

VILLAGE OF COOPERSTOWN

MEETING NOTES



Date:	May 24, 2023
Meeting Name:	LPC #1
Time:	4:30-6:30 PM
Location:	Village of Cooperstown Village Hall
Attendees:	See Below

1. Introductions (Village, State Team, Consultants)

LPC Members:

Ellen Tillapaugh, Mayor, Co-Chair
Ken Meifert, Co-Chair
Tara Burke
Matt Denison
Josh Edmonds
Keith Gulla
Tom Hohensee
Jeff Katz
Carolyn Lewis
David Sanford
Patsy Smith
Sarah Spross
Brenda Wedderspoon Gray

Project Team Members:

Stefan Lutter, DOS
Danny Lapin, DOS
Nicole Allen, Laberge Group
Rob Holzman, Laberge Group
Adriana Beltrani, Laberge Group
Allison Madmoune, ESD
Ian Benjamin, HCR

2. Presentation

The Mayor welcomed everyone to the first LPC meeting and recited the preamble. The LPC members introduced themselves and their role in the community. Nicole Allen reviewed the agenda and Stefan Lutter introduced the State Team and discussed their roles and responsibilities. Nicole introduced the Planning Team, including the subconsultants and their role, and presented the remainder of the meeting. The presentation is on file and attached to these meeting notes. An assessment of Strengths, Weaknesses, Opportunities and Threats ended the presentation, prior to a review of Next Steps. The major takeaways from the meeting are as follows:

- The LPC discussed the justification and authorized by vote the proposed revised NY Forward (NYF) boundary which reflects the boundary described in the Village's NYF application. This revision is justified as it incorporates projects discussed on the walking tour and included in the application, is contiguous to the remainder of the NYF area and is walkable to Main Street.
- 10% equity is required for projects funded by Empire State Development.
- LPC meetings.

- Five (5) meetings will be scheduled between the LPC and Project Team, the LPC is free to meet separately or form subcommittees in addition to these meetings.
- Due to a conflict with the Board of Education meetings on the 3rd Wednesday of every month, future LPC meetings will be held the **4th Wednesday** of every month from 4:30-6:30. The following meeting dates were therefore set:
 - 6/28; 8/23; 9/27; 10/25
- Public Workshops.
 - Workshop #1. The week of July 10th was identified for a public workshop from 12:00 PM to 8:00 PM. The Project Team will work to confirm a date in advance of the June meeting. The High School was identified as a likely location due to parking challenges in the study area during July. The Project Team will coordinate meeting space needs with the School to avoid areas undergoing routine summer maintenance.
 - Workshop #2. The Fire House, located in the study area was recommended for the September workshop.
- Other Public Engagement Activities.
 - Labor Day Chamber Artisan Festival;
 - Farmers Market every Saturday 9-2pm.
 - 1st Tuesday: “Welcome to Cooperstown” gathering.
 - Consider QR codes throughout the Village for survey questions.
 - Other locations to engage: Diner, Doubleday, Stagecoach, Library, Price Chopper, Natural Foods.
- Next Steps. Call for projects will be for the 3rd week of June through July for six (6) weeks.
- SWOT. Adriana Beltrani facilitated this activity. LPC members offered their perspectives on the Strengths, Weaknesses, Opportunities, Threats the study area is facing/may face. The results are as follows:

Strengths

- New sidewalks, street lights, rain gardens and other main street improvements are beautiful;
- Lake
- Walkability
- Growing diversity of businesses
- Younger generation business ownership- shifting to services for community
- “Approachability” seen as welcoming
- World Class tourist attraction
- Access to diverse activities (even outside study area)
- Transparent storefronts
- Quiet and safe
- Family friendly yet still fun for adults
- Child care options
- Historic Architecture/Beauty
- Craft beverage and restaurant choices
- Free press from MLB
- Basset Hospital
- Doubleday field
- Farmers Market

- Clark Sports Center programs for kids, seniors, Basset hospital PT program

Weaknesses

- Parking
- Diversity of local small-scale commercial
- Seasonality- businesses closings on Main
- Seasonal residents
- Historic buildings- accessibility and upkeep
- Affordable year-round housing (homes and apartments)
- Regional location/ (perceived as) hard to get to
- Lack of public transportation
- Bike access downtown- narrow, no trails
- Local awareness of local opportunities
- Outdoor dining options
- Pre-school options
- Declining population
- Staffing hard to find (housing)
- Hard to meet new people
- “Bucket List” destination, not on “to do” list
- Not as inviting to newcomers/members of the BIPOC¹ community

Opportunities

- Coworking space
- “Bucket List” destination
- Synonymous with “the best” (MLB)
- Apply brand beyond baseball
- Expand reputation across county
- Draw new residents from region
- Hospital- bring in employers as residents
- Underutilized/vacant storefronts- useful space
- “Welcome Home Cooperstown” monthly gathering
- Film Festival
- Unique place to visitors
- Connectivity- Remote work and quality of life is an opportunity for more rear round residents
- Year-round tourism
- Celebrating diversity (holidays and events)
- Reinvigorate theater as a focal point

¹ Black, Indigenous, People of Color (BIPOC)

Threats

- County-wide perceptions of affluence
- Harmful Algal Blooms in the Lake, water quality
- Strip development on 28 draws people out of the Village
- Rural/geographic fringe businesses using “Cooperstown” address
- Tourism competition
- Ease of air travel vs car travel
- Change in travel patterns (get people to slow down, car/day trips)
- Increasing property values

3. Public Comment

- Ellen Pope- ED of Otsego 2000. Assets also include: instant access to the outdoors (5-10 minutes); 4 seasons of activities; Historic district homeowner tax credits. Weaknesses/Opportunities: non-motorized vessel access to waterfront needed- dragging boat uphill not tenable; Less emphasis on tourism, build a year-round economy, opportunities for teens; Opportunity for cinema identified in a survey; Commercial tax credits harder to access for Main Street businesses.
- John Odell- Housing is a critical issue, reduction of barriers to more housing are needed. People cannot afford to live here, cannot hire employees. Wide and varied housing must be available.



Village of Cooperstown

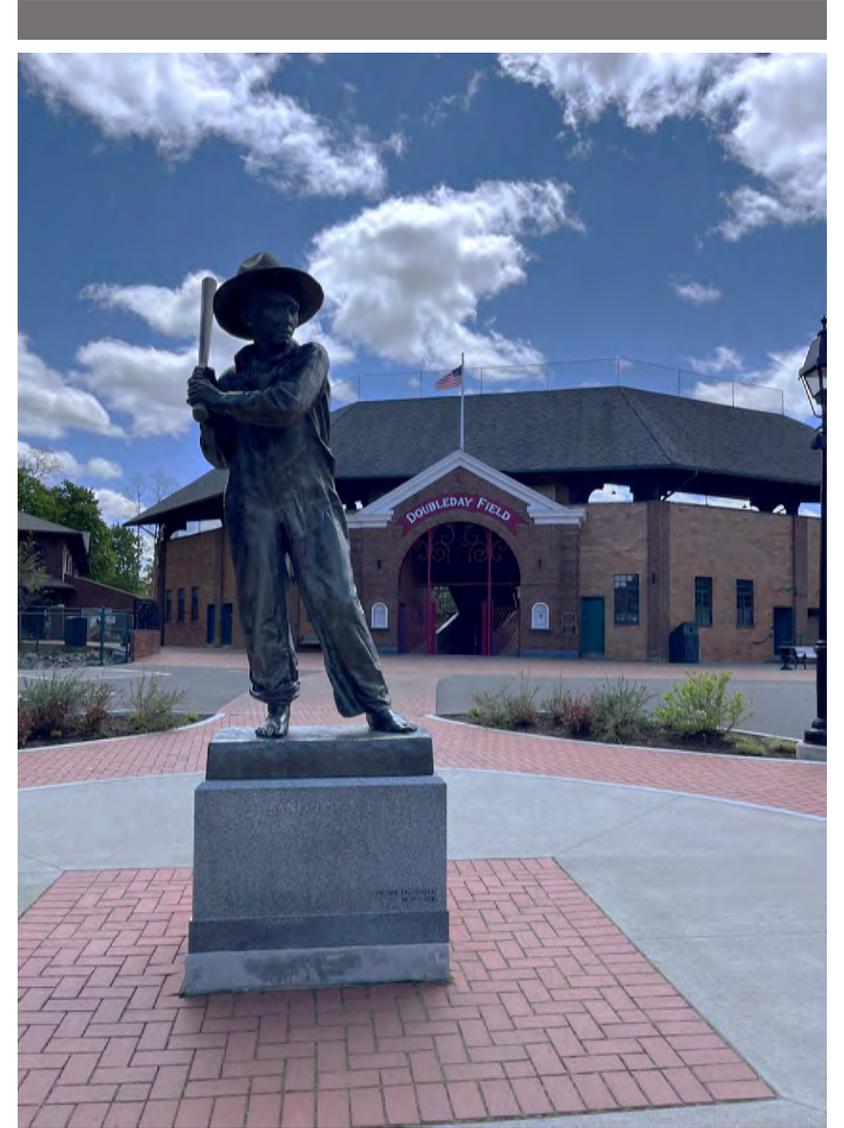
NY Forward
Local Planning Committee
Meeting #1

May 24, 2023



Agenda

- Project Team Introductions
- Roles & Responsibilities
- What is NY Forward
- Application Review
- Overview of Planning Process
- SWOT Analysis Exercise
- Next Steps
- Public Comment



Project Team Introductions

Preamble

Each Local Planning Committee Member is reminded of their obligation to disclose potential conflicts of interest with respect to projects that may be discussed at today's meeting. If you have a potential conflict of interest regarding a project you believe will be discussed during the meeting, please disclose it now and recuse yourself from any discussion or vote on that project. For example, you may state that you, or a family member, have a financial interest in the project, or you are on the board of the organization proposing the project. At this time, are there any recusals that need to be noted?

Please inform the LPC co-chairs during the meeting if the need to disclose a conflict arises unexpectedly, and then recuse yourself from discussion or voting on the project.

As we continue through the planning process, recusal forms will be required from anyone with an identified potential conflict to be kept on file with the Department of State.

Local Planning Committee (LPC)

Mayor Ellen Tillapaugh	Cooperstown	LPC Co-Chair
Ken Meifert	REDC	LPC Co-Chair
Carolyn Lewis	Tara Burke	Matt Denison
Sarah Spross	Keith Gulla	Tom Hohensee
David Sanford	Patsy Smith	Josh Edmonds
Ian Porto	Brenda Wedderspoon Gray	Jeff Katz

Signed & submitted Code of Conduct?

State Team

STATE AGENCY	REPRESENTATIVE	ROLE
Department of State	Robert Rodriguez	Secretary of State
	Kisha Santiago	Deputy Secretary of State
	Sarah Crowell	Director, Office of Planning, Community Development, & Community Infrastructure
	Amanda Bearcroft	Program Director, DRI and NY Forward
	Stefan Lutter	DOS Project Manager
	Danny Lapin, AICP	DOS Project Manager
Empire State Development	Allison Madmoune	Regional Director
Homes & Community Renewal	Ian Benjamin	Program Director
NYSERDA	Lori Borowiak	Sr. Project Manager
NYSERDA	Matthew Brown	Program Manager

Consultant Team

CONSULTANT FIRM	CONSULTANT(S)	FUNCTION	DESIGNATION
Laberge Group	Nicole Allen, AICP Adriana Beltrani, AICP Rob Holzman Ben Syden	Project Lead; LPC Coordination; Existing Conditions Review and Analysis; Community Planning; Recommendations on Land Use, Infrastructure, and Natural and Cultural Resources; Strategic Planning; Development of SIP	
Highland Planning	Nancy Raca	Community Engagement	WBE
4ward Planning	Todd Poole	Market Analysis, Project Priorities	MBE
Creighton Manning	Mark Sargent	Traffic / Transportation	
Kim Lundgren Associates	Kim Lundgren	Sustainability	WBE
Politi + Siano Associates	Tom Politi	Architecture, Urban Design	MBE
Land Art Studio	Mary Moore Wallinger	Landscape Architecture	WBE
The Setroc Group	Francisco Cortez	Graphic Design, Report Production	SDVOB

Roles & Responsibilities

Roles & Responsibilities

Local Planning Committee

- Provide direction in planning efforts
- Provide feedback to Team
- Review documents
- Evaluate and select projects for inclusion in the Strategic Investment Plan (SIP)

Consultant Team

- Lead all public engagement, project identification and development, and creation of all components of the SIP

State Team

- Leads the NYF Planning process
- Provide guidance & support
- Manage & assist consultant team
- Engage other State agencies
- Participate in the preparation & review of NYF documents

Municipal Representatives

- Provide local assistance to the consultant and State team when local resources or expertise are needed

Project Sponsors

- Must be an entity and not an individual
- Provide project information to consultant team

What is NY Forward

Program Goals



Create an active downtown with a strong sense of place.



Attract new businesses that create a robust mix of shopping, entertainment, and service options for residents and visitors, and that provide job opportunities for a variety of skills and salaries.



Enhance public spaces for arts and cultural events that serve the existing members of the community but also draw in visitors from around the region.



Build a diverse population, with residents and workers supported by complementary diverse housing and employment opportunities.



Grow the local property tax base.



Provide amenities that support and enhance downtown living and quality of life.



Reduce greenhouse gas emissions and support investments that are more resilient to future climate change impacts.

Why Cooperstown



Healthy

Vibrant

Walkable

Economic Vitality

*Opportunity to strengthen
and the enhance regional
economy*

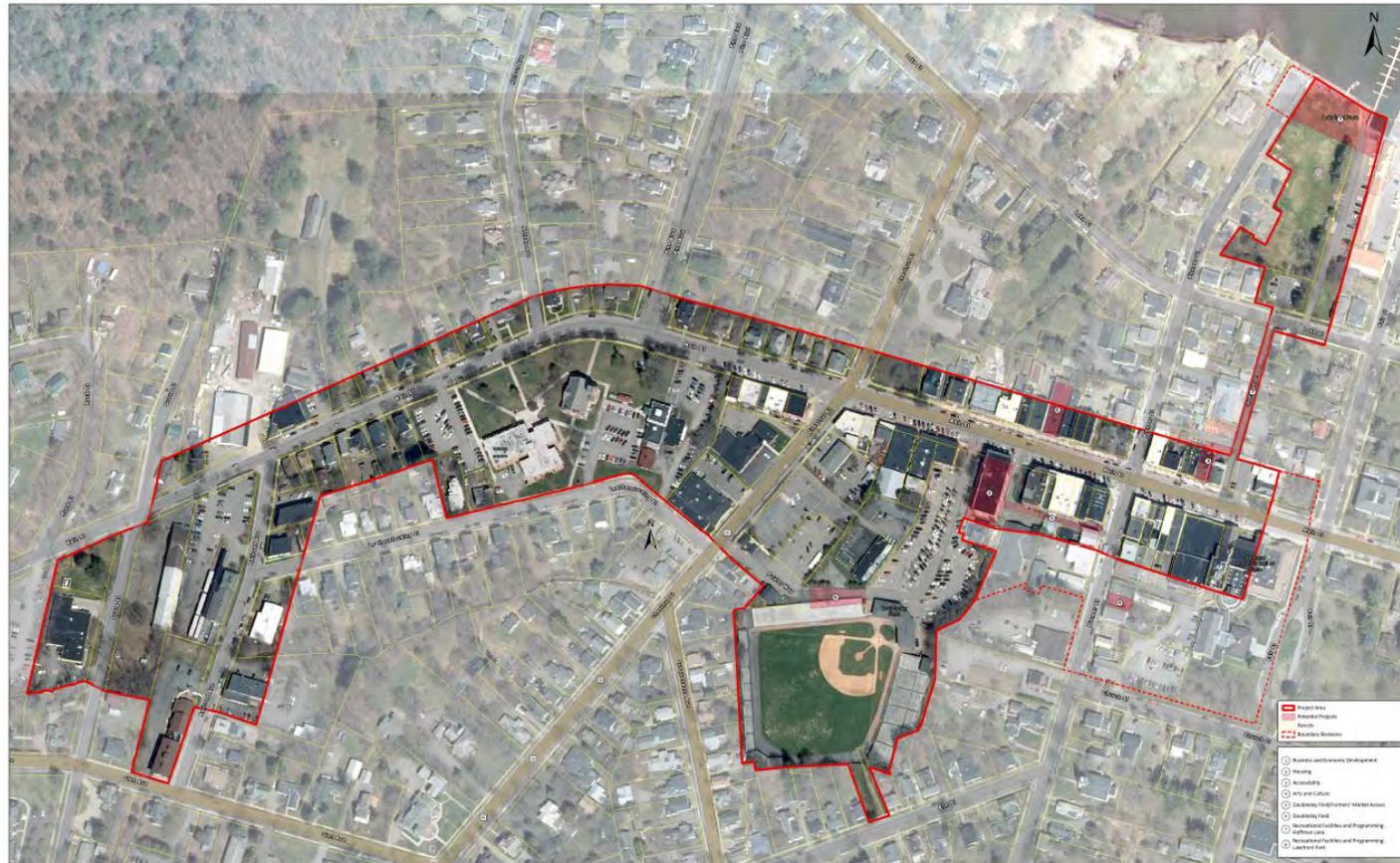


NY Forward



Cooperstown's NY Forward Application

NY Forward Boundary



Laberge Group
NEW YORK STATE OF OPPORTUNITY
NY Forward
Scale: 1" = 100'
© 2023 Laberge Group

NY Forward Boundary
Village of Cooperstown,
Otsego County, New York Forward



NY Forward



Cooperstown's NY Forward Application

Recent Related Investments



Proposed Projects



Project Eligibility Requirements

Transformational with immediate, positive effect

Timing	Break ground within two years or sooner
Size & Scale	Large enough to be truly transformative
Sponsor	Must have an identified project sponsor; public, not-for-profit, or private entities with the capacity and legal authority to do project; cannot be an individual
Financing	Should have financing commitments largely secured or be able to demonstrate a clear path to securing; undertake the project expeditiously
Match & Leverage	No programmatic minimum match requirements, with exception of a small project fund, which is no less than 25% of total project cost; LPC may impose match requirements (funds should fill funding gaps and facilitate other investment).
Site Control	Must have site control or be in the process of acquiring site control; if leasing or renting the proposed project site, the property owner must agree to the proposed project in writing.
Building Decarbonization	Meet the criteria for new construction, substantial renovation, or a building addition shall include decarbonization techniques. > 5,000 SF

Overview of Planning Process

Overview of NYF Planning Process

	May	Jun	Jul	Aug	Sept	Oct	Nov
Kick-Off Site Visit							
Local Planning Committee Meetings	#1	#2		#3	#4	#5	
Community Meeting			#1		#2		
Downtown Profile & Assessment	Start	Draft	Revised	Final			
Vision, Goals, Strategies	Start		Draft	Final			
Project Profile Development		Start		Skeleton	Draft	Final	
Call for Projects							
Strategic Investment Plan				Outline	Draft	Draft	Final

LPC Meetings

JUNE

- Downtown profile and assessment
- Initiate vision, goals, strategies

SEPTEMBER

- Develop and evaluate proposed projects
- Review project evaluation criteria
- Identify additional project information needed to support decision-making
- Further refine project list to remove from funding consideration



MEETING 1

MAY

- Team introductions
- Project overview and timeline
- Opportunities and challenges

MEETING 2

JUNE

- Downtown profile and assessment
- Initiate vision, goals, strategies

MEETING 3

AUGUST

- Finalize vision, goals, strategies
- Review project evaluation criteria
- Review and discuss proposed projects
- Identify projects to remove from funding consideration

MEETING 4

SEPTEMBER

- Develop and evaluate proposed projects
- Review project evaluation criteria
- Identify additional project information needed to support decision-making
- Further refine project list to remove from funding consideration

MEETING 5

OCTOBER

- Collaboratively identify the final slate of proposed priority projects for State consideration



NY Forward



Draft Public Engagement Plan



5

LPC Meetings

5/24
6/28
8/16
9/20
10/18

4:30-6:30



2

Public Workshops

July date
September date
Fire House, HS, Ball Room?
12:00-8:00



1

Project Website

Updating current on
the Village website



1+

Local Outreach Activities

“Office hours”
Other opportunities

Taking in Public Comments & Feedback

Throughout the process, the public will have a variety of opportunities to provide feedback, input, and guidance:

Public Meetings



2 Open House Events

In Writing



Visit the project website

LPC Meetings



Conclusion of meeting

Outreach Events

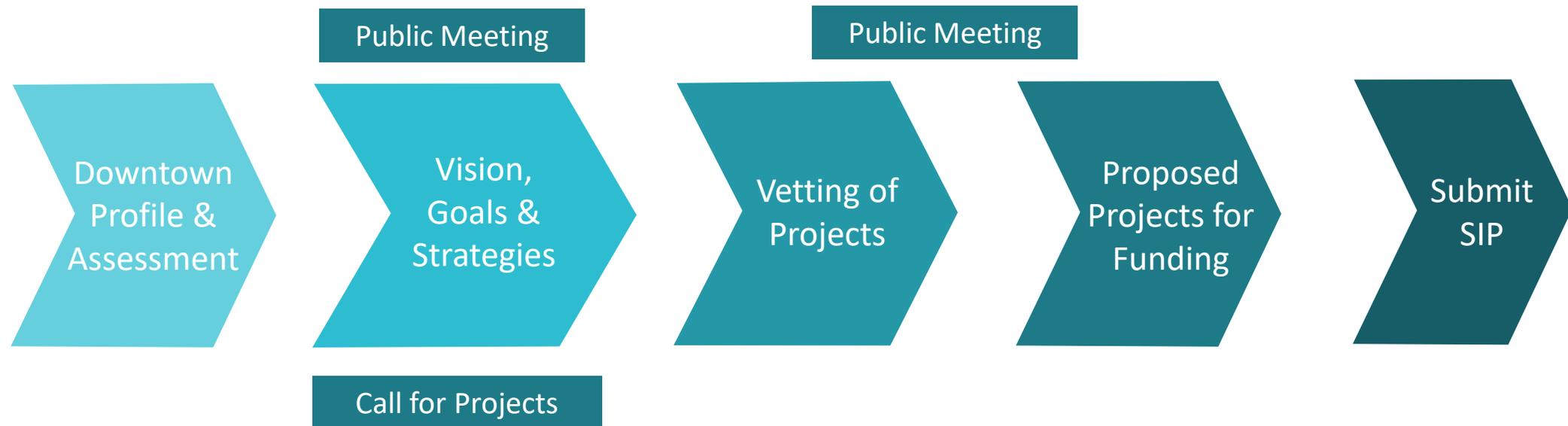


Undefined

Strategic Investment Plan Development

Cooperstown's NY Forward Strategic Investment Plan will:

- Describe unique challenges and opportunities
- Present a vision for the future of downtown
- Propose transformative projects



Project Eligibility Requirements

New Development and/or Rehabilitation of Existing Downtown Buildings

Catalytic or transformative projects that will provide employment opportunities, housing choices, and/or services for the community.

Small Project Fund

Locally managed matching small project fund to undertake a range of smaller projects such as façade enhancements, building renovation improvements to commercial or mixed-use spaces, business assistance, or public art.

Public Improvements

These may include projects such as streetscape and transportation improvements, recreational trails, wayfinding signage, new and upgraded parks, plazas, public art, green infrastructure, and other public realm projects that will contribute to the revitalization of the downtown.

Branding & Marketing

Examples include downtown branding and marketing projects that may target residents, investors, developers, tourists, and/or visitors. Costs eligible under this category must be one-time expenses, such as those to develop materials and signage. Ongoing operational costs, such as funding a downtown manager or maintaining a website, are not eligible.

SWOT Analysis Exercise

SWOT Analysis Exercise

S

Strengths

- Things going well in downtown Cooperstown
- Qualities that separate downtown Cooperstown from others
- Tangible assets like buildings, trails, businesses

W

Weaknesses

- Things downtown Cooperstown are missing
- Things that other downtowns do better
- Common complaints from visitors
- Common complaints from business owners

O

Opportunities

- Things happening in the region that downtown Cooperstown can capitalize on
- Outside trends that could be considered for downtown Cooperstown
- Any new technology that could benefit downtown Cooperstown

T

Threats

- Things happening in the region that can detract from the downtown experience
- Perceptions from outside residents
- Negative media coverage

Downtown Cooperstown

Outside Influences Affecting
Downtown Cooperstown



NY Forward

Cooperstown
NY Forward



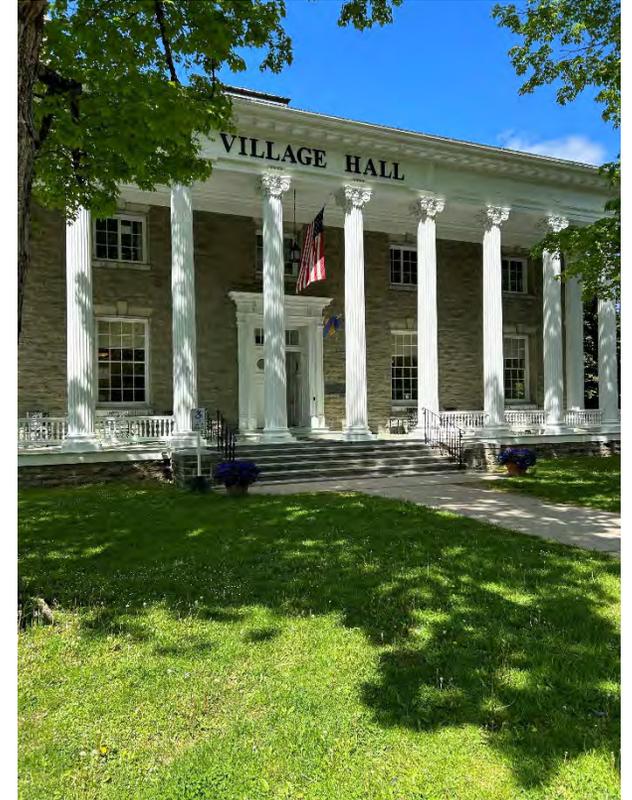
Next Steps

Next Steps

- Finalize Public Engagement Plan
- Update Website
- Downtown Profile & Assessment
- Schedule Open House



Public Comment



NY Forward



SWOT Analysis

Local Planning Committee

May

~~June 24, 2023~~

Internal	<p>Strengths</p> <ul style="list-style-type: none"> • New sidewalks, gardens, main st. Improvements Beautiful • Lake • Walkability • Diversity of Business - growing • Younger generation business ownership - shift to svc. to community • "Approachability" - Welcoming • World class tourist attraction! • Access to diverse activities (even outside SA) • Transparent storefronts • Quiet + Safe • Family friendly + still adult centric → Child care • Historic Arch. - beauty • Craft bev, # restaurant choices • Free press! (MLB) • Hospital • Dable day field • Farmers market • Clark Sports Center - Kids + Seniors, Basset PT 	<p>Weaknesses</p> <ul style="list-style-type: none"> • Parking • Diversity of local scale Commercial • Seasonality - closings on Main • Seasonal residents • Historic bldgs - accessibility, upkeep • Affordable year-round housing - homes + apartments • Regional location • Lack of Public Transpo • Hard to get to? (perceived) • Bike access downtown - narrow, no bike trails • Local awareness local opportunities • Outdoor dining options • Pre-school options • Declining pop • Not as inviting to newcomers/BIPoC • Staffing hard to find (housing) • Hard to meet new people
External	<p>Opportunities</p> <ul style="list-style-type: none"> • Coworking space • "Bucket list" destination ↗ • Synonym for "the best" (MLB) • Unique to visitors • Apply brand beyond Baseball • Expand reputation across county • Draw new community members from region • (connectivity - remote work + gilty life opportunity - year round) • Hospital - bring in employees as residents • Year round tourism • Underutilized/Vacant → useful space • Celebrating diversity, holidays + events • "Welcome home Cooperstown" • Reinvigorate theater - focal pt. • Film festival 	<p>Threats</p> <ul style="list-style-type: none"> • County-wide perceptions - affluence • HABs in Lake, WA • Strip dev on 28 draws ppl out of V. • "Cooperstown" as rural/outside address for notoriety • Tourism Competition • Ease of air travel vs car travel • Property value ↑ • Δ in travel patterns - Slow down

MEETING SIGN-IN SHEET



NY Forward

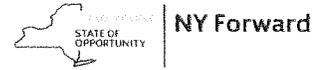
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 Location: Cooperstown Village Hall



Local Planning Committee	Please Sign with Your Initials
Mayor Ellen Tillapaugh, Co-Chair	<i>Ellen Tillapaugh</i>
Ken Meifert, Co-Chair	<i>Ken Meifert</i>
Carolyn Lewis	<i>Carolyn Lewis</i>
Tara Burke	<i>Tara Burke</i>
Matt Denison	<i>Matt Denison</i>
Sarah Spross	<i>Sarah Spross</i>
Keith Gulla	<i>Keith Gulla</i>
Tom Hohensee	<i>Tom Hohensee</i>
David Sanford	<i>David Sanford</i>
Patsy Smith	<i>Patsy Smith</i>
Josh Edmonds	<i>Josh Edmonds</i>
Ian Porto	
Brenda Wedderspoon Gray	<i>B Wedderspoon Gray</i>
Jeff Katz	<i>JK</i>

Project Team Member	
Stefan Lutter, NYS Department of State	<i>Stefan Lutter</i>
Danny Lapin, NYS Department of State	<i>Danny Lapin</i>
Ian Benjamin, NYS Office of Housing & Community Renewal	<i>Ian Benjamin</i>
Allison Madmoune, Empire State Development	<i>Allison Madmoune</i>
Nicole Allen, Laberge Group	<i>Nicole Allen</i>
Adriana Beltrani, Laberge Group	<i>AB</i>
Rob Holzman, Laberge Group	<i>Rob</i>

MEETING SIGN-IN SHEET

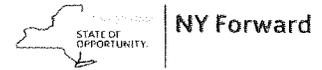


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Name	Email
Cindy Falk	cfalk@cooperstownny.org
Stefan Lutter	stefan.lutter@dps.ny.gov
David Sanford	artist39@stny.rr.com
Jim Donley	jadonley@yahoo.com
Patty MacLeish	pmaclish@verizon.net
John Odet	jodell@baseballhall.org

MEETING SIGN-IN SHEET



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Name	Email
Danny Lapin	daniel.lapin@dos.ny.gov
Jeff Kitz	jeff@cfotsago.org
JANA Butler	direct
Chuck Hage	cthage@outlook.com
Ellen Pope	director@otsago2000.org

MEETING SIGN-IN SHEET



Date: May 24, 2023
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Location: Cooperstown Village Hall



Name	Email
Sarah Spross	SSpross@Cooperstownns.org
Richard Slabey	