

DOWNTOWN ATTICA PUBLIC FORUM - 1/31/11

Part I: General: 7 pm – 8:15 pm * Part II: Facades: 8:20 – 8:45 pm

1. Please sign in with your name, email, phone number. (1-5 minutes)
2. Welcome. Village Mayor Bill Lepsch (1-3 minutes)
 - a. Village's Role and Support
 - b. Things underway
3. Town Supervisor Doug Patti (1-3 minutes)
 - a. Town's Support
 - b. Reconstruction work
4. Planning Board's Role. Jennifer Baldwin, Planning Board (1-3 minutes)
 - a. Role to date in the process
 - b. Role ahead
5. Chamber's Role. Jim Cooley, Chamber of Commerce (1-3 minutes)
 - a. Current role related to downtown revitalization, and future support
6. Rick Hauser (In. Site: Architecture, revitalization facilitator)
 - a. Why Downtown Matters. (5 minutes)
 - b. Backgrounds and Nearby Case Studies (8 minutes)
 - c. Help available for buildings and businesses. (8-10 minutes)
 - d. Initial observations and opportunities. (5 minutes)
7. Open session – please limit comments (20-30 minutes)
 - What are downtown Attica's existing strengths? How can we build on them?
 - What do you see as **new** possibilities for downtown Attica's future?
 - If you had to prioritize short- and long-term goals, how would you order them?
 - What is the first order of business for an Attica Downtown Coalition?
8. Next Steps.
 - a. **2/24, 7pm, "Main Street LLC: Community Entrepreneurism and the Case for Private Sector Rehab". Attend this presentation.** Hauser has given this talk to communities across NYS and at regional and national conferences. Location: Attica Hotel
 - b. **3/10, 7pm Attica Downtown Coalition kick-off meeting.** Appointed representatives from Town, Village, Planning Board and Chamber, Building Owners, Business Owners and, especially, ENGAGED CITIZENS. We'll probably break into subgroups related to Planning, Promotion, Parking, Rehabilitation, etc. Location: Town Court
9. **~8:15: Break. Leave if you like, or stay for the facades**
10. **New York Main Street Grant.**
 - a. The Program in 2011 and what it offers. Competition. Story. Potential funds.
 - b. Façade review. To discuss ideas for revisions, contact Ryan (237 2614; ryan@insitearch.com)
 - c. Q&A
 - d. To discuss participation in the program, interested owners should directly contact Rick, fill out pre-application forms, ASAP.
 - e. The sooner we understand the demand for funds, the concentration of projects, the mix of proposed work, etc, the sooner we can develop a strategy for the grant.

ADC

March 10, 2011

ATTICA DOWNTOWN COALITION

Contacts at In. Site: Architecture:

rick@insitearch.com (General, ADC, Planning); nicole@insitearch.com (NYMS Grant, Promotions);
ryan@insitearch.com (Façade recommendations).

GOAL

Establish a work plan in the areas of promotion and planning with short-, medium-, and long-term goals. Start on the short-term goals specifically relevant to strengthening the New York Main Street Grant application. Identify do-ers and “deliverables” for the next work session. If you want to contribute, please don’t leave without mentioning that you’re able to help. We’ll find something you can do.

WORK SESSION AGENDA

- I. Overview. Introductions.
 - a. Grant as catalyst.
 - b. Structure of the grant guiding structure of the initiatives.
- II. PROMOTIONAL
 - a. **Communication, Outreach and Marketing.** Review NYMS grant and discuss what this means and what can be planned for this.
 - i. Marketing the district to attract residents investors and customers
 - b. Review DRP Marketing Study for ideas
 - c. Review Chamber of Commerce existing initiatives related to downtown – activities. Can they be strengthened/leveraged?
 - d. Retail Promotional activity
 - e. Advertising
 - f. Program for Window Displays
 - g. Residential marketing efforts
 - h. **Slogan** contest to help people brainstorm positively about Attica and imagine how we’d like others to see Attica in 5 years. For branding starting with signage below

- i. Gateway Signage – coming off the slogan selection
 - j. **Facebook** page for ADC/Attica dialogue and info sharing?
 - k. Fundraising programs?
- III. PLANNING
- a. Written façade guidelines
 - b. **Historic District.** Why, Where and Who.
 - c. Signage
 - i. village-wide, ie parking, way-finding
 - ii. Business-specific, ie perpendicular signage program
 - d. **Parking**
 - e. Creekside
 - f. Other public space improvements
 - g. Business Retention and Recruitment
 - i. Market research study. What to do with it?
 - ii. Landlord-tenant liaison
 - h. **NYMS grant**
 - i. **“Attica New York LLC”**
- IV. Breakout groups
- a. Add to priorities in this category?
 - b. Possible round-robin input opportunity
 - c. Discuss each priority
 - i. develop clear, actionable goals
 - ii. identify deliverables for next meeting
 - iii. nobody goes anywhere until actual humans have volunteered to do something to move these goals forward between now and then.
 - iv. Consider establishing an interim meeting (of 2-4 people) between now and April meeting, to work on priorities. Recommended meeting time in 1-2 weeks.
- V. Reconvene, share goals, priorities and results.
- VI. Dates:
- a. **Building Owners NYMS pre-application review/collect: March 31, 7pm.**
 - b. **Next Work Sessions: April 7th 7pm; May 5th, 7pm.**

Attica Downtown Coalition Minutes: March 10, 2011 Meeting

Contacts at In.Site:Architecture –

rick@insitearch.com (General, ADC, Planning) nicole@insitearch.com (NYMS Grant, Promotions)
ryan@insitearch.com (façade recommendations)

From the Agenda, Meeting Goals were to:

- establish a work plan in the areas of promotion and planning with short-, medium-, and long-term goals
- start on short-term goals specifically relevant to strengthening the New York Main Street Grant application
- identify do-ers and “deliverables” for the next work session (April 7th, 7pm)

Please note: the following minutes have been structured in the order of events. Look for each break-out group’s section for specific details on initiatives. Bolded items indicate a task – either already assigned, or in need of a volunteer.

Introduction

Rick introduced the Attica Downtown Coalition (ADC) as the ‘core group’ which will bring together the many organizations and initiatives already ongoing in Attica, to one place that can be the voice for downtown.

Rick asked what organizations were represented in the group, and whether anyone could think of additional entities to bring into the conversation:

Present:

- o Chamber (Jim, Julie, Kristen)
- o Masons (Bob)

Suggested:

- o Library (**Bruce – invite**)
- o Legion, Golf Course
- o Churches
 - **Mayor** tasked with finding out whether or not there is an interfaith ministry member interested in joining.
 - Carol Sierk was recommended – she is apparently retiring, but could likely connect us before she leaves?
- o Barb Helack of Library, Chamber and Founders’ Day (**Jim – invite**)
- o Attica Lumber, (**Jennifer – invite**)

NATIONAL REGISTER HISTORIC DISTRICT

Jen Baldwin, Arnie Sprague

- We discussed the importance of educating owners of the honorific-only designation and its benefits and to clarify confusion between such a designation vs a "local law"-driven preservation district, which no one was advocating for.
- We discussed tax credits and the importance of moving ahead ASAP so that this incentive was also available to NYMS applicants.
- Rick or Nicole will discuss with owners as part of conversations about the NYMS application. **Jen** will coordinate other forms of communication such as informational meetings, articles, emails, and/or pennysaver ads.

NYMS GRANT

- Rick reviewed the structure of the grant
- Local money being spent that should be mentioned in the grant
 - o >\$200,000 of local money towards reconstruction; plus \$5 million borrowed by locality, plus \$9 million in state money
 - o >\$300,00 County money on Exchange Street work
 - o \$500 towards market research study
 - o Chamber of Commerce Facade improvement program
 - o Previous studies completed
 - o Current Revitalization Consulting contract
 - o Facade Recommendations for 40 buildings
 - o Possibly local/Chamber \$ towards a Main Street LLC initiative
 - o **Who can tell us how much was spent on Wyoming County Coffee Company project last go-round?**
 - o **Other major rehabs in past 5-10 years?**

CALENDAR

Rick broached the topic of area events and a comprehensive calendar:

- Big events everyone is already aware of:
 - o Winterfest
 - o Founders' Day
 - o Rodeo
 - o Summer Concert Series in the Gazebo
- Possible new events:
 - o Maple weekends (already happening elsewhere)
 - o Expanded / relocated farmers' market with improved marketing
 - Doug mentioned this summer will have a trial run, tying the farmers' market into the Wednesday pre-concert bustle
 - Rick commented that a Farmers' Market is great for downtown because it is an incubator for new businesses and brings a lot of foot traffic downtown
 - Bruce commented that another benefit would be to prove to people that there's downtown parking
 - This is likely a long-term goal – 2012 or beyond
- Jim C. commented that there is a new Chamber calendar in development, and that it does not have to be just Chamber specific events.
- Rick proposed that the calendar of events also be on a brochure / map / marketing materials
 - o June – July – August is the current heavy season
 - o A mid-range goal would be to develop initiatives for the 'holes' in the year – a successful downtown typically has at least one event per month, year round

- **Marketing group volunteers needed to develop calendar of events for Chamber and marketing media**

BUSINESS RECRUITMENT AND RETENTION

Rick asked who is responsible for business recruitment and retention in downtown, and no one had an answer, so we concluded that the ADC might be the perfect entity.

Marketing, Communications and Outreach

Break-out Group:

Nicole, Tom, Bruce, Jim M., Jim C., Mike, Gail, Kristen and Bob

Each person was asked to address the agenda item they thought was the highest priority, or suggest a new one.

Tom spoke about Attica's marching band, as they are a major part of life in Attica for him, and have a great history of marketing and events.

Bruce expressed concern that Attica does not have good media outlets: Batavia Daily and the Penny Saver both seem expensive and disinterested.

- Nicole brought up the agenda item of a possible facebook page for Attica; Kristen and Jim shared that there is already an Attica facebook page, run by Bill Stedmann, who is on the board of education and would be a great addition to the group. (**Jim & Kristen – invite Bill to attend interim sessions, and next meeting**)
- Gail suggested that the Lions Club has a highly visible bulletin board that accepts community wide events. (**Gail – coordinate with Tom, then contact Lions Club for a slogan ad**)
- Gail commented that a simple 2x2 ad can cost \$16, and that maybe we should be able to get a bulk discount if we'll be placing lots of ads. Kristen used to work for the Penny Saver, and suggested that John & Bob are points of contact there. (**Kristen – contact and inquire about bulk discounts, ad donations, etc**)

Jim M. wanted to make sure that a facebook page wouldn't alienate the big media outlets, so we discussed the buck-shot approach of marketing in every reasonable outlet available.

Jim C. discussed the chamber calendar of events and the updated chamber website, they hope to be a tool for the whole community. (**Jim – confirm that major events already scheduled, ie. Founders' Day are on the calendar; brainstorm how Chamber would like to solicit additional events from the community**)

Gail felt that publicity is a problem for Attica. She stated that there's no one writing on behalf of Attica in the Batavia Daily News or the Buffalo News, and she'd like to see more promotional articles and good press. We talked about making sure that there are great things going on in Attica, and *then* making sure that people hear about them.

Bob talked about how the Rodeo isn't really for Atticans, but for out-of-towners, which reminded Nicole of Julie Slepinski's "stop & shop" suggestion for through-traffic. **Marketing volunteers – let's coordinate with the Business Recruitment & Retention team and make use of "Stop & Shop"**

SLOGAN

Nicole revisited the importance of a slogan for Attica as a vital first step in laying the groundwork for marketing campaigns from stickers to signage. The competition – and the slogan itself – are a vital component in our NYMS grant application.

- A slogan competition, where everyone in Attica would have the chance to vote
- People could either vote for the “Attica... by choice!” slogan described in TC&T Marketing report, or suggest their own slogan.
- Bruce wondered if there would be a ‘prize’ in the competition, and Jim felt that having your slogan selected would be a big enough win.
- Nicole asked how much involvement Jim could have from the Chamber side, and he offered that if someone else takes point, Jim can work with other Chamber team members, such as the website.
- Nicole then asked Tom if he could take point on the competition, and Tom agreed. Having Attica schools involved would tie into Tom’s earlier suggestion that the Marching Band is a major part of life in Attica. Tom knows Bryce, the superintendent and will begin there for marketing.
Everyone, look to Tom for progress reports as he has already made progress!

Additional ideas that came up in discussion between Jim and Tom post-meeting:

- o The Attica Downtown Coalition needs a facebook page (***Tom – assemble / launch, make Nicole & Rick administrators***)
- o The slogan competition could be launched via this page. (***interested parties schedule an interim meeting to brainstorm launching details by March 24th***)
- o Facebook will take care of itself (these things tend to be viral) but we also want to be sure to get more than just youth, as this is a major step in the direction Attica will take.
- o Jim and Tom felt that those who don’t have facebook are those who DO read the Penny Saver. (***Jim - determine price of a Penny Saver ad and brainstorm where the funding might come from***)
- o Tom suggested the ad actually be a tear-out form to fill in and drop off (***coordinate details at interim meeting mentioned above***)
- o Will suggested that the winner could be unveiled at Founders’ Day, since that’s the biggest internal event (as opposed to Rodeo being biggest external event) (***Founders’ Day Committee Member needed to help coordinate***)

Planning

Break-out Group:

Rick, Mayor, Doug, Doug, Adam, Jennifer, Jodi, Julie, Will, Michelle, Wendy

PARKING

(Adam, Julie, Mayor, Jodi & Bill Hardie, Doug Post)

Steps needed:

- Education (of us, as to the facts in the field; of owners/tenants as to the alternatives and rationale)
- Acquisition. If possible, most likely to provide off-street parking for tenants modeled after the permits for Market Street lot
- Enforcement. Once the problem is understood, articulated, and reasonable options are provided for employees and residents off-street, start enforcing.
- OR - determine that there is not a parking problem based on actual analysis of the availability of spaces at most times of the day and week, and eliminate, extend or only enforce on a complaints-driven basis if this is practicable.

Some highlights from Rick's team-specific tasking email:

- Assignments, due March 22nd
 - o For the week of March 14-18, fact gathering and anecdotal evidence:
 - **Adam** – empty parking spot count on Market Street, every 2 hours from 8am-6pm, each day of the week, for each zone – West and East.
 - **Bill H** – empty parking spot count on Main Street, every 2 hours from 8am-6pm, each day of the week, for each zone – North and South.
 - **Julie** – count vehicles parked more than 2 hours on Market Street each day of the week.
 - **Jodi** – count vehicles parked behind the block and along the creek, over the course of each day of the week; also research and share deed language relating to easements for parking in that area.
 - **Mayor** – additional parking easement research – at the village / town / county level, and discuss with Buzz Janes
 - **Doug** – research and share local laws regarding 2 hour parking on Main and Market; research and share zoning language regarding parking ordinance and provisions.

ATTICA NEW YORK LLC

Jim, Bruce, Bruce and many others.

- Jim Cooley is shepherding this process forward along with a large and enthusiastic group that has met twice.
- ANYLLC is speaking with prospective sellers to identify possible buildings.
- ANYLLC will be assessing the level of financial interest and, depending on initial response, will work with I.S:A towards feasibility studies and organizing the LLC.
- ANYLLC is relevant to both the NYMS grant and the historic district.

BUSINESS RETENTION AND RECRUITMENT

Supervisor Patti, Doug Post, Brody, Julie.

- Start with Market Research Study. Please read:
 - o www.insitearch.com/attica/background_material/Marketing_plan_Turgeon_coogan_07.05DRP.Final.pdf

Some highlights from Rick's team-specific tasking email:

- Step 1:
 - o Read the Overview and Attica sections of Market Research Study mentioned above.
- Step 2:
 - o establish an ADC tenant-landlord liaison
 - o Assignments:
 - **Brody** – assemble a list of properties with empty space and share with Doug Post
 - **Doug Post** – assemble cheat sheet of information about each space, including rough square footage, contact information, etc., then share
 - **Doug Patti, Doug Post, Julie and Rick** – with Doug Post's list, share collective knowledge about spaces that may be available and coordinate with promotions group
 - **Doug Post** – check with the Alliance for Business Growth on whether an 'inventory' like this was created 2-4 years ago and share.

- Step 3:
 - o Begin brainstorming about businesses other than retail, which the market research study didn't focus on.
- Step 4:
 - o Above all deals with recruitment. Let's start brainstorming retention:
 - Promotional initiatives
 - Advertising
 - Downtown infrastructure and streetscape improvements
 - ***What else? What organizational assistance do local businesses need?***

Wrap Up

Rick responded to Gail's concerns about publicity by proposing that Attica have a weekly press release to highlight the events and initiatives (***volunteer needed to coordinate / write / submit***)

For individual tasks assigned, or volunteers needed, please look for break-out group specific emails. Or, write rick@insitearch.com, nicole@insitearch.com, or call 585.237.2614.

Next meeting is April 7, 7pm – Attica needs you to keep making progress!

From: Rick Hauser (rick@insitearch.com)

To: j_slepinski@yahoo.com; jdp1717@mail.com; adam10att@hotmail.com; clepsch@rochester.rr.com; whardie@rochester.rr.com; doug@attica.org;

Date: Fri, March 11, 2011 9:59:04 AM

Cc: jenbaldwin29@yahoo.com; nicole@insitearch.com;

Subject: Parking: YOUR NEXT STEP AND A DUE DATE

Hi Julie, Adam, Jodi, Bill Hardie, Doug Post and Mayor Lepsch,
(Bill H, I know you weren't at the meeting last night but was hoping you can help in this particular area)

Thanks for a stimulating session last night.

I'd like to waste no time in moving the parking discussion forward and I can think of a few ways to do that. Please let me know if you can do the following. If so, please forward the results of your assignment to me by March 22nd.

- Adam: For the week of March 14-18, can you do the following?
 - On each of the five days, please take a couple minutes every 2 hours between 8am-6pm (or as close as you can get to that), and **count empty parking spots** on Market Street. Better still, divide Market Street into two zones - west and east - and note how many empty spots there are on each side of the street at each time interval. Feel free to share this fun job with one or more of your colleagues!
- Bill H: For the week of March 14-18, can you do the following?
 - On each of the five days, please take a couple minutes every 2 hours between 8am-6pm (or as close as you can get to that), and **count empty parking spots** on Main Street in front of your block and across the street, as far down as the Water Street intersection. Better still, divide that zone of Main Street into two subzones - north and south - and separately note how many empty spots there are on each side of the street at each time interval. Feel free to share this fun job with one or your colleagues, or visit Bob Caplick two doors down and ask if he can share a couple days or half days!
- Julie: For the week of March 14-18, can you do the following?
 - On each of the five days, **count all vehicles that are there more than two hours**, up and down Market Street, and perhaps note where they are on the street. I'm not sure of an easy methodology for doing this. One thought I had was to use a digital camera. Then, you might reference the photo you took two hours earlier if you can't recall which cars are "suspects".
 - Your first couple go-rounds in the morning is possibly the most significant - it may indicate cars owned by residential tenants that are just never moved; or cars that arrive between 8-10am that remain until 4-6pm.
 - BONUS: Any indication of who owns these vehicles or to what building its owner is affiliated would be great.
- Jodi: For the week of March 14-18, can you do the following?
 - On each of the five days, count the total number of vehicles parked *behind* your block, along the creek or up against the buildings, at regular intervals. Perhaps once each morning (8 or 9), mid-day, and dinnertime.
 - If you know or can guess the affiliation of the vehicle owners with the buildings and can indicate

which buildings have tenants actively storing cars in back, that would be very useful.

- Regarding your property: Any deed language relating to easements to the parking area in back would be great. If you have a plot plan from when you purchased the building that describes your property dimensions (and whether they extend beyond the back of your building), that would be great too.
- Mayor Lepsch: Can you find out more about the parking area behind Market Street by the Creek?
 - Perhaps talk to Buzz Janes and see what is his understanding of his property and other owners' easements, etc might be? He should know a lot, since he not only should have the deed for the parcel that "pays taxes" on that waterfront lot but also he owns three other parcels that might have deeds that shed light on those parcels' access easements.
 - Perhaps there are other resources at the village, town or county that might shed light on who owns what and what all the deed restrictions and access rights are.
- Doug Post:
 - Local Laws: Can you find and forward to me any local laws and language dealing with the 2-hour parking on Main and Market?
 - Zoning: Can you find and forward zoning language that exists (or confirm that it does not) which establishes requirements for owners in the above district to provide parking spaces for tenants? Perhaps only if it's a change of occupancy, or if it's a conversion to multi-family? Or is there nothing in the zoning ordinance keeping owners from creating apartments without having to provide any parking.

This is the due diligence that the parking discussion needs. We'll have some facts at our disposal in addition to the anecdotal evidence that seems to cut both ways. Plus we'll have a fuller picture of potential causes and potential remedies of the any perceived parking problem.

Looking forward to compiling all this March 22nd. If you cannot complete the above work or find someone to help/replace you, please let me know ASAP.

Thanks again,
Rick

From: Rick Hauser (rick@insitearch.com)

To: brodywheeler@email.com; doug@attica.org; dpattil@rochester.rr.com; j_slepinski@yahoo.com;

Date: Fri, March 11, 2011 11:44:01 AM

Cc: nicole@insitearch.com; jenbaldwin29@yahoo.com;

Subject: ATTICA. BUSINESS RETENTION/RECRUITMENT: Market Research Study

Doug, Supervisor, Brody and Julie,

Thanks for signing up (or allowing yourself to be signed up) to help in this area. Here's what I have for next steps:

STEP ONE:

I have a copy of the market research study and have posted it [here](#). You can click to download it and then read both the overviews and the Attica section, please.

STEP TWO:

Ultimately, the ADC should have a "tenant-landlord liaison", someone (or a small subgroup) who will serve as the clearinghouse of information related to properties that are available and their particulars, or spaces for rent, and also can court potential owners and businesses. Until then, we should consider assembling that information. With that in mind:

- **BRODY:** Brody, can you take an hour sometime in the next 9 days and assemble a list of properties currently with empty space?
- **DOUG POST:** If Brody shares that with you, might you be able to assemble more information about each space such as rough square footage, owner contact information? The goal would be a simple "cheat sheet" so when we go public with our role of liaison, we can immediately suggest to potential businesses what buildings/spaces are available.
- **DOUG PATTI, DOUG POST, JULIE AND RICK:** With a rough sheet like this, we could use our collective knowledge about what buildings are actively or passively "for sale", what spaces are actively "for rent" and which owners show little interest in making improvements, etc. At some point we can perhaps work with the promotions group to create some kind of cutsheets for available properties.
- **DOUG POST:** Also, are you aware of whether the Alliance for Business Growth did an "inventory" with this information back 2-4 years ago? If you don't have it, could you ask Louise Wadsworth and if so, could she forward that to you and me? That may have slightly outdated but still relevant information.

STEP THREE:

The Market Research Study only dealt with a fraction of businesses, namely retail. So we may want to brainstorm via email and at the next meeting about other target businesses. Please "reply-all" your thoughts and we can keep the conversation going.

STEP FOUR:

The above all deal with recruitment. What ways are there to help with retention of our current businesses?

- Promotional initiatives like we discussed - coordinate with promotions group - to regularly bring people downtown

- Advertising
- The millions of dollars spent downtown on infrastructure and streetscape sends perhaps the strongest signal that the village/town/county are committed.
- BRODY, JULIE: But what else? As owners who perhaps talk to other owners, what services (let's think organizational assistance rather than money-based stuff for a moment) would help you or your neighbors in the downtown area, other than all the other initiatives of the Planning and Promotions group already identified?

Thanks. Please try to get back to me by March 22nd with ideas, and the specific input requested above. Please read the market research study, and let it guide your thinking but not limit it.

Talk soon,

Rick

Rick Hauser, AIA, LEED AP, Partner
In. Site: Architecture, LLP
rick@insitearch.com

Perry _ 2 borden avenue _ 585 237 2614



ADC

April 7, 2011

ATTICA DOWNTOWN COALITION

Contacts at In. Site: Architecture:

rick@insitearch.com (General, ADC, Planning); nicole@insitearch.com (NYMS Grant, Promotions);
ryan@insitearch.com (Façade recommendations).

If you want to contribute, please don't leave without mentioning that you're able to help. We'll find something you can do.

WORK SESSION AGENDA

- I. Overview. Introductions for New participants.
 - a. Revitalization, Broadly. Grant as catalyst. NYMS Grant update.
 - b. Structure of the grant guiding structure of the initiatives.
 - c. SUBGROUP BREAKOUT SESSIONS:
- II. PROMOTIONAL
 - a. **TWELVE MONTHS OF DOWNTOWN ATTICA.**
 - i. Brainstorm existing events downtown, new events downtown tied to existing events elsewhere, and new promotional initiatives, scavenger hunts, arts and holiday events, sales events, etc, so that ADC is providing one reason for people to be downtown each month of the year. We need this list TONIGHT, for incorporation in the grant. **Can Tom follow-up** with a posting on facebook to solicit other ideas, and generally move this forward?
 - b. **BANNER/BASKETS/FLAGS/HOLIDAY LIGHTS.** DOT confirms that they will have:
 - i. **Banner arms on the lampposts for 24 x 60 banners.** Attica Chamber had been involved in conversations. Does the Chamber want ADC input and help developing themes/ideas for this? We need ideas TONIGHT for incorporation in the grant. Also, **who will move this forward** (call banner

company, develop ideas and gather cost information and possible way of paying for them) prior to next meeting? **Jim Cooley?**

- ii. **Duplex receptacle near top of lampposts.** This seems like a great opportunity for **HOLIDAY LIGHTING**. Does **someone at this table** want to look into possible holiday lighting that could be installed on lampposts, explore costs and fundraising/sponsorship opportunities? LET Rick/Nicole know TONIGHT for grant inclusion.
- iii. **Coupling for hanging basket holder.** DOT indicates that the coupling – but not the arms themselves – are included. But DOT could install the arms if the Village/Town/ADC/Chamber bought them. Todd even provided the contact. LET US KNOW TONIGHT what you'd like to do.

1. Dave Regan (Pole Supplier) 585-768-2650; dregan@gottogoelectric.com

c. **FACEBOOK.**

- i. **Terrific online community is developing.**
- ii. **How to extend involvement? Add participants? Topics?**
- iii. **Perhaps solicit ideas for the TWELVE MONTHS concept above?**
- iv. Other discussion on this.

d. **SLOGAN CONTEST.** Are these being compiled in one place? Can Rick/Nicole receive a list of current slogan proposals for possible reference in grant? How to solicit more? Plan from here to final selection and adoption. Tom is on this?

e. **GATEWAY SIGNAGE.** Maybe this discussion starts once a slogan is selected. **BUT** someone would get in touch with a company (like Wyoming County's SIGNlanguage) for some ideas on size, look and price, for next meeting, though. Two people who could work together on this would be ideal.

f. **BROCHURE.** See "Picture Yourself In Perry" sample. Who are we trying to attract in Attica? What's the story? Does this go along with "Residential marketing effort" below? Is it aiming at day-trippers, convincing students who have gone away. **WHO** can start putting ideas on paper for next meeting. Two people who can meet up to talk would be ideal. Maybe get initial concepts, goals and pricing information for next meeting.

g. **Program for Window Displays.** If no one wants to be the "champion" for this idea, then please move on.

- h. **Residential marketing efforts.** Perhaps those who have properties with residential units (especially those which are or will be renovated soon) should form a TASK FORCE to think about WHO they'd like to rent their apartments, at what price point. Where are these people? How to market downtown to them?

III. PLANNING

- a. **Written façade guidelines.** These will be needed to administer the grant. Doug Post: could you look into a CDBG Community Planning grant for funds to do this? Avon recently received funds for this (we were hired to do the work).
- b. **Upper Floor Analysis.** This would be a valuable tool for owners who are considering investing in their properties. Also could be funded as part of the same CDBG Community Planning grant. Work might consist of:
 - i. **Architectural:** Feasibility Studies including measuring and drawing upper floors and then evaluating code and design issues to propose how they might be viably renovated for apartments.
 - ii. **Market analysis.** A market analyst would then provide a study to demonstrate the market potential for these apartments based on comparables, demographics, etc.
- c. **Historic District.** What progress has been made? What help is needed? Update from **Jennifer Baldwin**
- d. **Signage**
 - i. village-wide, ie parking, way-finding
 - ii. Business-specific, ie perpendicular signage program
- e. **Parking. Reports from:**
 - i. **Adam, Will, Julie, Bill – On-street parking.**
 - ii. **Jodi – Off-street parking.**
 - iii. **Doug – regulations.**
 - iv. **Mayor – Buzz Janes discussions.**
- f. **Building/space Inventory – Landlord/Tenant Liaison.** We discussed the need to for someone (for now the ADC) to serve as a clearinghouse for information about what properties are available and their particulars, and to court potential owners and businesses as well as sellers.
 - i. Brody –list of properties currently with empty space.

- ii. Doug Post – Contact information and building square footage. Also, copy of Building Inventory from ABG (Louise Wadsworth et al).
- iii. Doug Patti, Doug Post, Julie and Rick. Cutsheets once we know what's for sale, what might be for sale, what's for rent, what might be for rent, etc.

g. Targeting Businesses to Recruit.

- i. Who has read the market research plan? Who wants to “champion” this?
- ii. Go to www.insitearch.com/attica and you can open the folder and download it.
- iii. It only dealt with a fraction of potential businesses.

h. Streetscape Enhancements for NYMS grant. Let's discuss what we might include in the grant. Banners, flags, benches, kiosks, trash receptacles...or something more creative.

- i. Other public space improvements? See above for possible funding!

j. “Attica New York LLC”

IV. Breakout groups

- a. Discuss each priority
 - i. develop clear, actionable goals
 - ii. identify deliverables for next meeting
 - iii. nobody goes anywhere ;-) until actual humans have volunteered to do something to move these goals forward between now and then.
 - iv. Consider establishing interim meetings of 2-3 people as “task forces” between now and May meeting, to work on priorities.

V. Reconvene, share goals, priorities and results.

VI. Dates:

- a. **APRIL 29: NYMS APPLICATION DUE.**
- b. **May 5th, 7pm: ADC WORK SESSION.**
- c. **JUNE: ADC PUBLIC MEETING. Input on best dates please.**

AGENDA

5/5/11 ATTICA DOWNTOWN COALITION WORK SESSION

- I. New York Main Street Grant by-the-numbers. Nicole and Rick
- II. Draft Strategic Plan. Work-in-progress document.
 - a. Review and share.
 - b. Based on New York Main Street Grant goals, plus.
- III. Planning
 - a. Organizational.
 - i. Develop structure for ADC continuity, mission statement and bylaws.
 - ii. Who will work on this? **Rick, plus 1 AACC and 1 Planning Board rep?** We anticipate 3-4 meetings to create.
 - b. Parking
 - i. Conclusion based on data gathered by committee:
 1. Goal is to create a walkable community and bring business in.
 2. The target businesses will require parking be available in front of their business.
 3. Enforce 2-hour parking upon completion of DOT work in order to ensure that owners, employees and tenants do not fill spaces intended for customers.
 - c. Signage. Committee concluded that Chamber's program is in effect a signage program and could be marketed as a perpendicular signage program. Chamber rep to explore, assist?
 - d. Painting program. Attica Ace coordinating. What is the plan, timeline, guidelines? Contact: **Lynn, Bruce, Will** or other? Do you need help?
 - e. Recruitment.
 - i. **Doug and Julie** read the Market Research Study. How to proceed: brainstorm or narrow down?
 - ii. Chamber: a flier with data, sf, etc was suggested. Who?
 - iii. Contact FasTrac program for prospects. Who?
 - iv. Jim Pierce is available to meet, and to help recruit once we've ID'd 1 or 2 targets.
 - f. Public Space Planning. Share "Clocktower Commons" sketch. Input? Someone to discuss with **Lyons club?** Other?
 - g. National Register Historic District. **Jen and Anita**. Update? Tour date with Bob Englert set? Timeline?
 - h. Upper Floors analysis and market analysis (CDBG). Last time we briefly discussed the VOA looking into the Community Planning Grant to help fund this. **Doug Post?**
 - i. Beautification, other:
 - i. **Anita** mentioned US Forestry grants;
 - ii. **Jen**: more about EPF grants from conference?
- IV. Promotion
 - a. **Continue:**
 - i. Twelve Months / Banners. Review fleshed-out version from NYMS Grant. Solicit "sponsors" for each month. Who?
 - ii. Slogan. Tom to report. Develop a structure for selecting winning slogan – meeting date? Who?

- iii. Baskets, flags, holiday lights. AACC and VOA are 'on it' – how does ADC capitalize & improve on it for NYMS and other grants / initiatives / successes?
- iv. Facebook. Tom to report. What additional dialogues would we like people to engage in?

b. **Develop / Expand:**

- i. Grand re-opening
- ii. Welcome Wagon
- iii. Shop Attica First

V. Reconvene, share goals, priorities and discuss

VI. DATES

- a. 6/2: 7pm. ADC promotions – other submeetings before public mtg?
- b. 6/2, 7pm. ADC planning – other submeetings before public mtg?
- c. **JUNE 23rd: TENT. DATE FOR PUBLIC MEETING** – (What is the public meeting?)

Attica Downtown Coalition

Minutes: May 5, 2011 Meeting

Present: Rick, Nicole, Laura Johnson, Bill Lepsch, Tom Cockman, Doug Post, Bruce Camp, Jennifer Baldwin, Jim Cooley, Jim Walker, Lynn Camp, Stu Hempel, Julie Slepinski

1. PRE-MEETING CONTACTS: For future meetings, **Laura** will receive a list of contacts from I.S:A and work with the **Mayor** to give each person a personal invitation to the next ADC meeting, per our discussions about core group and attendance.
2. NYMS PROGRAM. Nicole summarized the NYMS application that was submitted 4/30/11. Total funds request: \$350,000, including \$281,750 for building renovations and \$42,000 for streetscape. Rick noted that the grant application was an DC foundational document and a draft strategic plan which the ADC will continue to refine over the following 5 months. It proposes a broad range of initiatives including outreach, marketing, communications strategies, space planning priorities, recruitment and retention goals, building rehabilitation, and a Main Street LLC approach. It also spells out the partners who will contribute to these goals, and describes the nature of the ADC.
3. ORGANIZATIONAL. This was discussed by both subgroups and collectively.
 - a. Rick emphasized the importance of continuity, predictability and transfer of leadership to the long-term effectiveness of the ADC. He offered to help the group develop bylaws and a structure to achieve this.
 - b. The two organizations whose overlapping interest in downtown revitalization are the Attica Planning Board (VOAPB) and the Attica Area Chamber of Commerce (AACC).
 - c. Our initial proposal was that these two groups should alternate leadership of the ADC – in other words, the chair would be from one board, and the chair elect would be from the other.
 - d. Other thoughts: The ADC Board would have two representatives each from the VOAPB and the AACC (one of each would be serving as chair and chair elect). One rep from the Town Board, one from the Village Board, and two members-at-large, who might be building or business owners, engaged citizens, etc.
 - e. Jennifer suggested that after I.S:A's current 1-year contract is over, the ADC may still benefit from I.S:A playing an advisory role, to help organize and prioritize goals, suggest ideas, and help organize and plan meetings and carry out initiatives. The ongoing cost of this would be smaller than the current allotment. **Jennifer asked I.S:A to provide a proposal for such continuing service.**
 - f. In the promotions subgroup:
 - i. a similar idea for a paid advisor was suggested by Stu Hempel.
 - ii. A discussion about ADC's need for some official status. Preliminary conclusion was that there are pros and cons to the ADC becoming a not-for-profit? Pros included ability to autonomously collect donations, fundraise, etc. Cons include the extra time involved in applying and maintaining that status, if other avenues for managing finances could be found. Rick noted that if the ADC is really a coalition of existing organizations, it might be redundant to give it official status and duplicate what those organizations already do.

- iii. Perhaps each organization in Attica would be willing to pay dues to become a member of the ADC, and that would provide the base funds and additional people required for some of our goals.
 - iv. A monthly or quarterly task of the ADC might be to review the master list of Attica organizations and connect with each point-of-contact, keeping everyone up-to-date by revising the events calendar and perhaps sending a synopsis email of goings-on.
 - v. A quarterly or semi-annual task of the ADC might be to review the requests and suggestions on the facebook page for improvements to Attica (bring Founders' Day back downtown, recruit an ice cream shop, are some current items) and see which ones can and should be addressed, then start a sub-committee to deliver on these items. (Preferably by recruiting the "suggester" to the ADC and empowering them to lead on the item.)
4. PLANNING GROUP. In addition to organizational the group discussed the following.
- a. Parking. Confirmed that ADC would like the VOA to enforce 2-hour parking after roadwork is complete this year, in order to create the climate to encourage target businesses.
 - b. Signage Program.
 - i. **Julie** from the Chamber thought it made sense to promote the use of the Chamber's existing and underutilized matching program for something targeted by the façade recommendations and ADC – perpendicular signage.
 - ii. This could be used by owners independent of whether Attica receives the NYMS grant, or whether the owner plans to do more.
 - iii. Our notes indicate that the GDRT (the same group tasked with reviewing possible NYMS funding requests from owners) would be a good vehicle to review applications to the Chamber's program that involved downtown buildings and signage issues.
 - iv. **I.S:A offered to prepare draft perpendicular signage guidelines** to share at the next meeting. Possibly the Village would need to revise zoning ordinance to allow this?
 - c. Painting Program.
 - i. Group discussed the painting program that **Attica Ace** has offered to coordinate and help fund along with their supplier. No Ace reps were in the planning group to share thoughts, though.
 - ii. Again, the GDRT would be a good vehicle to help review applications and administer the program. And again, some kind of guidelines would be useful for owners. For now, our notes indicate that the façade drawings I.S:A already prepared would be good guidance on possible color combinations. **The GDRT could work with Ace on the appropriate palette based on the participating manufacturer.**
 - d. Recruitment.
 - i. Group had read the Scipione Market Research Study.
 - ii. Rick indicated that Jim Pierce was willing to help recruit if we could narrow it down to one or two targets, identify possible suitable sites, etc.
 - iii. After much brainstorming, the group seemed to settle on a demand for a non-pizza restaurant "gastro-pub"/Sports Bar, etc. Rick noted that Doug Patti had shared with him how he was courting the owner of the Pearl Street Grill. TF Brown's was also mentioned. **Rick will follow up with Doug Patti.**

- iv. Other recruitment strategy involved bringing Attica fringe-located businesses downtown (like the Chinese restaurant). Nobody specifically offered to contact the owners yet. Again, perhaps a “package” can be assembled to make the case.
- v. FasTrac graduates should be contacted. **Brody Wheeler may be interested in space.**
- e. Public Space Planning. I.S:A shared clocktower sketch. Group requested I.S:A develop the preferred sketch further for next meeting.
- f. National Register District. Not discussed. **Jen and Anita.**
- g. Community Planning Grant (CDBG?). **Doug Post was going to look into the use of funds** for Upper Floors analysis, market analysis, etc.

5. PROMOTIONS COMMITTEE

a. 12 MONTHS OF DOWNTOWN:

- i. The promotions committee concluded that the tool produced for the NYMS Grant is just that – a tool. Our discussion focused on the fact that there are already a number of great events going on in Attica, and we simply need to bring them together and advertise them better, acting as the clearinghouse the ADC intends to be. The ADC would like to produce something along the lines of Perry’s annual events calendar.
- ii. **Jim, Tom and Bruce** volunteered to serve as the 12 Months advertisement sub-committee, and begin with:
- iii. contact all Attica organizations, including Lion’s Club, Churches, etc. and gather information for their events, including:
 - o date, time, location, contact information and brief blurb if appropriate
 - o (Penny Saver was suggested as a good resource to confirm that the list of organizations is complete)
 - o distribution could include: Penny Saver, hand distribution at Skyline and Le Ti; **Bruce** volunteered to insert these in the 1500 monthly statements they send out;
 - o in post-meeting discussions, we concluded that perhaps the June 23 Public Meeting would be a great opportunity for distribution. AND that **Jim, Tom or Bruce** should contact the Penny Saver to see if they are able to provide design services and printing as a donation or at a discounted rate, the way they have done in Perry.

b. ATTICA SLOGAN COMPETITION:

- i. To be legitimized, we need to work with the Village, Town and other organizations to get the slogan onto all Attica related materials, including:
 - Village, Town & Chamber websites,
 - Village, Town & Chamber seals and letterheads,
 - Banners, bulletin boards, etc.
 - Have the slogan put on car magnet / bumper stickers and sell them as the first ADC fundraiser.
- ii. Criteria for Selection. The ideal slogan will have:
 - o CURIOSITY: enticing outsiders to want to see Attica. For example: “Attica... by choice” might have someone thinking, “Really? I wonder what’s there?”
 - o NIP IT IN THE BUD: address the prison, in a positive way. For example: “Attica... where life happens!”

- IMPACT: they need to be “catchy” in the sense of having Staying Power, so SIMPLE is great. For example: “Flower City” for Rochester and “Nickel City” for Buffalo have both stood the test of time, where as “Attica Alive” did not seem to.
- iii. Tasks:
 1. **Tom** will post these selection criteria on facebook to encourage people to keep submitting slogans.
 2. **Stu** will include these selection criteria in a Penny Saver ad, which will also state that submissions can be made to the Village office, the Library, on facebook and to atticadc@yahoo.com
 3. **Nicole** will take **Nancy** at the library up on her offer to advertise the competition at the checkout counter and accept paper submissions. These selection criteria will be posted as part of that step.
 4. **Bruce** will inquire with Attica area Churches as to whether than can advertise the competition in their bulletins.
 5. **Nicole** will call Bill Hardie of the Lion’s Club per Jim Cooley’s suggestion and ask that the community bulletin board at the future Clocktower Commons Park invite people to make submissions by checking us out on facebook or in the library.
 6. **Stu** and **Tom** will connect on Stu’s suggestion to bring the slogan competition up at the School Board meeting.
 - iv. Selection:
 1. At the June 2 ADC meeting, our sub-committee will select finalists based on the above criteria and present them to the group as a whole for final selection.
 2. The winner will be announced at the June 4 Founders’ Day. **Tom** - who? How?
- c. FACEBOOK:
- i. Tom’s questions on the facebook page (how would you improve founders’ day? What types of businesses would you like to see downtown?) have created a lot of healthy dialogue and gotten positive attention, so a new structure was proposed:
 - ii. at each monthly meeting, **ADC members** will give Tom topic suggestions, for instance, Nicole would like to ask: “Why are you excited to see the construction completed?” Possible answers might be, “I can’t wait to park right in front of Nino’s and grab a pizza!”
 - iii. **Tom** will post a topic on facebook every two or three weeks, and these will provide the fodder for the above-mentioned review of requests and member recruitment.

For individual tasks assigned, or volunteers needed, please look for break-out group specific emails. Or, write rick@insitearch.com, nicole@insitearch.com, or call 585.237.2614.

Next meeting is June 2, 7pm – Attica needs you to keep making progress!

AGENDA
6/2/11 ATTICA DOWNTOWN COALITION WORK SESSION

- I. Planning
 - a. Organizational.
 - i. Review draft bylaws & discuss ADC structure.
 - ii. Review 'color chart' planning diagram.
 - iii. AACC to share response to Paint & Perpendicular Signage
 - iv. Review site analysis and programming proposals at Clocktower Commons

- II. Promotion
 - a. Slogan.
 - i. Review all entries:
 1. each person votes for up to 3 slogans, testing them against our criteria:
 - a. Criteria for Selection. The ideal slogan will have:
 1. CURIOSITY: enticing outsiders to want to see Attica. For example: "Attica... by choice" might have someone thinking, "Really? I wonder what's there?"
 2. NIP IT IN THE BUD: address the prison, in a positive way. For example: "Attica... where life happens!"
 3. IMPACT: they need to be "catchy" in the sense of having Staying Power, so SIMPLE is great. For example: "Flower City" for Rochester and "Nickel City" for Buffalo have both stood the test of time, where as "Attica Alive" did not seem to.
 2. tally the ballots and narrow the field to the top 3.

- III. Reconvene:
 - i. Review top 3 slogans and 'vote' (by discussion, or blind ballot)
 - ii. Review draft bylaws and next steps

 - iii. Plan Public Meeting:
 1. discuss format, structure, scheduling
 - a. Village, Town, and AACC support
 - b. Target attendance – 40+
 - c. Advertising / Marketing – by whom, to what degree, etc.

 2. review list of topics for discussion and appoint speakers
 - a. Master List of Topics / Initiatives / Campaigns:
 - i. DONE:
 1. MEETINGS:
 - a. 1/31 Public Forum
 - b. 2/24 Main Street LLC
 - c. 3/10 Attica Downtown Coalition Kick Off Meeting

- d. 4/7 ADC work session
- e. 5/5 ADC work session
- f. 6/2 ADC work session

2. DELIVERABLES:

- a. Façade Recommendations
- b. NYMS Grant Application
- c. Slogan Competition
- d. Parking

ii. ONGOING:

- 1. Attica Historic District
- 2. Comprehensive Events Calendar
 - a. "Twelve Months of Downtown"
- 3. Business Recruitment and Retention
- 4. Facebook Page
- 5. Attica New York LLC
- 6. Façade Color (Ace Paint) Matching Campaign
- 7. Perpendicular Signage (AACC) Matching Campaign
- 8. Clock Tower Commons (as part of streetscape enhancement and more)
- 9. Banner program by AACC & through NYMS SSE
- 10. ADC formalizing
- 11. Additional Grant Applications:
 - a. CDBG,
 - b. EPF
- 12. Area Events & Other Guests
- 13. Partner projects, organizations and initiatives

- 3. coordinate follow-up tasks and deliverables for interim progress (schedule interim meeting if needed)

IV. DATES

a. **JUNE 23rd: PUBLIC MEETING**

- b. July 14 (Thursday) – OR – July 19 (Tuesday): next ADC work session



Attica Downtown Coalition

Minutes: June 02 2011 Work Session

Present: Rick, Nicole, Jim Cooley, Jodi Phillips, Arnold Sprague, Jennifer Baldwin, Laura Johnson, Bruce Woodburn, Stu Hempel, Tom Cockman, Paul Hamilton, Supervisor Patti, Mayor Lepsch

1. Draft By Laws:

- a. It seemed that generally people were comfortable with – or had not yet had a chance to review – the draft. After some discussion on the Purpose, Mission and Vision, the issue was tabled for more extensive review by the Planning Committee.
- b. Comments included:
 - i. Mayor Lepsch led comments that showed most were comfortable with the rotation and chair-elect – chair – past chair progression which will boost continuity of leadership.
 - ii. The purpose should better incorporate other government entities and local organizations if possible, including the Town, Masons, Lions Club, etc. The sense was that the ADC should clearly be ‘spearheaded’ by the VoA PB and the AACoC, but that the “widest possible net” should be cast for drawing in other stakeholders.
 - iii. The Vision needs to be much more concrete –
 1. Stu suggested that perhaps it is for downtown to “grow and prosper and be more diverse”
 2. Nicole suggested that perhaps an exercise where everyone worked on their individual visions for Downtown at home and brought those to a formal discussion.

2. Slogan Competition:

- a. Tom Cockman brought 56 slogan submissions!
- b. The group voted privately, then discussed the purpose of a slogan and the criterion for a successful slogan while votes were tallied.

- c. We discussed those slogans which received votes at length and narrowed the field to 5 'finalists.'

"Attica... by choice."

(TC&T)

"Attica, more 'pros' than 'cons'"

(submitted by Paula Donnelly, Maggie Dadd, Janet Romesser)

"Attica – a great place for life"

(adapted by the ADC, original submitted by Sharon Dusen)

"Attica – land of saddles & syrup"

(adapted by the ADC, original submitted by Laura Roy)

"Attica, gateway to the Wyoming Hills"

(submitted by Sandy Clark)

- d. We then developed the format for the selection of the winning slogan and discussed the marketing at length.
- e. Nicole has formatted a flyer for Laura to share with the team and distribute to Founders' Day booths and tables, marketing the 5 finalists and encouraging people to attend the June 23 public meeting to vote.
- f. The winner will be selected by popular vote at the Public Meeting.
- g. Next steps will include getting the slogan out, institutionalizing it and using it for fundraising.

3. Plan Public Meeting:

- a. The group discussed format:
- i. The Public Meeting should have as high an attendance as possible (target minimum is 40+)
 - ii. The PM should showcase the ADC and Attica as a whole, from positive internal marketing to completed initiatives
 - iii. To Rick's question of whether the format should include an open forum, the group responded:
 1. At the last 'open forum,' individuals were able to commandeer the conversation, so we will need much more structure if we're going to do that at all.
 2. Bruce Woodburn suggested that we market a 'Public Comment' session, requiring that the speaker sign up in advance at the Village Hall. The group agreed, so this is noted in the draft Penny Saver ad.
 - iv. see the Draft Agenda for details, but the format will be as follows:

6:45 opening mingle
7:00 Attica Progress Report

7:15 selection of the winning Attica Slogan

7:30 Public Forum (comments *only* by those on the agenda)

7:45 Break Out Sessions – solicit input on the Progress Report and even mini work sessions, depending on interest.

8:15 closing mingle, with refreshments

v. Attica Progress Report will include:

1. report of meetings held to date
2. display of Façade Recommendations (**Bruce volunteered to deliver**)
3. brief mention of the NYMS Grant (Nicole to speak)
4. parking study (**speaker needed**)
5. Attica Historic District (Jen to speak)
6. “Twelve Months of Downtown” / Comprehensive Events Calendar (**speaker needed**)
7. Business Recruitment and Retention (**speaker needed**)
8. Facebook Page (Tom to speak)
9. Façade Color (Ace Paint) Matching Campaign (**Bruce or Lynn Camp needed to speak**)
10. Perpendicular Signage (AACC) Matching Campaign (**Julie needed to speak**)
11. Clock Tower Commons (as part of streetscape enhancement and more) (Rick to speak)
12. Banner program by AACC & through NYMS SSE (Jim Cooley to speak)
13. Additional Grant Applications - CDBG, EPF (Jen to speak)
14. Reconstruction (**Mayor Lepsch to request Todd Clark speak**)
15. Area Events & Other Guests / Partner projects, organizations and initiatives:
 - a. Wednesdays in the Park (**Jim Cooley to select chamber rep to speak**)
 - b. Lawn Fete / Rodeo (**speaker needed**)
 - c. Founders’ Day – report on this year, open discussion on getting it downtown next year (**Tom to request George Schmidt speak**)
 - d. Library (**Supervisor Patti to request Barb Helak speak**)
 - e. Sports Boosters (**Supervisor Patti to request Rob Frue speak**)

4. DATES

- a. **JUNE 23rd: PUBLIC MEETING**
- b. July 19 (Tuesday): next ADC work session

Attica Downtown Coalition

Second Semi-Annual Public Meeting

Thursday, June 23, 2011

- I. WELCOME. Mayor Lepsch & Supervisor Patti.
- II. INTRODUCTION. Rick Hauser, I.S:A
- III. FIRST SEMI-ANNUAL DOWNTOWN ATTICA PROGRESS REPORT:
 - a. **ATTICA SLOGAN COMPETITION.** Nicole Martin, I.S:A.
 - b. **ATTICA NYMS GRANT APPLICATION.** Nicole Martin, I.S:A.
 - c. **DOWNTOWN ATTICA PERPENDICULAR SIGNAGE GUIDELINES.** Nicole Martin, I.S:A.
 - i. SAMPLE OPTIONS & FEES. Jeff Fitch, SignLanguage.
 - ii. FAÇADE IMPROVEMENTS MATCHING GRANT. Julie Slepinski, Attica Area Chamber of Commerce (AACoC).
 - d. **DOWNTOWN ATTICA FAÇADE PAINT GUIDELINES.** Lynn Camp, Attica Ace.
 - i. "BEFORE & AFTER" PAINT MATCHING GRANT. Ace Paint.
 - e. **ATTICA NATIONAL REGISTER HISTORIC DISTRICT.** Jennifer Baldwin, Village of Attica Planning Board.
 - f. **MARKETING RESEARCH STUDY.** Jim Pierce, Wyoming County Chamber of Commerce (WCCC).
 - g. **ADC OPEN FORUMS & FACEBOOK PAGE.** Tom Cockman, Attica Downtown Coalition.
 - h. **ATTICA DOWNTOWN & GATEWAYS – BANNER PROGRAM.** Jim Cooley, AACoC.
 - i. **MAIN, MARKET & EXCHANGE RE-CONSTRUCTION.** Todd Clark, NYSDOT Project Engineer.
 - j. **"MAIN & MORE."** Laura Lane, WCCC.
 - k. **"WEDNESDAYS IN THE PARK" GAZEBO CONCERT SERIES.** Jacquie Perl, AACoC.
 - l. **FOUNDERS' DAY.** George Schmidt, Founders' Day Past Committee Chair.
 - m. **STEVENS MEMORIAL COMMUNITY LIBRARY.** Barb Helak.
 - n. **ATTICA SPORTS BOOSTERS.** Rob Frue.
- IV. BREAK OUT SESSIONS. Further discuss on-going initiatives, including:
 - i. GROUP 1 – Public Space Design AND Business Recruitment and Retention, including:
 1. Clock Tower Commons Park,
 2. Tonawanda Creek Pocket Park & Environmental Protection Fund Grant Applications,
 3. Benches, planters, claiming the new sidewalk, etc.
 4. Internal and External Marketing,
 5. "Main & More"
 6. Gateway signage and the Face of Attica, etc.
 7. Using the Marketing Research Study,
 - ii. GROUP 2 – Building Improvements, including:
 1. National Register Historic District
 - a. And Tax Credit related projects,
 2. Façade Paint Program,
 3. Perpendicular Signage Program,
- V. NEXT MEETINGS:
 - a. **Tuesday, July 19 – ADC Work Session** (Planning & Promotions Subcommittees)
 - b. **Tuesday, August 23 – ADC Work Session** (Planning & Promotions Subcommittees)
All Meetings Held at 7pm in the Village Court, 9 Water Street.
- VI. WINNING ATTICA SLOGAN.