried 4-0.

WORKSHOP TOPIC: Comprehensive Plan Action Items – Progress Check-In – Power Point presentation

Comprehensive Plan - Adopted in December 2019

- ▶ Covid shut-down March 2020
- ▶ Major staff changes March-August 2020
- ▶ VB and staff efforts remained in “survival mode” until June 2021
- ▶ Financial uncertainty
- ▶ Sales tax better than expected all of 2021
- ▶ ARPA funding big boost, but needed for critical and immediate infrastructure issues, no funds remain for additional projects
- ▶ Grant programs were mostly on hold 2020-2021 – in full swing now but still many on delayed timeframes
- ▶ SUNY enrollment rebounding 2022; college health = village health

Preserve & Strengthen Housing & Neighborhoods

1. Pursue strategic and targeted code enforcement, compliance assistance & owner engagement – **Not Started**
 - ▶ Covid delayed this assessment; exterior property maintenance review reinstated; only part of the picture
 - ▶ Recommend refocus / ask the questions, what is possible? / Begin Dec 2022
 - ▶ Additional Building Inspector will aid in this effort
 - ▶ What is available via Monroe County Community Development? – Initiate contact
2. Reach out to SUNY Brockport to enact a joint effort to attract college faculty & staff to live in the Village - **Not Started**
 - ▶ **Housing Market barrier**
 - ▶ Initiate conversations during winter term
 - ▶ Dedicate time for effort, utilize contacts on Town Gown
 - ▶ Develop a unified message
 - ▶ Consider marketing packet for the village for all prospective residents and welcome packet for new homeowners
3. Make programs known to younger residents to attract & retain young homeowners – **Not Started**
 - ▶ **Housing Market barrier**
 - ▶ Monroe County Home Improvement Program – some usage by older owners, how to outreach to younger homebuyers?
 - ▶ *First Time Homebuyer Program* in county – need to become familiar
 - ▶ What else is out there?
 - ▶ Develop outreach/education to help residents utilize programs
4. Track Rental Registrations Yearly – **Yes**
 - ▶ RR are tracked
 - ▶ Reporting of metrics – **Not Started**
 - ▶ Develop analysis questions to be answered each year utilizing existing data fields
 - ▶ Is existing data program adequate?
 - ▶ What questions do you want answers to?

- ▶ Annual report on rental properties vs owner occupied properties to be presented to board each January?
Possible to begin January 2023
 - ▶ Housing Task Force is disbanded, no longer resource
5. Expand home repair resources, particularly to seniors – **Not Started**
- ▶ **Legal/safety barriers to volunteer driven assistance**
 - ▶ Expand staff knowledge of options
 - ▶ Develop educational resources/outreach/relationships

Leverage the Erie Canal

1. Upgrade Welcome Center
 - ▶ CFA received award in 2020:
 - ▶ Lighting, pollinator gardens, kayak launch – **complete**
 - ▶ Signage (**in process**)
 - ▶ Cement work & pavilion – **not started**
 - ▶ Pavilion and cement work may be too expensive, need additional CFA?
2. Increase & improve canal programming WC & Beyond
 - ▶ On the Canals Excursions: grants in 2021 & 2022 (Aug/Sept/Oct)
 - ▶ LBHW celebration annually (one day)
 - ▶ Summer Serenades Thursdays, July-August
 - Barriers: lack of volunteers, potential partners short staffed**
 - ▶ BUILD THE BOATHOUSE (**in process**)
 - ▶ Pedestrian Bridge (**work begins Sept 22 – end date 2025**)
 - ▶ Brockport LOOP (**in process**)
 - ▶ **Work with WC Director, SUNY depts, BCSD, Sweden REC, to develop ways to expand programming**
3. Develop Small Craft Launches in Targeted Locations
 - ▶ Dock at future boathouse site – **complete**
 - ▶ Adaptive dock at Welcome Center – **complete**
 - ▶ **Is this item complete?**
 - ▶ No launches on north side / develop resource guide to help others interested in installation?
4. Improve Public Access to the Canal for Village Neighborhoods

New locations for public access to the trail:

 - ▶ McCormick/Havenwood Meadows Access Path – CFA received Dec 2021 – **In process**
 - ▶ Are there other locations (Lyman St. pumping station?) **to develop?**

Smith St. Bridge Sidewalk/Approach Repair/Redesign

 - ▶ TAP grant received July 2022 – **In process – 3-year project**
 - ▶ Brockport LOOP **will be component** of this improved access
 - ▶ Corbett Park Improvements (**in process**) will provide direct link to trail

Reuse & Redevelop Vacant/Underutilized Land

1. Update Village Zoning Code – **Near Complete**
 - ▶ **To be considered in public hearing Spring 2023**
 - ▶ **To be adopted into local law Summer 2023**
2. Update Balance of Village Code – Not identified /**work in process**
 - ▶ Will aid in new zoning code implementation
 - ▶ Will modernize and streamline entire village code enforcement process
3. Pursue targeted redevelopment for underutilized former Black & Decker site – **Not Started**
 - ▶ Initiate grant applications despite previous efforts – 2023-2025:
 - ▶ Restore NY
 - ▶ EPA Superfund Program
 - ▶ NYS Brownfield Opportunity Areas
 - ▶ **Identify possible investors?**
 - ▶ **Work with Monroe County Industrial Development Corporation**
4. Rezone & pursue residential development on land south of South Avenue

- ▶ Rezoning part of Zoning Rewrite: **Complete but not Local Law –yet**
- ▶ **Rezoned as Mixed neighborhood**
- ▶ Initiate pursuit of residential development over 2-3 years, begin 2023
 - ▶ Identify interested parties / potential partners / developers

Cooperate, Coordinate, & Collaborate

1. Develop a Brockport Village Partnership
 - ▶ Mayor/WC Director/ Trustee(s)? Visited with Fairport Partnership in 2019
 - ▶ WC Director & Trustee membership in and on BMA Board
 - ▶ **Barriers: Covid impact on businesses, college, & community and long existing fractions within business community**
 - ▶ Can this develop from the Bridging the Closure Committee?
 - ▶ Dovetails with need for better marketing of the village
2. Name a Village Manager or Administrator
 - ▶ E. Linden named manager/clerk in May 2020 – **complete**
 - ▶ With a team of capable staff and the emergence from covid emergencies, a review of job duties / expectations / realities / village goals recommended for reporting January 2023
3. Develop & use comprehensive calendar for the greater Brockport area
 - ▶ Review/discussion in 2019 with SUNY staff and interns (**attempted**)
 - ▶ Brief discussion with Town Gown in May 2022

Recommendations:

- ▶ Acknowledge lack of village control to create the calendar (**Barrier to project**)
 - ▶ Create village calendar on a flexible platform for sharing with other entities
 - ▶ Engage IT consultant with webpage re-launch
 - ▶ Centralize staff responsibilities for online presence and calendar items
4. Develop a Village brand and pursue a social media *strategy*
 - ▶ Develop a brand highlighting assets
 - ▶ Victorian Village on the Canal – tired
 - ▶ Need to embrace our history and our future: Erie Canal, Historic Main St & properties, & SUNY Brockport
 - ▶ Work with a professional from the college / college marketing class and/or communications class

Recommend unveiling with new code/ anniversary of canal spring/summer 2023

- ▶ Social media strategy should be clear, presence should be consistent, goals and responsibilities established and reviewed with identified staff
- ▶ Intentional, informative, gov't compliant, & consistent with brand

Strengthen Downtown Business District

1. Establish a business improvement program
 - ▶ NY Main St. Anchor Project grant application for Strand Theatre (**pending**)
 - ▶ NY Main St. grant possibility- barrier is restrictions placed on building owners
 - ▶ Ask property owners what they need...and are willing to do
 - ▶ Consider deferred assessment increases?
 - ▶ Work with Monroe County Planning?
 - ▶ ID other grants offering property maintenance assistance
 - ▶ NY Restore grant
2. Develop Design Standards for Main Street
 - ▶ Part of the new zoning code – **once adopted by law will be complete, 2023**
 - ▶ Main St. buildings should have the following considerations:
 - ▶ Facades
 - ▶ Placement
 - ▶ Setbacks
 - ▶ Landscaping and screening
 - ▶ Location of off-street parking
 - ▶ Transparency
3. Improve Village on-street and off-street parking regulations – **Not Started**
 - ▶ Does the zoning code update play a roll? – Discusses parking options for each district

- ▶ On and off-street regulations should be addressed by remainder of code rewrite
 - ▶ Recommend VB engage DPW, PD and BMA as well as other villages/NYCOM to discuss innovative options
4. Continue beautification of canal-adjacent areas on Main, Market, Clinton
- ▶ Market St plan – **nearing completion**
 - ▶ Main St – applied for a Monroe Co. ARPA grant to assist with sidewalks & beautification (**pending**)
- Need to Develop Plans for:
- ▶ King St
 - ▶ Clinton St
 - ▶ Merchant St
5. Implement Clinton Street Master Plan – **Not Started (or restarted)**
- ▶ Recognize link to Brockport LOOP as an asset
 - ▶ Identify funding sources
 - ▶ Create timeline
 - ▶ Pursue possibilities
6. Apply for NYS’s Downtown Revitalization Initiative (DRI)
- ▶ DRI as of 2022 has an application scaled for villages, NY Forward
 - ▶ Discussion underway
 - ▶ Meeting with grant writer Sept to begin plans for **2023 application**

ADJOURNMENT

- Trustee Kristansen moved, Trustee LaPierre seconded, to adjourn the regular meeting at 8:45 pm.
Motion carried 4-0.

Upcoming Village Board Meetings: August 23rd, special meeting at 18 State St., Sept 19th dept. head meeting