

Village of Brockport Bridging the Closure Committee Meeting

July 24, 2021 (8:30 AM), Village Court Room

Committee Attendees: S. Bonczyk, B. Hart, B. LeSuer, K. Schoeberl, M. Perrault, P. Pryor, S. Smith, Z. Fairchild, M. Blackman, K. Kristansen, M. Malone (Fairport)

Mayor Blackman opened meeting at 8:32 AM with introduction of committee members and our guest Martha Malone, Executive Director, Fairport Office of Community and Economic Development.

A discussion and review of the maps and diagrams from DOT occurred with the following suggestions: temporary stoplight at Fayette and East Ave and at the Smith St. bridge. There is a great deal of concern regarding safety at these points. There will not be any walkers allowed to cross the Main Street bridge once renovation begins.

Martha and the Fairport mayor have sent us two documents that pretty much describe how Fairport organized and navigated the bridge closure. If you haven't had the chance to read through them please do...they are a wealth of knowledge! Here are some additional points that Martha brought forward during her presentation:

Partnership and positivity were key to their success. Martha stated many times how important it was for the committee to "control" the narrative always giving a positive spin.

The VB board set aside \$150,000 to cover costs of marketing and PR.

They set out objectives with the goals of minimizing disruption, communication for all, market Fairport across the region (not just the village).

Volunteer groups were brought in for various tasks, events, etc.

Celebrated the bridge with events: closing, during the closure, opening, and other events

Some more Martha thoughts by specific topic:

More attention should have been given to the businesses in the staging area by meeting with business owners, setting up an advocate to connect them to DOT.

Weekly meetings with DOT on a regular schedule: could be phone call with mayor and DOT, keeps everyone up to date and ahead of the game (proactive), then info could be posted on website and Facebook page, Instagram, etc.

Signage: local traffic patterns-left to village. Tractor trailers did get stuck at bridge-extra signage would have helped alleviate that.

Delays were because of the production of parts that had to be custom built due to historical nature and COVID.

Positivity-huge...always talk about the positive and good...the great things that are happening.

Survey: affirmed what the village and committee already knew, gave opportunity and voice to all the stakeholders (businesses).

Traffic: Fairport is a little different from Brockport with this issue...they did not have any residential areas affected by heavier traffic (alternate routes were not in these areas). They saw no increase in accidents at danger points.

Fairport was happy with timeline as described in the first document sent to us, also willing to stay in touch with us as we venture through this process

Suggestions from our group after presentation:

Bicycle detour for those on canal path: exit at Smith Street to Clinton Street to Water Street and back on path at Park Ave. bridge (and reverse if traveling westbound)

Come up with theme that extends past the bridge closure-looking ahead-marketing Brockport for the future

Make it positive, upbeat, celebratory, "going to be ok", "we will get thru this"

Advertise closure info on billboard-another method of getting the word out

Traffic concerns: signage for residential areas, activated crosswalk signals at bridges

Create history of our bridge...printed and on kiosk sign...maybe Brockport Community Museum could take this on?

Create a place where brochures can be picked up by interested persons...maybe by the bridge

Fundraising will probably be needed: through grants, service groups, etc.

Communication-have a Facebook page just for the bridge closure with links to village Facebook page and website

College-great resource, tap into their talents through interns, Work/Study Program (village),...

For next meeting please:

Read through Fairport materials

Brainstorm sub-committees to be formed

Theme for the project

Fundraising ideas

Mission statement and goals...need to do this sooner rather than later...keeps us all on track and point.

Send questions for Spencerport to Margay

Our next meeting will be Saturday August 28th , 8:30 AM at Village Court

Respectfully submitted,

Katherine Kristansen