

**City of Plattsburgh**  
**Strategic Planning Steering Committee**  
**Meeting Minutes**  
**April 17, 2017**

Members present: Curt Gervich, Carole Garcia, Ann Giard Chase, Paul DeDominicas, Councilor Kretser, Councilor Armstrong, Mayor Read.

1. Paul presented a document containing vision statements from past planning endeavors. By reviewing these statements, the committee can identify common themes that align with the committees' draft list of five values categories, which were composed at the last meeting. These will provide historical continuity for future work. Paul will send the entire 2009 "Streetscape and Design Guidelines, Downtown Area" document for the committee's review.
2. The committee had decided that in order to effectively gather data, community leaders should be consulted at the May 1<sup>st</sup> meeting. These leaders will be asked to consider questions that will guide the process for gathering community input.
  - a. To what groups or individuals should we reach out?
  - b. What methods would work best for your particular stakeholder group?
  - c. What is the best way to access citizens who don't normally feel that their voices are heard?
  - d. When, where, and how should information be collected?
3. The following leaders were suggested as the committee considered each value category. However, as the conversation progressed, members agreed that groupings were not useful as there is a great degree of overlap among the categories. Still, for convenience, the individuals are listed under category headings.
  - a. **Diverse and Livable Community:** J.W. Wiley, Center for Diversity, Inclusion, and Pluralism; Tenzin Doree, Plattsburgh Businessman, Lora Schneider, Director of the Vilas Home, Kevin DeFayette, Director of Lake Forest; Mark Hamilton, Executive Director, Plattsburgh Housing Authority; Katie Isaak, Oak Street Family School Association representative; Michelle Gottschall, 4<sup>th</sup> Grade Teacher, Momot School.
  - b. **Cultural, Recreational, and Economic Vitality:** Katie Imhoff, Downtown Business Association representative; Mallory Valk,

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Strand Center for the Arts; Ryan Demer, North Country Food Co-op Manager; Richard Gottschall, SUNY Business School; Derek Rosenbaum, former City Assessor and area Businessman; Shannon Rigsbee, Local Artist; Elizabeth Ward, Businesswoman and community leader.

- c. **Individual and Community Well-Being:** Chris Booth, UVM Health Network-CVPH; Bruce Garcia, JCEO; Cara Murray, Adirondack Building Bridges; Grace Carlick, Legislative Liaison, Planned Parenthood; Maria Roth, Nurse, UVM Health Network-CVPH; Cassie and/or PJ Sellers, UVM Health Network-CVPH.
  - d. **Sustainable, Resilient Natural, and Built Environment:** Dan Milz, SUNY, Prof. Earth and Environmental Science; Liuo Xie, SUNY, Prof. of Geography and Environmental Science; Robert Poulin, Executive Director, North Country Center for Independence; Lonnie Fairchild, Snow Removal Advisory Committee Member.
  - e. **Engaged and Effective Government:** Lauren Eastwood, SUNY Professor of Sociology; Tom Moran, Former Director, SUNY Institute for Ethics in Public Life; Rod Sherman, former Charter Commission Member, Retired Teacher.
4. Details about how or organize this focus group meeting will be discussed at our next meeting.

Respectfully submitted,  
Rachelle Armstrong