



ADVANCE SENECA FALLS

COMPREHENSIVE PLAN UPDATE

Meeting Minutes

TOWN OF SENECA FALLS COMPREHENSIVE PLAN STEERING COMMITTEE

9:00 A.M.

January 18, 2023

Seneca Falls Board of Education

The Town of Seneca Falls Comprehensive Plan Steering Committee held a meeting on Wednesday, January 18, 2023 at 9:00 A.M. at Seneca Falls Board of Education, Butler Avenue, Seneca Falls, NY.

Present were Town Manager Dr. Peter Soscia; Matt Horn, MRB Group Consultant; Secretary Melissa Howell, and Committee members: Kaitlyn Laskoski, Dan Emmo, Frank Ruzicka, Dr. Michelle Reed, Greg Zellers, Jill Henry, Sheila Giovannini, Anwei Law, BJ Radford, Lisa Fitzgerald, Pastor Leah Ntuala, Jamie Docteur, Ryan Hunt, and Fred Capozzi. Absent were Dawn Dyson, Town Councilmember; Amy Pedulla, Rev. Leah Ntuala, and Christine Van Dusen.

Action Items Resulting from January Meeting

Potential Candidates for the Sub-Committees

Establish leadership roles for the Steering Committee

Addressing the Vision

In an email sent to the committee on January 10, Dr. Soscia shared a Census table 'that illustrates how the trend has manifested itself in our region.' He added this 'trend is not unique to central New York but is a feature of all of Appalachia, of which we are on the Northern border.' He also provided two links to the U.S. Census data repository giving the committee a sense of the 'health of the region and where we live.'

Link 1: **POVERTY STATUS IN THE PAST 12 MONTHS OF FAMILIES**

Link 2: **OCCUPATION BY SEX FOR THE CIVILIAN EMPLOYED POPULATION 16 YEARS AND OVER**

Dr. Soscia presented a few points of thought to the Steering Committee:

- Should we plan for a community that is smaller than it is now?
- Should we think about the things we can do to create an inflection point and resulting in a population surge in the community?

He also mentioned we could brand ourselves to create interest with the intent- for example, Live Here. Move. Here. Stay Here.



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ANALYSIS OF SCHOOL DISTRICT ENROLLMENT													
DISTRICT	ENROLLMENT					CHANGE (1979-2019)		ENROLLMENT 2022	CHANGE (2019-2022)		CHANGE (1979-2022)		
	1979	1989	1999	2009	2019	#	%		#	%	#	%	
CAYUGA	PORT BYRON	1,652	1,294	1,295	1,139	835	-817	-49.5%	750	-85	-7.5%	-902	-54.6%
	SOUTHERN CAYUGA	1,373	1,180	1,267	817	662	-711	-51.8%	657	-5	-0.6%	-716	-52.1%
	UNION SPRINGS	1,524	1,146	1,196	932	823	-701	-46.0%	758	-65	-7.0%	-766	-50.3%
	MORAVIA	1,622	1,291	1,271	1,043	948	-674	-41.6%	870	-78	-7.5%	-752	-46.4%
	WEEDSPORT	1,175	980	1,083	889	787	-388	-33.0%	715	-72	-8.1%	-460	-39.1%
	CATO MERIDIAN	1,320	1,253	1,415	1,097	920	-400	-30.3%	866	-54	-4.9%	-454	-34.4%
	AUBURN	6,257	5,372	5,270	4,386	4,483	-1,774	-28.4%	4,224	-259	-5.9%	-2,033	-32.5%
	TOTAL	14,923	12,516	12,797	10,303	9,458	-5,465	-36.6%	8,840	-618	-6.5%	-6,083	-40.8%
ONTARIO	HONEOYE	1,101	1,023	1,156	848	568	-533	-48.4%	538	-30	-3.5%	-563	-51.1%
	EAST BLOOMFIELD	1,471	1,206	1,195	1,086	883	-588	-40.0%	791	-92	-8.5%	-680	-46.2%
	GORHAM-MIDDLESEX	1,980	1,576	1,815	1,444	1,185	-795	-40.2%	1,108	-77	-5.3%	-872	-44.0%
	MANCHESTER-SHORTSVILLE	1,325	1,046	1,025	911	819	-506	-38.2%	750	-69	-7.6%	-575	-43.4%
	PHELPS-CLIFTON SPRINGS	2,501	1,940	2,204	1,862	1,585	-916	-36.6%	1,523	-62	-3.3%	-978	-39.1%
	NAPLES	1,013	945	987	862	668	-345	-34.1%	624	-44	-5.1%	-389	-38.4%
	GENEVA	2,943	2,244	2,568	2,372	2,248	-695	-23.6%	2,167	-81	-3.4%	-776	-26.4%
	CANANDAIGUA	3,876	3,758	4,215	4,076	3,470	-406	-10.5%	3,364	-106	-2.6%	-512	-13.2%
	VICTOR	3,011	2,694	3,139	4,193	4,429	1,418	47.1%	4,317	-112	-2.7%	1,306	43.4%
TOTAL	19,221	16,432	18,304	17,654	15,855	-3,366	-17.5%	15,182	-673	-4.2%	-4,039	-21.0%	
SCHUYLER	WATKINS GLEN	1,942	1,412	1,392	1,311	1,079	-863	-44.4%	938	-141	-10.8%	-1,004	-51.7%
	ODESSA MONTOUR	1,427	1,094	981	792	786	-641	-44.9%	750	-36	-4.5%	-677	-47.4%
	TOTAL	3,369	2,506	2,373	2,103	1,865	-1,504	-44.6%	1,688	-177	-9.5%	-1,681	-49.9%
SENECA	SOUTH SENECA	1,284	1,102	1,157	846	687	-597	-46.5%	619	-68	-8.0%	-665	-51.8%
	ROMULUS	868	680	628	513	457	-411	-47.4%	442	-15	-2.9%	-426	-49.1%
	WATERLOO	2,483	1,829	2,042	1,949	1,605	-878	-35.4%	1,492	-113	-5.8%	-991	-39.9%
	SENECA FALLS	1,920	1,534	1,602	1,353	1,237	-683	-35.6%	1,181	-56	-4.1%	-739	-38.5%
	TOTAL	6,555	5,145	5,429	4,661	3,986	-2,569	-39.2%	3,734	-252	-6.3%	-2,821	-43.0%
STEUBEN	HAMMONDSPORT	1,138	814	784	561	441	-697	-61.2%	400	-41	-7.3%	-738	-64.9%
	JASPER-TRPSBRG	812	508	634	616	441	-371	-45.7%	390	-51	-8.3%	-422	-52.0%
	AVOCA	800	639	717	573	455	-345	-43.1%	403	-52	-9.1%	-397	-49.6%
	HORNELL	2,650	269	2,129	1,819	1,613	-1,037	-39.1%	1,480	-133	-7.3%	-1,170	-44.2%
	BRADFORD	446	N/A	308	293	258	-188	-42.2%	254	-4	-1.4%	-192	-43.0%
	CAMPBELL-SAVONA	1,378	1,255	1,228	1,045	851	-527	-38.2%	799	-52	-5.0%	-579	-42.0%
	ADDISON	1,772	1,473	1,468	1,206	1,095	-677	-38.2%	1,061	-34	-2.8%	-711	-40.1%
	CANISTEO-GREENWOOD CSD	1,621	1,325	1,218	988	1,022	-599	-37.0%	992	-30	-3.0%	-629	-38.8%
	CORNING	7,059	5,630	5,614	5,498	4,705	-2,354	-33.3%	4,363	-342	-6.2%	-2,696	-38.2%
	BATH	2,324	2,047	2,171	1,828	1,499	-825	-35.5%	1,439	-60	-3.3%	-885	-38.1%
	WAYLAND-COHOCTON	2,079	1,846	2,023	1,641	1,319	-760	-36.6%	1,320	1	0.1%	-759	-36.5%
	ARKPORT	689	2,196	620	569	462	-227	-32.9%	480	18	3.2%	-209	-30.3%
	PRATTSBURGH	505	508	585	449	370	-135	-26.7%	365	-5	-1.1%	-140	-27.7%
TOTAL	23,273	18,510	19,499	17,086	13,096	-8,742	-43.7%	13,746	-785	5.0%	-9,527	-40.9%	
TOMPKINS	DRYDEN	2,430	2,064	2,138	1,871	1,426	-1,004	-41.3%	1,296	-130	-6.9%	-1,134	-46.7%
	GROTON	1,312	1,139	1,265	1,033	852	-460	-35.1%	800	-52	-5.0%	-512	-39.0%
	NEWFIELD	1,085	947	1,067	992	785	-300	-27.6%	709	-76	-7.7%	-376	-34.7%
	TRUMANSBURG	1,391	1,326	1,473	1,239	1,055	-336	-24.2%	979	-76	-6.1%	-412	-29.6%
	ITHACA	6,631	5,561	6,075	5,441	5,318	-1,313	-19.8%	4,920	-398	-7.3%	-1,711	-25.8%
	GEORGE JR REPUBLIC	145	82	133	189	167	22	15.2%	126	-41	-21.7%	-19	-13.1%
	LANSING	1,199	1,005	1,345	1,257	1,160	-39	-3.3%	1,159	-1	-0.1%	-40	-3.3%
	TOTAL	14,193	12,124	13,496	12,022	10,763	-3,430	-24.2%	9,989	-774	-7.2%	-4,204	-29.6%
WAYNE	MARION	1,467	1,199	1,221	968	709	-758	-51.7%	641	-68	-7.0%	-826	-56.3%
	SODUS	2,173	1,536	1,686	1,299	1,060	-1,113	-51.2%	1,020	-40	-3.1%	-1,153	-53.1%
	NORTH ROSE-WOLCOTT	2,176	1,892	1,905	1,427	1,246	-930	-42.7%	1,107	-139	-9.7%	-1,069	-49.1%
	CLYDE-SAVANNAH	1,433	1,151	1,140	927	790	-643	-44.9%	787	-3	-0.3%	-646	-45.1%
	LYONS	1,489	1,235	1,228	965	911	-578	-38.8%	892	-19	-2.0%	-597	-40.1%
	PALMYRA-MACEDON	2,925	2,194	2,379	2,071	1,901	-1,024	-35.0%	1,781	-120	-5.8%	-1,144	-39.1%
	RED CREEK	1,342	1,120	1,208	1,004	897	-445	-33.2%	818	-79	-7.9%	-524	-39.0%
	WILLIAMSON	1,602	1,316	1,382	1,219	1,088	-514	-32.1%	1,011	-77	-6.3%	-591	-36.9%
	NEWARK	3,018	2,655	2,816	2,357	2,165	-853	-28.3%	1,949	-216	-9.2%	-1,069	-35.4%
	WAYNE	2,951	2,392	2,944	2,525	2,257	-694	-23.5%	2,089	-168	-6.7%	-862	-29.2%
GANANDA	201	636	1,087	1,148	939	738	367.2%	897	-42	-3.7%	696	346.3%	
TOTAL	20,777	17,326	18,996	15,910	13,963	-6,814	-32.8%	12,992	-971	-7.0%	-7,785	-37.5%	
YATES	PENN YAN	2,729	2,026	2,243	1,770	1,450	-1,279	-46.9%	1,341	-109	-6.2%	-1,388	-50.9%
	DUNDEE	1,260	983	992	908	671	-589	-46.7%	662	-9	-1.0%	-598	-47.5%
	TOTAL	3,989	3,009	3,235	2,678	2,121	-1,868	-44.6%	2,003	-118	-9.4%	-1,986	-49.8%



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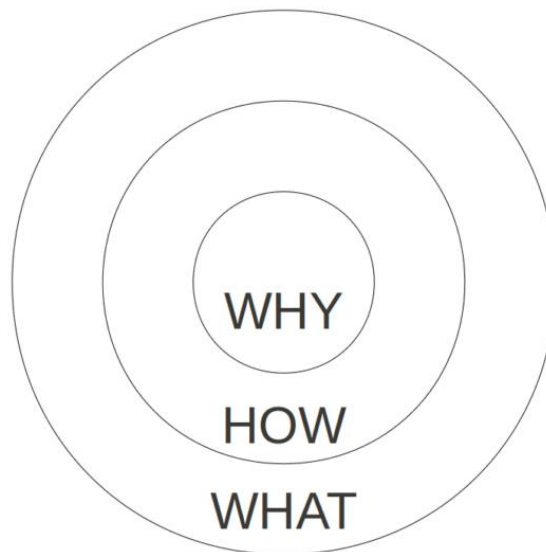
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Consultant Matt Horn stated that the population in Seneca Falls in the period 1960-70 had increased 7%. Since the 1970's, the population has declined. And that 4 of the 21 towns in Seneca County grew between 2010 and 2020.

- A. Get the big things right
- B. Not everything is a big thing!

Matt introduced the concept of 'The Golden Circle';



The 'golden circle' from Simon Sinek

Considering the plan, start at WHY > captivate Innovators and Early Adapters. Then proceed to How and What.

The "why" factor of the why, how, and what analysis represents the organization's vision and purpose. The "how" factor is also essential as it represents the method and measures taken by the organization to achieve its mission. The "what," is the least important factor, and less importance should be given to this factor. This factor represents the product offered by the company that will help the organization achieve its mission.

Matt also outlined the approach to the plan notating 4 steps to the process:

- VISION (15 yrs at a glance)
- VALUES (15 yrs at a glance)
- KEY INTUITION (5-10 yrs at a glance)
- ACTION (5 yrs at a glance)



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Matt asked the Steering Committee the question, "Seneca Falls is...." And complete the sentence in 3 words or less. A summary of the conclusions which were:

Youthful – Prosperous (3x) – Sought Out – Leader in Small Business – Relevant to the Region – Source of Light – Rural – Family Focused (2x) – Great Place to Live – Destination (2x) – Thriving – Stable

Additional discussion points were Economic Prosperity and Fiscal Responsibility. Economic Prosperity can be created in two ways: Generate more investment, or Take the resources you have and invest.

In recap, Vision=Economic Prosperity
Values=Fiscal Responsibility
Key Intuition=DRI
Action=Small Business Loan

Other Business

Dr. Soscia discussed the formation of sub-committees and focus areas with the Steering Committee. A revision of the focus areas based on discussion will be presented at the next meeting.

The Steering Committee co-chairs were designated as Dr. Michelle Reed and Mr. Fred Capozzi.

Next Meeting

The Steering Committee will meet on Wednesday, February 15 at 9:00 AM at the Board of Education. Agenda items will include establishing a list of priorities and meeting dates for the sub-committees in addition to review of the revised Focus Areas.