

# Attica Downtown Coalition

## work session - MINUTES

Thursday, October 27, 2011

### **IN ATTENDANCE:**

Jim Cooley, Supervisor Patti, Arnie Sprague, Bruce Camp, Barb Hopkins, Barb Helak, Jim Pierce, Alfred Vaughn, David Ciurzynski, Jason Beck, Stu Hempel, Janis Hempel, Jennifer Baldwin, Tom Cockman, Bill Lepsch, Laura Johnson, Jodi Phillips, Bruce Woodburn, Justin Lane

### **UPDATES & IN-REVIEW:**

- Draft Revitalization Strategic Plan
  - Nicole shared that the Revitalization Strategic Plan, in draft format, is being delivered to Jennifer Baldwin (rep, Village of Attica Planning Board) and Jim Cooley (rep, Attica Area Chamber of Commerce).
  - As the “interim board” Jen & Jim will review the draft with In. Site: Architecture and upon completion it will be available to all.
- Gateway Signage – update from Sub-Committee 2011-10-11 meeting.
  - The Village will serve as the Agent in a Trust & Agency relationship for any funds moving through the ADC.
  - The Sub Committee is in the process of developing the program, “Community Leaders” for tiered sponsorship and advertisement opportunities, including the Gateway Signage Initiative and other ADC projects and events.
- Guests:
  - Founders’ Day Committee
  - Winter FEST Committee
  - Jim Pierce, President – Wyoming County Business Center
  - Jason Beck, Partner – Rocket Commercial Real Estate

### **BREAK OUT SESSIONS:**

#### PROMOTIONS:

- **Gateway Signage:**
  - **Sponsorship Primer.** Nicole shared the “cheat sheet” of possible sponsorship opportunities, advertisement opportunities, and funded initiatives, including:
    - Gateway Signage,

- 12 Months of Downtown Banner & Events Calendar,
  - “Shop Attica First” – ‘open’ flags for downtown businesses, window stickers;
  - Attica Promotional Brochure,
  - Streetscape Enhancement – Benches, Planters, adopt a garden, etc;
  - Possible Murals downtown, including the NYMS grant proposed rodeo theme at the bank and a new concept of having a mural facing the Clock Tower Commons.
  
- **Prospective Sponsors and Partners.** Nicole shared the list of Downtown Businesses, Area Organizations, Area Businesses and Individuals to date. Each member of the Signage Sub-Committee was tasked with rounding the list out by next meeting.
  
- **12 Months of Downtown Calendar**
  - At the invitation of the ADC, we were joined by representatives from the Rodeo, the Founders’ Day Committee and the Winter Fest Committee. The discussion focused around three main topics:
    - A general introduction and update about each event and its organization,
    - How can the ADC help each of these events?
    - Can the ADC partner with these events and perhaps even bring them downtown?
  
  - **Winter Fest.** Barb Helak & Barb Hopkins spoke about this year’s event,
    - to be held **Saturday, December 3**. Events begin at 10am, with the parade to Christmas Tree held around 4:30.
    - The event includes many open house’s and bazaars at downtown businesses, plus caroling and tree lighting, among many others. The event will continue with a Chili Cook Off at the Attica Hotel.
    - New this year is a lighting contest, organized by Linda Hoffmeister at Main Street Insurance Agency – all ADC business owners and residents are encouraged to participate!
    - Barb & Barb shared that the planning for this year’s event is wrapped up but that they look forward to partnering with the ADC for next year.
  
  - **Founders’ Day.** Barb Helak & Barb Hopkins spoke about this year’s event,
    - to be held **Saturday, June 2**.
    - We discussed the facebook dialogue from back in March, where folks wondered why Founders’ Day had moved out of downtown and whether or not it could be brought back:
      - Barb & Barb were very open to that, so long as the logistics work out regarding tents, vendors and food.
      - We talked about other ways to keep things fresh, including:
        - A big name band for one bandstand, with local bands in another;
        - Offering accessible parking near the event, and shuttling other folks in as we see at the Applumkin fest nearby;
        - Bringing in live entertainment that’s family friendly, like a street juggler;
        - Tying the event to other events in downtown, such as the carshow.

- We concluded that in January when the Committee would normally begin planning, they'll join us for another work session and we'll develop a sub-committee to partner.
- **Rodeo.** Alfred Vaughn joined us and shared the many things that are going on at the Rodeo Grounds BEYOND the annual Rodeo in August.
  - From May to October, there are FREE, family-friendly competitions running many evenings each week – check out their schedule, as many folks in this committee were pleasantly surprised to hear this fact.
  - We talked specifically about marketing, since the news of “open to the public” events was such a surprise.
    - Alfred offered ad space in the slinger available to rodeo attendees to the ADC for downtown events, and
    - Shared that the Rodeo board was open to partnering with downtown businesses and having “fringe” events downtown to augment the big shows.
- **First Saturdays.** This concept came out of the above events conversations and the original 12 Months of Downtown list of possible events:
  - The Winter Fest and the Founders’ Day are both held on the First Saturday of the Month, and this might guide our development of additional events to round out the calendar.
  - The Calendar Sub-Committee had scheduled a meeting with Laura Lane at the Wyoming County Chamber for November 2, to discuss partnering and support opportunities. They shared that they would update us and convene a larger Sub-Committee as required.
- **“Forum for Dialogue” / Facebook:**
  - **Cheat Sheet.** Nicole shared the list Tom has been tasked with using on facebook; Tom shared comments on the ongoing conversations there.
  - **Posters.** People shared where they had distributed the posters and positive feedback in general. Nicole will distribute the next round via email.
  - **Advertising.** Barb offered that perhaps we’d like to put up “like us on facebook” posters for the ADC at the library computer stations. Nicole will design and deliver to Barb.

#### PLANNING:

- **Downtown Spaces Inventory.** The committee continued this discussion:
  - **Drop Box.** I.S:A can create a folder for the ADC with sub-folders for each committee.
    - The existing DSI could then be uploaded there and updated with additional information, accessible to those who need it (such as Jason Beck and Jim Pierce per the below notes.)
      - Jason Beck will add additional information such as Square Footage.

- **Community Investment Grant.** Jim Pierce, President of the Wyoming County Business Center joined us.
    - Supervisor Patti shared the concept and logic of Downtown Revitalization as Economic Development, and proposed the fund. The funding in question is County-Wide and focused on Economic Development. The Community Investment Grant is an idea that would propose to use the funding for Economic Development **through** Downtown Revitalization. Discussion points that would match the IDA's mission included:
      - Job creation and retention;
      - Year One Lease Subsidy Programs, adapted from the Alliance for Business Growth version; simplified because local money is used. Jim Pierce suggested the original program was very successful.
      - Taking politics out of the conversation, in how fund opportunities for Villages would be structured.
      - Structuring the funding either:
        - Supervisor Patti suggested:
          - with allotted amounts for the 4 "primary market centers" identified in the Market Research Study, of which Attica is one; as well as allotments for the smaller downtowns. In this model, each Downtown's money is only spent if that community submits a proposal consistent with the fund's goals.
        - Jim Pierce suggested:
          - OR structuring the funding as "first come first serve."
      - More research will be required, into:
        - Rent subsidy programs;
        - Main Street LLC assistance: if the IDA assists now with building rehab' to individual projects, could it assist in Main Street LLC feasibility work in order to identify viable projects and gather private capital?
        - \$ to Job Creators;
        - Revolving Loan Funds and / or Micro Loan Funds.
      - Rick Hauser offered to help at the County level with developing the program.
- **National Register Historic District.**
  - Jennifer Baldwin shared the draft developed with Anita Ripstein-Hayes and Arnie Sprague with the committee.
  - The draft was passed to I.S:A for next steps, including application forms and written text such as the Statement of Significance.

- **Landlord-Tenant Liaison.** Jason Beck, Partner at Rocket Commercial Real Estate joined us. Per the conversations had,
  - the roles for communication and assistance with connecting possible tenants with available properties or rental spaces could be as follows:



- Entrepreneurs becoming tenants would connect with the Wyoming County Business Center.
- WCBC would connect these interested parties with Rocket Commercial Real Estate, and
- RCRE, who is in touch with both Owners and Buyers would help connect folks with the right space for them and focus on helping fill downtown vacancies.
- Jason would need information on:
  - Buildings,
  - Owners,
  - And Inclinations, in order to start the conversation.
- Jim would need information on:
  - ADC-identified target businesses to recruit,
  - Entrepreneurs to train and offer input & services.

## RE-CAP, WRAP-UP

### UPCOMING MEETINGS:

- Next Public Meeting
  - “semi-annual” would target end of January 2012 – tentative Thursday, January 26
- **NEXT WORK SESSION:**
  - **Thursday, December 1, 2011**