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*A program of the Western Erie Canal Alliance and
Genesee/Finger Lakes Regional Planning Council*

Main Street Advisory Board: Meeting Minutes

8th Floor, Conference Room C

50 West Main Street, Rochester, NY

Wednesday, August 6, 2008

9AM – 10:30 AM

Main Street Advisory Board Members:

Andrew Meier, Attorney, Webster, Schubel & Meier, LLP

- James Whipple, Director of Operations, Orleans Economic Development Agency
Josephine Matela, Small Business Owner, Red Bird Tea Shoppe
- Corrine Kleisle, Mayor, Village of Lyons
- Andrea Rebeck, Architect
Steven Yantz, VP, First Niagara Bank
- Joseph G. Eicheldinger, Keybank - Community Development Lending
- Kal Wysokowski, Executive Director, Fairport Industrial Development Agency (WECA Board)
Sharon Lilla, Director, Wayne County Planning Department
- Martin Busch, Code Enforcement Officer, Village of Medina (WECA Board)
David Richards, Chief Finance Officer, Wayne County Industrial Development Agency
- Chuck Bell, Economic Development Coordinator, Lumber City Development Corporation
William Evert, Director, Greater Lockport Development Corporation
Jack Martin, Business Owner, J. Fitzgerald Group

- Jayme Breschard, Program Coordinator
- Tom Kicior, Assistant Program Coordinator

Ex officio:

- Todd Lippa, New York State Canal Corporation
- David Zorn, Executive Director, Genesee/Finger Lakes Regional Planning Council
- Amy Facca, Preservation Planner, NYS Historic Preservation Field Services Bureau

Action Items from Wednesday, July 2nd:

- David R., Andrew M., and Chuck B. to keep the Advisory Board posted on any IDA/County Legislator funding news.
 - Orleans County LDC – “to the Orleans County village selected to participate in the Program...in an amount up to \$ 10,000 per year for each of the first three (3) years of participation in the Program.”
 - Wayne IDA – “...\$15,000 for the program’s first-year.”
 - Niagara County Legislature – Funding that was previously being investigated by a North Tonawanda representative to the Legislature is going to be pursued by a Lockport representative.

- Tom to revise the WECMSP brochure and send it to the Advisory Board in case they would like to use the final draft for further program outreach. **Available at:**
<http://www.gflrpc.org/ProgramAreas/Canal/Brochure.htm>.
 - 100 high-quality brochures were printed and will be distributed sparingly because of associated costs. Black-and-white brochures will be distributed in larger quantities. Later in the program, after the Main Street communities have been selected, the brochure

will be updated and a larger quantity of high-quality brochures will be professionally-printed.

- Tom will send the Selection Review Committee the DOS Quality Communities Program contract.
 - The contract will be posted to the Selection Review Committee’s website location.
- Jayme/Tom to get 2008 Community Application Q&As onto the WECMSP website. Available at: <http://www.gflrpc.org/ProgramAreas/Canal/ApplicationQ&A.htm>.
- Jayme to look into NTMSC Board Member Handbooks.
- All – Send Tom any comments regarding the WECMSP brochure.

Agenda:

1. Special Guests

- Amy Facca, Preservation Planner with the NYS Historic Preservation Field Services Bureau
 - The latest information about the NYS rehab tax credits (commercial and residential) is on the Preservation League of New York State’s website: <http://www.preservenys.org/downloads/tax-credit-prelim-memo-2008.pdf>.
 - The League’s 2007 Annual Report states that the tax credit legislation which awaits Governor Paterson’s signature would “bring the New York State rehabilitation tax credit in line with best practices and program features of highly successful rehabilitation incentives in other states, such as Rhode Island. In that state, the amount of rehabilitation activity triggered by the program was more than the previous 25 years combined, and leveraged more than \$2.4 billion in total economic activity. An enhanced New York State program would provide municipalities throughout the Empire State with new tools to spur tax base and job growth, increased homeownership rates, and reinvestment in existing downtowns, main streets, and older residential neighborhoods.” (p. 28)
 - Sloane Bullough is the SHPO contact person. She works part-time and is available on Tuesdays and Fridays. Amy will check with Sloane to see if she has any other materials that the Advisory Board may be interested in.
 - New York’s Conservation Easement Tax Credit (which includes HP easements). The Land Trust Alliance has prepared a good FAQ document, at: www.clctrust.org/CETC%20FAQ.pdf
- Kevin Millington of DOS, Div. of Coastal Resources and Laurie Savage, DOS Quality Communities Grant Program Coordinator called in to today’s meeting via conference call to introduce themselves and their departments’ services.

2. Selection Review Committee

- Will be meeting and finalizing community selections on Wednesday, August 20th at 9:30 AM. The Main Street Advisory Board will approve the selected communities at our September 3rd meeting.

3. Part II: 2008 Community Application

- Available at: <http://www.gflrpc.org/ProgramAreas/Canal/WestErieCanalPartIIApplicationDraft.doc>.
To be finalized and approved today.

Revisions to Part II:

14. A. Exclusive of the current zoning code, how much upper floor space is suitable for housing and/or office development? _____ Square feet

B. Under the current zoning code, how much upper floor space is suitable for housing and/or office development? _____ Square feet

18. Approximately how many Erie Canal visitors stop in your community for goods and services on an annual basis (in total, whether by boating on the canalway, foot/bicycle on the towpath, etc.)? (Note the survey information source or the methodology developed.)

19. If known, what are the top three goods or services these visitors seek in your community? (Note the survey information source or the methodology developed.)

20. Based on the cumulative visitor number provided in Question 18, can visitors be broken down further by mode of transportation? (Note the survey information source or the methodology developed.)

- Car _____
- Bus _____
- Bicycle _____
- Foot _____
- Boat _____
- Other _____

Source: _____

Andrea motions to adopt Part II: 2008 Community Application, pending the discussed changes. Kal seconds the motion. All are in favor

4. Program Coordinator Report

- Community presentations in Macedon (7/15) and Lyons (7/16).
- Informational meetings at Alliance for Business Growth of Livingston and Wyoming Counties (7/16)
 - Jayme met with Executive Director Louise Wadsworth and discussed potential downtown revitalization partnering.
- Rural Opportunities, Inc. (7/17)
 - Joe, Jayme, and Tom met with Rural Opportunities, Inc. (ROI) ROI deals with affordable housing, job training, etc. They are the largest nonprofit provider of affordable housing in the region. They seem interested in working with us in the future.
- Training session at G/FLRPC Fall Local Government Workshop: Friday, November 14.
 - Jayme will conduct a Main Street training session as part of the workshop. The selected communities will be invited to the session. Please alert Jayme of any recommendations for Main Street topics.
- 2008 NYS Canal Conference, Grand Island: Sunday, October 5 – Tuesday, October 7.
 - Jayme, Joe, and Kevin Millington, DOS, Div. of Coastal Resources will be co-presenting about the WECA Regional Main Street Program.
- Draft e-blast/e-newsletter

- Jayme has created an e-newsletter for the program. It is intended to be developed quarterly. In the future, we anticipate articles being submitted by WECA / Main Street Advisory Board members, ex officio members, and Main Street Managers / volunteers involved in the selected Main Street communities.
- Resource guide
 - Tom will create a resource guide of Main Street Advisory Board / ex officio members. The intent of this guide is to identify sources of money or technical assistance that partner organizations can provide to the WECMSP and its Main Street communities.

5. WECA Board Report

- Western Erie Canal Alliance open house at 122 William Street, Palmyra in the historic Alling Coverlet Museum on August 7th from 1:00PM to 4:00PM. Contact Joan Delaro, Program Manager at westernerie@gmail.com or 315-573-9827.

Action Items:

- Get your comments in to Jayme re: Part II: 2008 Community Application (Q. 14 and 18 – 20) for finalization.
- Contact Tom if you would like to have some of the high-quality WECMSP brochures.
- Get your ideas to Jayme re: Main Street topics for the Fall 2008 Local Government Workshop.
- Get your links/articles to Jayme for the WECMSP e-newsletter and/or distribution lists.

Next Main Street Advisory Board meeting is **Wednesday, September 3rd** at 9:00AM, 8th Floor, Conference Room C (Suite 8106), 50 West Main Street, Rochester, NY.