

Comprehensive Plan

Steering Committee Kick Off – Meeting #1

Date: Wednesday, May 29th, 2024

Time: 6:00 pm

Location: Village Office

Meeting Notes

I. Welcome & Introductions

Mayor Clark

Matt Horn from MRB Group welcomed the steering committee and thanked them for being a part of the planning process. Everyone present went around the room introducing themselves, stating their affiliation with the Village of Marcellus and their hopes for the planning process.

Following introductions, Matt asked the steering committee two key questions.

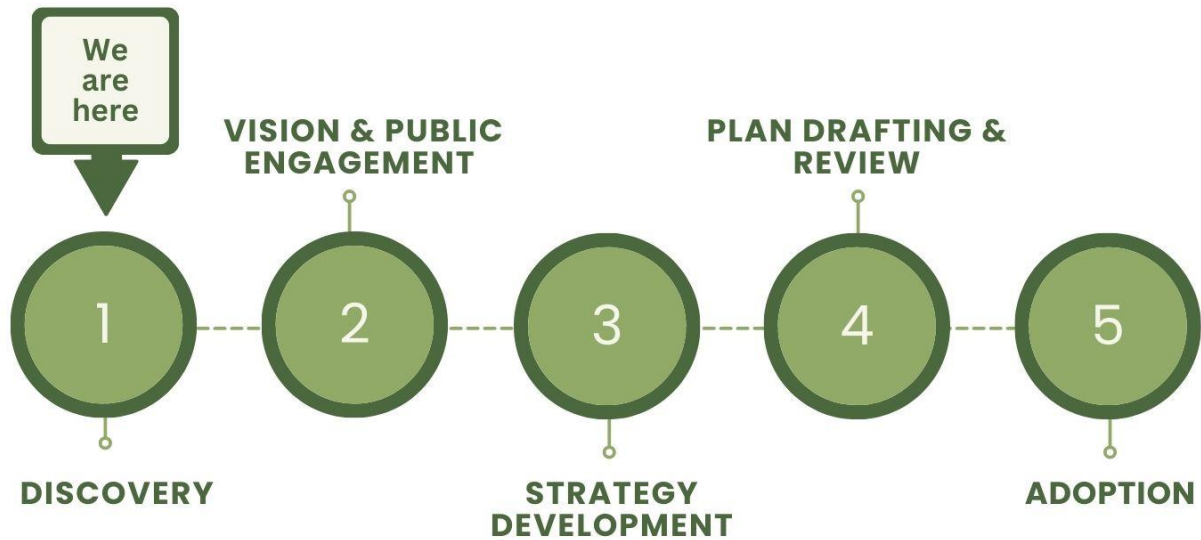
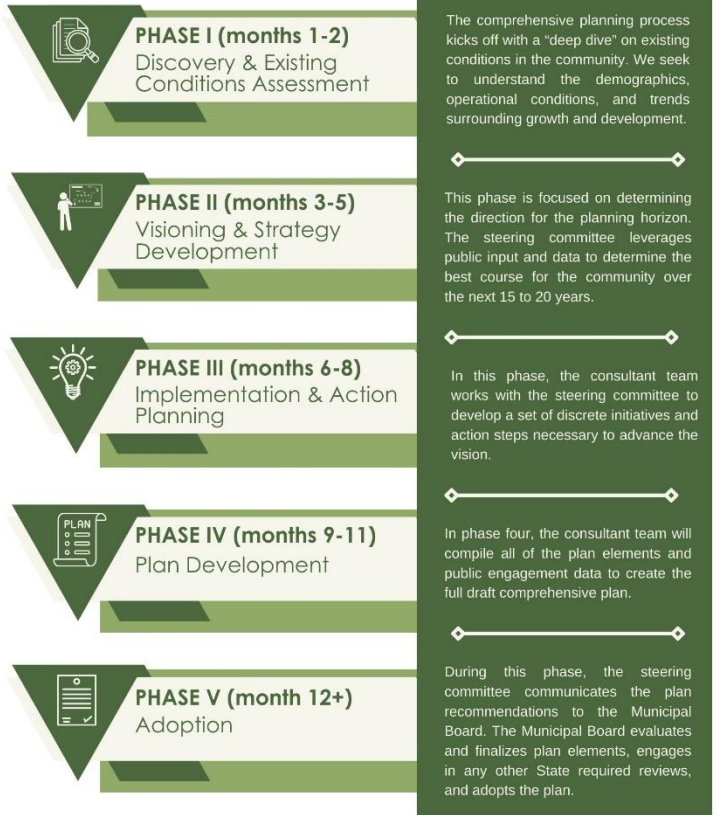
1. *What is the one thing in Marcellus that must be preserved at all costs?*
 - *Community character*
 - *Walkability*
 - *Local business*
 - *Village feel/ soul*
 - *Quaint Village*
 - *Good & affordable property values*
 - *Family-friendly atmosphere*
 - *Good housing*

2. *What is the one thing that needs to change to allow Marcellus to be better than it is today?*
 - *Need to be able to attract people to the Village*
 - *More activities*
 - *Has to adapt to the times*
 - *Needs a cohesive identity → not to become a pass-through town*
 - *Prevent big commercial*
 - *Tackle the school district enrollment cliff*

II. Project Overview & Timeline MRB Group

Matt provided an overview of the purpose of a comprehensive plan and the Village's planning timeline. He emphasized how an up-to-date comprehensive plan provides a roadmap for planning, development, and decision-making for the Village. Emma Falkenstein from MRB Group walked the steering committee through the planning process timeline, noting the key planning phases.

Our Strategy



III. Planning Process Operations

MRB Group

Matt overviewed the role of the steering committee as key plan liaisons for the Marcellus community. He noted that the steering committee will meet monthly throughout the planning process. Emma overviewed the cadence of information sharing and noted that the primary communication for the group will be via email.

IV. Public Engagement Overview

MRB Group

Matt and Emma overviewed the potential public engagement tools for the comprehensive planning process. They emphasized how having a robust public engagement strategy is essential to provide multiple opportunities for engagement.

Emma stated that she, in consultation with the Village staff, created a preliminary priorities survey which will be launched at Olde Home Days to gather feedback on key issues and opportunities. The survey feedback will provide insights to shape the priority policy areas of the plan.

Matt noted that the planning process will include two public workshops and multiple stakeholder interviews/focus groups. The steering committee discussed potential pop-up engagement events and potential stakeholder groups.

Emma informed the steering committee that she will draft the Village's public engagement strategy to review at the next meeting.

V. Cascading Exercise

MRB Group

Matt led the steering committee through the cascading exercise and asked the group to describe Marcellus 15 years in the future in three words. The steering committee provided the following answers:

- *Friendly x2*
- *Safe x2*
- *Prosperous*
- *Lively/Bustling*
- *Inviting*
- *Interesting*
- *Quaint little village x2*
- *Beneficial to all*
- *Not corporate*
- *Business*
- *Walkable x2*
- *Family*
- *Convenience*
- *Diverse*
- *Connected*
- *Charming*
- *Destination/Unique*

VI. Activity Prior to Next Meeting

MRB Group will take the input from the steering committee to draft the public engagement strategy. MRB Group will prepare the economic base report for the next meeting.

VII. Next Meeting

Steering Committee Meeting 2 – June 26th, 2024 at 6:00 pm at Village Hall.