

VILLAGE OF COOPERSTOWN

MEETING NOTES



Date:	June 28, 2023
Meeting Name:	LPC #2
Time:	4:30-6:30 PM
Location:	Village of Cooperstown Village Hall
Attendees:	See Below

1. Attendance (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
Adriana Beltrani, Laberge Group
Todd Poole, 4Ward Planning

2. Presentation

The Mayor welcomed everyone to the LPC meeting and discussed where to find information on the website. The Consultant Team presented a powerpoint, attached herein, which outlined public engagement including public workshop #1, the open call for projects. The team then discussed the initial findings from the Downtown Community Profile, discussing components of the built environment, sociodemographic data and market forces. The meeting ended with a visioning exercise where draft goals were presented and any missing elements were discussed. The major takeaways from the meeting are as follows:

- A pop-up event will be held at the Farmers Market on Saturday July 29th. If there is no room at the farmers market, a table can be set up nearby to catch people entering and exiting the market.
- A space will be added on the webpage to submit an email address to be added to the email list.
- Any opportunity to use QR codes to encourage participation will be utilized.
- Public Workshop #1 will be held at the Cooperstown High School Cafeteria. Room layout will be coordinated to ensure cafeteria tables are moved. At the end of the workshop, the boards and results will be posted to the web page.

- A sign-up sheet will be circulated for LPC members to sign up to participate in meeting facilitation.
- An informational webinar on the open call for projects will be facilitated by the consultant team for all Mohawk Valley NYF participants and project sponsors. A date is still to be determined. The website will be updated to reflect this.
- Open Call for Projects - Any hard copy postmarked or stamped as received on August 2nd will be accepted.
 - The online FAQ and Project Form will be updated with the following information:
 - All grants are reimbursement grants.
 - Many grants will have requirements for hiring Minority or Women Owned Business Enterprises (MWBE). A link to a list of Empire State Development MWBE contractors will also be provided.
 - For Federally funded projects, Disabled Business Enterprise (DBE) requirements supersede MWBE requirements.
 - NYF projects must have “legal authority to undertake the project”, meaning they must have site control, or be on the path to gaining site control.
- Trolley ridership trends 2014-2022 were presented. Ken Meifert noted that the pre-pandemic trends do not seem to match National Hall of Fame visitor numbers. Members of the public opined that it could be based on who was inducted, or that the service provider may have initially over committed and needed to scale back subsequent years.
- Zoning and Regulatory Review –
 - The Mayor confirmed that when Village Board reviews special uses, recommendations from involved boards must be received within 30 days, and comments are always received on time.
 - Review of proposed projects will include an assessment of zoning and other regulatory barriers to assist project sponsors with understanding project readiness, understanding the required board approvals or certificate of appropriateness, and the timelines associated with these approvals.
- Demographic and Market Overview, presented by Todd Poole of 4Ward Planning:
 - Median age of 52 in the study area indicates potential for small business development. Older populations more likely to venture into a second career or small business upon retirement.
 - Idea for seed money for new businesses
 - A high vacancy rate for homes in the study area may point to seasonality, or home repair to/ in anticipation of sale.
 - High rent burden in the study area indicates workforce is likely much of the renter population and is an indicator that workforce housing is needed.
 - Employment trends show a spike in healthcare sector jobs around 2010, this did not seem accurate to LPC Member Carolyn Lewis of Basset Medical Center, may be a recording error. Historically the hospital employs around 3,500 employees.
 - Commuting data does not really capture pandemic trends because of study area size and age of data. While large businesses like Basset Hospital may have a subset of workers working remotely, the study area retail and restaurant environment relies on in-person employment.
 - 1.87 household size in the study area and 1.88 in the Village quite small.

- Visioning
 - Vision and goals should include encourage entrepreneurship
 - Young professionals 5-8 years tend to leave Cooperstown, need to keep them here.
 - Affordable housing for young families
 - Housing issue might not be fixable within the study area footprint, but will indicate the need outside study area to support study area economy.
 - Current second and third story apartments are functional to a specific demographic - service workers. However, such units may need upgrades for improved quality of living.
 - Destination Marketing moving from “heads in beds” to more diverse metrics.
 - Encourage seniors to move out of larger homes suitable for families. Seniors need places to downsize to (Cooper Lane Apartments).
 - Opportunities for telecommuters, places to work and spend time
 - Encourage businesses that do not solely rely on tourism (such as the distillery, guitar shop, coworking, book store, etc.)
 - Opportunity for marketing and branding (Destination Marketing – no longer focuses solely on “beds and heads”)
- Homework- Laberge Group will circulate a document of draft goals for the LPC to provide comment on.

3. Public Comment

- Ellen Pope - Businesses like Paper Kite are assets that do not rely on tourism but benefit community members. Main Street apartments are transitioning into Short Term Rentals and may not all be legally permitted?
- Patty Macleish - League of Women Voters. Messaging for who is invited to be involved with the public workshops is unclear. Does this include the wider regional community? Can we share the information through our networks?
 - Yes, the wider regional community is invited to share their ideas for the Study Area identified within the Village of Cooperstown and how this area can be revitalized to meet the communities’ needs. Attention to this messaging will be noted to encourage a wider audience.