



STEUBEN COUNTY COMPREHENSIVE PLAN STEERING COMMITTEE KICKOFF MEETING NOTES

**JUNE 10, 2022; 8a
County Legislative Chambers**

I. Welcome and Introductions

Matt Sousa welcomed the group. Steering committee members include:

- Chris Brewer, Deputy County Manager
- Jamie Johnson, County Economic Development
- Kelly Fitzpatrick, County Legislator
- Hilda Lando, County Legislator
- Mike Hanna, County Legislator
- Chelsea Robertson, Southern Tier Central
- Aaron Mullen, County Legislator
- Dan Kahabka, County Planning

II. Project Foundations

Matt Horn, MRB Group's project manager overviewed the basic elements of the comprehensive plan. He suggested several core components, including:

- Unified Vision: An aspirational but authentic picture of the ideal state of the County, fifteen to twenty years from right now, presuming that we execute plan elements. This is the place on the horizon that we are working toward.

- Core Values/Planning Principles: These are the scoring criteria by which we will measure future projects and priorities. Core values determine how the County will conduct itself in its daily operations. As project proposals come forward, County legislators and staff will evaluate them based upon these criteria.
- Key Initiatives/Strategies: These are significant policy areas on which we will focus to ensure that we are making progress toward our vision. These are the major areas of operation, that if focused upon, will result in the largest impacts in moving the County forward.
- Near-Term Action Items: We will create a five-year action plan of critical “to-do” items necessary to affect our key initiatives, and ultimately our vision. Due to a constantly evolving landscape, we do not extend plans at this level beyond five years.

Each of these areas will be informed by three underlying pillars:

- Public Engagement: We will involve the public in authentic, robust, and meaningful ways. We will offer a diverse set of opportunities for the public to engage, and will use the information gained in this effort to shape our approach.
- Economic and Market Data: We will leverage reliable market data to demonstrate our current position and the distance we must travel to reach our goals.
- Implementation Readiness: We will only put forward initiatives and projects for which the County has the interest and capacity to implement.

III. Project Schedule

Mr. Horn overviewed the project schedule. Major milestones included:

- June, 2022: Kickoff
- October, 2022: Inventory and Analysis Complete
- February, 2023: Vision and Values Draft
Public Forum # 1
- July, 2023 Strategies/Key Initiatives Complete
- September, 2023: Implementation Strategy Complete
- October, 2023: Draft Plan Released
Public Forum #2
- December, 2023: Final Plan Released

Mr. Horn noted that the schedule is built to be flexible, and that the County may elect to spend more or less time in a given component of the plan.

IV. Public Engagement Plan

The Steering Committee discussed the most effective ways to reach and engage with the public, and identified the following tools and tactics:

- Geographically diverse public forums (4 to 5 areas of the County)
- Presentations at civic groups (Rotary, etc.)
- Municipal leadership surveys
- County Facebook account (bi-weekly posts)
- A dedicated page on the County website with regular updates
- County media distribution list (press releases, announcements)
- Partner agencies (Southern Tier Central, County IDA, etc.)
- Amish Newspapers, Bishops, etc.

Mr. Horn noted that the project's public engagement lead will attend the next steering committee to formalize approach.

V. The 45-Minute Comprehensive Plan

The steering committee engaged in an exercise the simulate the comprehensive planning process—identifying elements of vision, values, strategies, and implementation tactics.

VI. Other Business

Mr. Horn noted that he would work with County staff to develop a prioritization exercise for key policy areas. The committee will be asked to rank policy areas to ensure a tight focus in the planning process. The next steering committee meeting will include a confirmation of prioritization.

VII. Next Meeting

July 20, 2022; 2p; County Office Location (TBD)