



CHAUTAUQUA COUNTY
PARTNERSHIP
for Economic Growth

**Barton
& Loguidice**

Chautauqua Region Economic Development Corporation (CREDC)
Master Planning

Westfield Steering Committee Meeting #3
Wednesday, June 28th, 2023 / 11:00-12:00

ATTENDEES

Rebecca Wurster (CREDC) wursterr@chqgov.com

Nate Aldrich (CREDC) AldrichN@chqgov.com

Keith Ewald (B&L) kewald@bartonandloguidice.com

Olivia Mallon (B&L) omallon@bartonandloguidice.com

Grace DeSantis (B&L) gdesantis@bartonandloguidice.com

Martha Bills (Supervisor, Town of Westfield) marthabills@townofwestfield.org

Andrew Thompson (DPW Director) athompson@villageofwestfield.org

Don McCord (Executive Director of Westfield Development Corporation) dmccord@westfieldny.com

Kathy Archer (Owner of Full Strength Coffee Company) fullstrengthcoffeecompany@gmail.com

Jennifer Johnson (Co-owner of Johnson Estate Winery) fsj2@msn.com

Kathryn Bronstein (President of Westfield Memorial Hospital Foundation) kathrynbronstein@icloud.com

Diana Holt (Board Member of Westfield Memorial Hospital Foundation, Howard Hanna Real Estate Broker) dholt@howardhanna.com

Blake Maras (Village Board Trustee) blake.maras@outlook.com

Not In Attendance

Dennis Lutes (Mayor, Village of Westfield) dlutesmayor@villageofwestfield.org dllutes55@gmail.com

Vincent Luce (Village Administrator - Clerk) vince@villageofwestfield.com

AGENDA ITEMS

1. Overview of Social Pinpoint Platform and Project Website
2. Demonstration of Interactive Map and Survey Questions
3. Discuss Advertisement of Survey
4. Discuss Anticipated Schedule / Next steps

OVERVIEW OF SOCIAL PINPOINT

- B&L introduced Grace to walk through project website and interactive map
- Grace reviewed project website and landing page using link provided to committee members: [Westfield Downtown Master Plan | Social Pinpoint \(mysocialpinpoint.com\)](#)
- Grace walked through all the project information and links to other interactive components to the website including any documents uploaded, a calendar, project timeline, survey links, and any notifications
- Grace asked about who should be listed on the website as the Contact person from the Committee for the website.
 - Rebecca Wurster volunteered to be the main contact person
- There were no questions about the project website from the Committee.

DEMO OF INTERACTIVE MAP / SURVEY QUESTIONS

- Grace walked through how the social pinpoint platform/ interactive map could be used to collect input from the community
- Graced reviewed the Interactive Map:
 - Interactive map starts with a terms and conditions agreement
 - B&L uploaded the project priority map as the interactive map platform,
 - Icons were replaced with interactive icons to allow the public to place comments under
 - The 'About' sidebar will always be open and provide directions on how to use the mapping platform
 - Community members can add comments to the map by picking and icon and starting a discussion underneath the icon, people can like/dislike posts and add comments to other people's comments
 - Email is required if we need to follow up with them about a particular comment
- Grace discussed survey questions along the left panel and how to access it
- Questions from the Committee included:
 - Kathryn asked: What if people don't have access to the website? What about people that can't do it virtually
 - Kathryn suggested putting story boards in Eason hall
 - Grace also suggested providing a print-out that has survey question and map for people to fill out survey, it wouldn't have the interactive feature of the online interactive map but still can be used for public feedback
 - Martha agreed with Kathryn, suggested putting boards in library and Eason Hall – a second location would help maximize feedback
 - Another committee member recommended having an additional poster board printed to float between public events
 - (B&L to provide a hard-copy survey of the survey to accompany the (3) poster boards)

SURVEY ADVERTISEMENT

- Questions from the Committee:
 - Diane asked: How are we planning to inform the community of this project and get them involved?
 - B&L recommended sharing on the Town/Village's website, through social media posts, and in any newsletters (B&L to create a flyer for business' windows and a social media post for the Town/ Village)
 - Rebecca also suggested including the project information in a press release
 - B&L asked the Committee to provide any additional ideas to inform the public
 - Blake suggested posting in the 'What's happening in Westfield Page', but was not sure about who administers that page (Committee to coordinate with page administer if interested in posting the project information on this page)
 - Rebecca recommended sharing the project information, including the project website and public workshop with the local chamber and suggested sharing the project information with as many groups as possible
 - Blake suggested bringing awareness at Village Board meetings



- Who will follow the site to make sure that anything that is inappropriate is flagged/reviewed before being posted?
 - Grace will have to manually approve any comment that is flagged and will be monitoring the project website. She can hide any comment from public view that is flagged as inappropriate but will keep it on record for future review if needed.
- Jennifer asked: Is it typical to have a public meeting or a public event so more people are informed of the project?
 - Yes, a public workshop/meeting is included in the scope of this project. It will be an informational meeting to inform the public of the status of the project, discuss the project’s purpose and process, and review the NY Forward Program. This meeting would allow the public to introduce new ideas and respond to the selected priority projects.
 - B&L and the Committee discussed possible dates to hold the Public Workshop and settled on Thursday, August 17th 2023 in Eason Hall from 6:30-8:30pm.
 - B&L recommended possibly keeping the project website interactive map and survey open for a week after the meeting to get more feedback

ANTICIPATED SCHEDULE / NEXT STEPS

- Martha asked about the project schedule
 - B&L walked through the project schedule below
- B&L will create 3 presentation boards and surveys to leave with the Committee to put in Eason Hall, the library, and an additional board to float to public events
- B&L will provide a social media post and a project information flyer for the Committee to place in businesses
- The Committee to review the project website, interactive map, and survey questions and provide feedback to B&L no later than noon on Monday, July 3rd.
- Once B&L receives final approval of the project website, the url will become active and can be searched and used by the community
- The Committee to advertise the project website, interactive map and survey, and public workshop on the Town/Village’s websites, social media, newsletter etc.

Project Schedule		
1	<i>Kickoff Meeting – Site Visit</i>	<i>29 March 2023</i>
2	<i>Initial Review, Data Gathering, and Inventory</i>	<i>April 2023</i>
3	<i>Develop Project Priorities Plan</i>	<i>May 2023</i>
4	<i>Steering Committee Meeting #1</i>	<i>09 May 2023</i>
5	<i>Steering Committee Meeting #2</i>	<i>01 June 2023</i>



6	<i>Public Outreach: Interactive Map and Survey</i>	<i>Early July – Early August 2023</i>
7	<i>Main Street Master Plan Report Draft</i>	<i>Mid August 2023</i>
8	<i>Public Workshop</i>	<i>August 17, 2023</i>
9	<i>Final Main Street Master Plan</i>	<i>Sept 2023</i>