

Mineola- NY Forward (NYF)

Local Planning Committee Meeting #1 – May 6th, 2024

NYS Department of State | Office of Planning, Development & Community Infrastructure



Department
of State

Downtown
Revitalization
Initiative

NY Forward

Agenda

1. Code of Conduct Refresher
2. DRI / NYF Program Overview
3. DRI / NYF Planning Process
4. Your Role as the LPC
5. Public Engagement
6. Mineola's NYF Application
7. What's Next?

***Thank you for serving
on the Local Planning
Committee for your
community!***

Welcome + Introductions

Code of Conduct Refresher

What is the DRI / NYF Code of Conduct?

- Guidelines, standards and procedures for Local Planning Committee (LPC) members to follow throughout the planning process
- All LPC members are required to serve and act in the public interest.
- LPC members will receive and **must** sign the *Code of Conduct for Members of New York State Downtown Revitalization Initiative and NY Forward Local Planning Committees (Code of Conduct)*.

Remember...

- Members should use the Code of Conduct to guide service and actions while on the Local Planning Committee:

D.

**Disclose conflicts
of interest**

A.

**Act in the public
interest**

D.

**Disqualify as
necessary**

Documenting Conflict(s)

- Members must identify if they have a potential conflict at the first meeting in which the matter giving rise to the conflict is discussed.
- When a potential conflict is identified, LPC members must complete and submit a formal Recusal Form.
- LPC members may not vote, or attempt to influence, a discussion or vote on any project(s), where a potential conflict of interest exists.



Recusal Form

LPC Member Name _____ Date _____

DRI or NYF Name _____

Applicable Project Title(s) _____

Reason(s) for Recusal

(Check all that apply.)

- I or a relative or family member have a financial interest in the project. (Describe below.)
- I or a relative or family member have an interest as a board member, owner, officer, employee, or investor in the project sponsor. (Describe below.)
- I or a relative or family member have an interest as a board member, owner, officer, employee, or investor in a potential competitor of the project. (Describe below.)
- Other: _____

Please provide a description of each conflict. (Be complete and specific. Attach additional pages if necessary.)

Member Signature _____

Documenting Conflict(s)

- The LPC co-chairs will remind members of their obligation to recuse at each meeting of the committee.
- A list of recusals together with the recusal form completed by each recused member will be maintained for each project for the duration of the DRI and NYF planning process.
- The recusal list will be updated at each meeting.

Voting on Recommended Projects

- All LPC members will vote on a slate of projects to be recommended to the state for DRI / NYF funding.
- Voting will take place via an official LPC ballot to be submitted to the State.
- LPC members must recuse themselves from voting on individual projects where a conflict of interest exists.
- LPC members must follow the determinations made by the Ethics Officer in accordance with the Code of Conduct and other applicable laws.

Preamble

- A Preamble will be read by a LPC co-chair at the beginning of every LPC meeting reminding members of their obligation to act in the public interest and recuse if necessary

Are there any general or clarifying questions we can answer now?

If you have specific questions regarding your situation or need advice, contact the New York State Department of State Ethics Officer:

Acting General Counsel David Gonzalez
(518) 474-6740



DRI / NYF Program Overview

Roles and Responsibilities

State Agency Team

Department of State

Amanda Bearcroft, Amanda.Bearcroft@dos.ny.gov

Rachel Bruce, Rachel.Bruce@dos.ny.gov

Empire State Development

Cara Longworth, Cara.Longworth@esd.ny.gov

Brandon Gimpelman,
Brandon.Gimpelman@esd.ny.gov

NYS Homes and Community Renewal

Mary Barthelme, Mary.Barthelme@hcr.ny.gov

Adrian Halvorsen,
Adrian.Halvorsen@hcr.ny.gov

- Provide guidance and support for the DRI / NYF planning process
- Manage and assist the consultant team
- Participate in preparation and review of DRI / NYF documents
- Engage other State agencies, when needed

State Agency Team

Chamber/Governor's Office

Stevens Martinez, Stevens.Martinez@exec.ny.gov

Robert Calarco, Robert.Calarco@exec.ny.gov

New York State Energy Research & Development Authority (NYSERDA)

- Provide guidance and support for the DRI / NYF planning process
- Manage and assist the consultant team
- Participate in preparation and review of DRI / NYF documents
- Engage other State agencies, when needed

Consultant Team

Lead

BFJ Planning:

- Susan Favate, Principal
- Mark Freker, Associate
- Eshti Sookram, Planner

Sub-Consultant Team

Urbanomics

MUD Workshop

Two Twelve

KB Engineering

Kevin Dwarka, LLC

- Lead all public engagement
- Prepare program documents
- Assist LPC with identification, development, and evaluation of potential projects
- Conduct research, as necessary.

Local Planning Committee

LPC Co-chairs

- **Mayor Paul Pereira**, *Village of Mineola*
- **Resi Cooper**, *Long Island REDC*

Members

- **Carol Giordano**, *NYU Langone Hospital – Long Island*
- **Maria “Cina” Palumbo**, *Portuguese Cultural Society*
- **Manuel Norona**, *Mineola Family Pharmacy*
- **Michael Spae**, *Mineola Auxiliary Police*
- **John Doyle**, *Irish American Society of Nassau, Suffolk, and Queens*
- **Fatima Carlos**, *Laffey International Realty*
- **Gina Buongiovanni**, *Mineola High School*
- **James Sherry**, *RedLand Strategies/Mineola Fire Department*

- Participate in LPC meetings
- Provide direction on planning efforts
- Provide feedback to consultant team and State
- Review documents
- Assist with community engagement and outreach

We would like to set LPC #2 as June 17th (6pm-8pm)

**Do Mondays generally work for the group
for LPC #3-LPC #6?**

- Stick with 6pm-8pm window
- Proposed: No LPC meeting in July

Program Goals and Timeline

What is the DRI + NY Forward?

- Two complementary programs with common goals
- Programs recognize the unique qualities and sizes of various communities throughout the State
- State-wide investment to reinvigorate local and regional economies by revitalizing downtowns



DRI + NY Forward Goals



**Enhance downtown living
and quality of life**



**Provide enhanced public
spaces that serve those of
all ages and abilities**



**Create an
active downtown with
a mix of uses**



**Create diverse
housing options for
all income levels**



**Encourage the reduction
of greenhouse gas
emissions**



**Provide diverse
employment opportunities
for a variety of skill sets
and salary levels**



**Grow the local property
tax base**

DRI/NYF Program from Start to Finish



APPLY

**September 2023 –
March 2024**

- Communities prepared and submitted applications to REDCs
- REDCs nominated communities
- State announced winners



PLAN

April – December 2024

- **Local Planning Committees are established**
- **Community vision and goals are refined**
- **Projects are identified and refined**
- **LPC recommends projects to State**

YOUR FOCUS IS HERE!



IMPLEMENT

2025 - 2030

- Final plans are submitted to the State
- Projects are selected and awarded

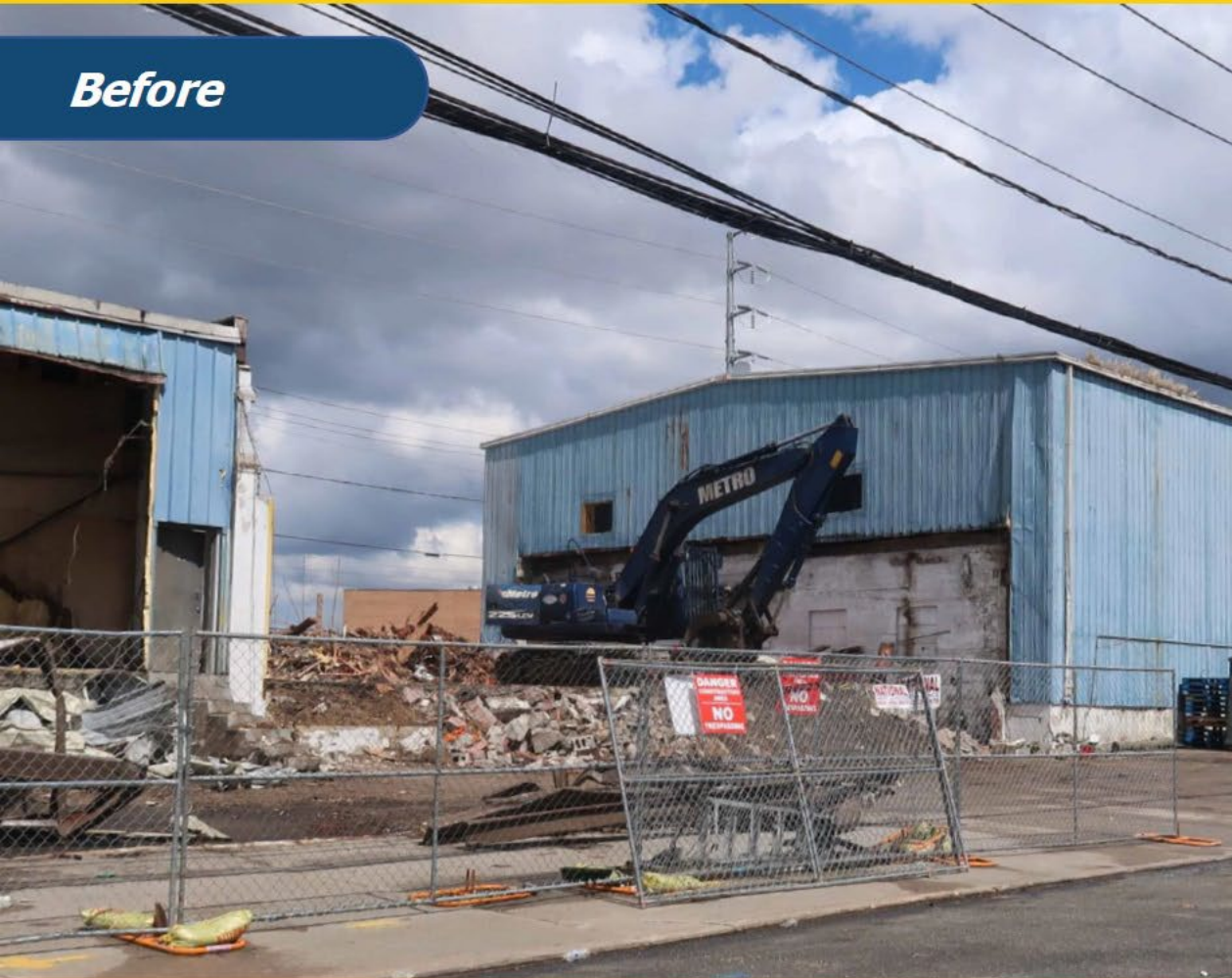
Successful Projects in Our Region

A REVITALIZED DOWNTOWN WESTBURY



PROMOTING TRANSIT-ORIENTED DEVELOPMENT

Before



After

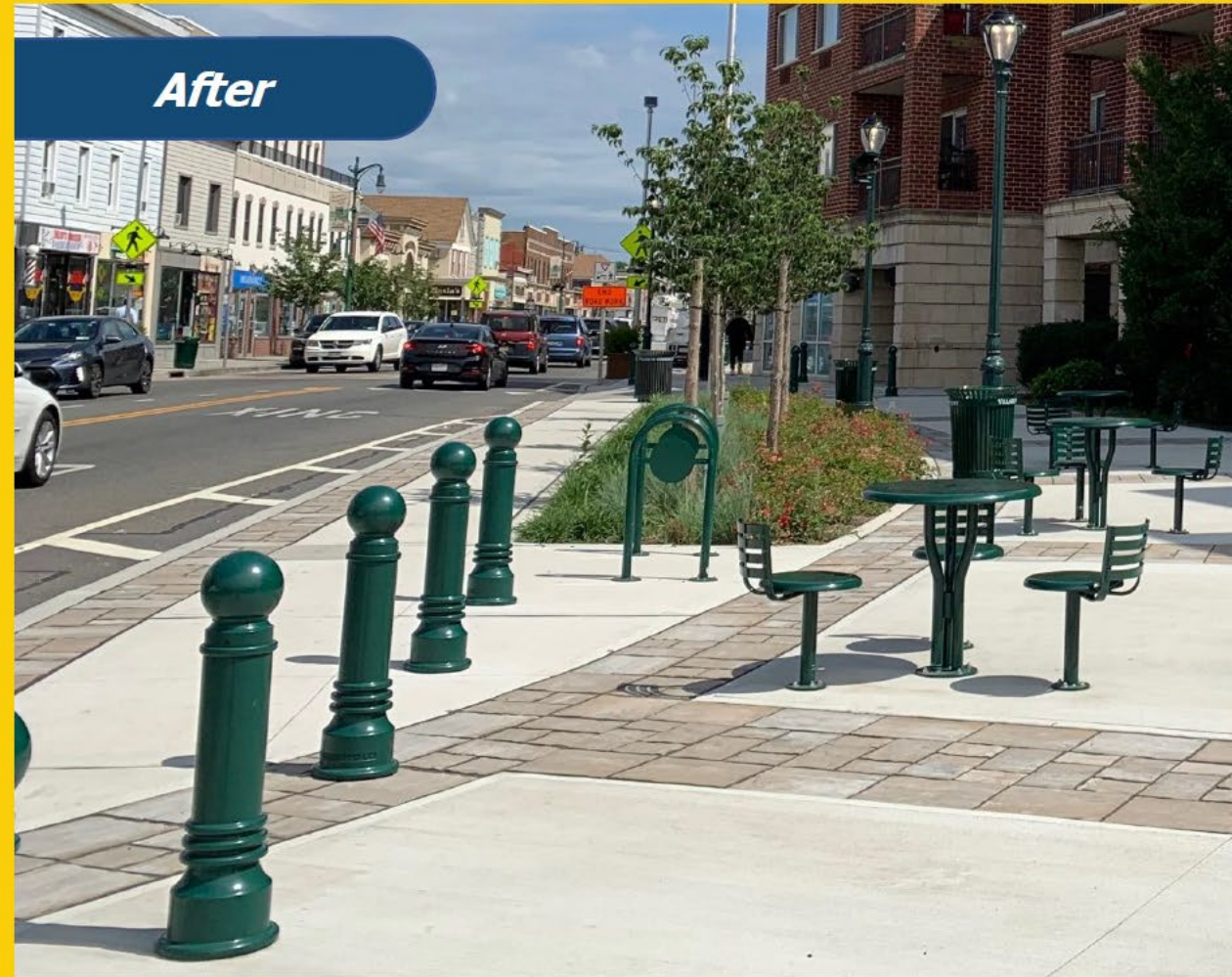


PEDESTRIAN PLAZA AND INTERSECTION IMPROVEMENTS AT POST AND UNION AVENUES

Before



After



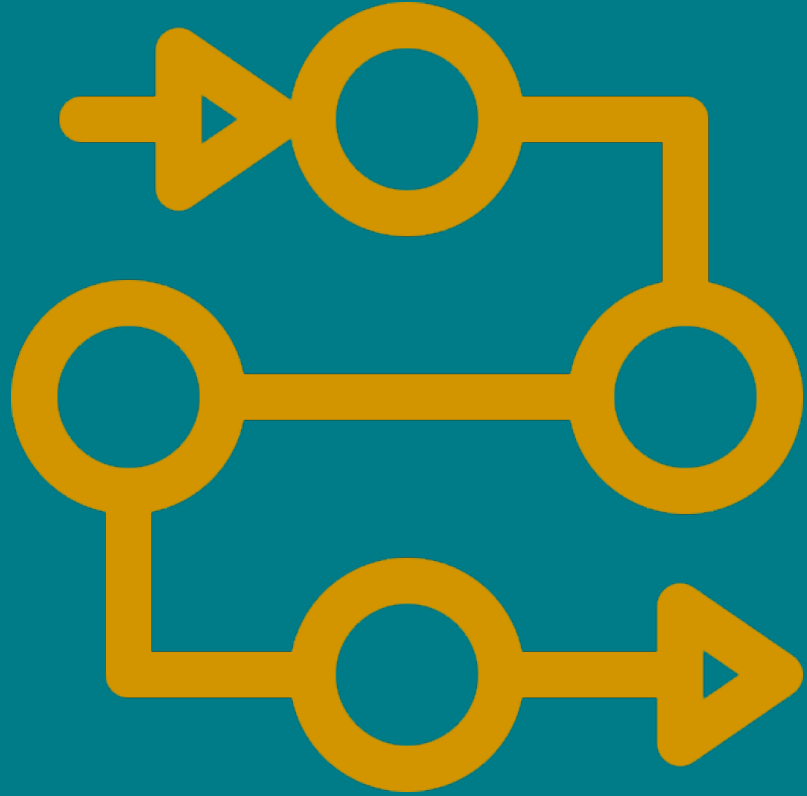
RETAIL CAPITAL IMPROVEMENTS

Before



After





DRI / NYF Planning Process

Planning Process



Visioning

Refine the community's future vision, establish priorities and gather input



Opportunities + Challenges

Understand the community's unique characteristics and key opportunities



Project Development + Evaluation

Identify, develop, and evaluate potential projects



Project Recommendations

Recommend projects that align with the community's goals

8-9 Month Timeframe (April – December 2024)

- Each community is led by a consultant team to guide the planning process, develop projects to recommend to the State, and document in a Strategic Investment Plan
- This process helps ensure all voices are heard and projects are carefully considered.

What are the eligible project types?



Public Improvement Projects

Streetscape and transportation improvements, recreational trails, new and upgraded parks, plazas, public art, green infrastructure, and other public realm projects.



New Development and/or Rehabilitation of Existing Downtown Buildings

Development and redevelopment of real property for mixed-use, commercial, residential, not for profit, or public uses. Development / redevelopment should result in employment opportunities, housing choices or other community services.



Small Project Grant Fund

A locally managed matching small project fund (up to \$600,000) for small downtown projects, such as façade improvements, building renovations, business assistance, or public art.



Branding and Marketing

Downtown branding and marketing projects that target residents, tourists, investors, developers and visitors.

Ineligible Project Types/Activities

- **Planning Activities.** All DRI/NYF funds must be used to implement projects.
- **Operations and Maintenance.** Funds cannot be used for on-going or routine expenses, such as staff salaries and wages, rent, utilities, and property up-keep.
- **Pre-award Costs.** Reimbursement for costs incurred before the completion of the Strategic Investment Plan and the announcement of funding awards is not permitted.
- **Property Acquisition.** DRI/NYF funds cannot be used for property acquisition.
- **Training and Other Program Expenses.** DRI/NYF funds cannot be used to cover continuous costs, such as training costs and expenses related to existing programs.
- **Expenses related to Existing Programs.** DRI/NYF funds cannot supplement existing programs or replace existing resources.

Project Match Requirements

- **Project Match:** Private project sponsors must contribute a minimum of 25% of total project costs
- **Project Size:** Standalone DRI/NYF projects must be a minimum of \$75,000 for total project cost
- **Small Project Fund:** A separate solicitation process would occur for the Small Project Fund that would run concurrently with the Open Call.
 - NYF communities could increase the size of the Small Project Fund from \$300,000 to up to \$600,000 but demand must be demonstrated

How are projects identified?



**Projects included in the
community DRI / NYF application**



**Projects solicited through
the Open Call for Projects**

The LPC will evaluate all projects based on the DRI / NYF Program criteria and community goals. Not all solicited projects will be included in the final Strategic Investment Plan.

Open Call for Projects

- The Open Call for Projects provides an opportunity for community members, property owners, and business owners to submit projects for consideration
- Submission period will be open to the public for at least 4 weeks
- Applicants must complete a submission form with required information (available online or in hard copy at accessible locations)

We are looking for projects that are ready to be implemented in the near-term, are transformational, and are feasible!

How are projects evaluated?

- **Alignment with Local and State Goals.** Projects must advance the goals established by the LPC and the State for the DRI/NYF community.
- **Catalytic Effect.** Projects must have a significant positive impact on the revitalization of downtown Mineola.
- **Project Readiness.** Projects should be well-developed and ready to proceed as soon as possible upon the award of funding.
- **Eligible Project.** Projects must be one of the eligible project types.
- **Cost Effectiveness.** Projects must represent an effective and efficient use of public resources.
- **Co-Benefits.** Projects must result in benefits to the community, beyond just the project developer, such as: additional economic activity and improved quality of life.

Project Evaluation Worksheet Examples

Yes	No	maybe	COMMUNITY SUPPORT
			The project is supported by the community and in line with its DRI vision.
Yes	No	maybe	PROJECT READINESS
			The project is well developed and poised to proceed in the near term in a way that will jumpstart the redevelopment of the neighborhood. The sponsor has the capacity to implement and maintain the project.
Yes	No	maybe	CATALYTIC EFFECT
			The project is likely to have a significant positive impact on the revitalization of the downtown by attracting other public and private investment.
Yes	No	maybe	CO-BENEFITS
			The project will result in secondary benefits to both the community and project developer, beyond the primary goal of the project itself, which will generate additional economic activity, grow the local property tax base, improve quality of life in the neighborhood, and/or result in improved buildings likely to create healthier, more comfortable and productive environments in which to live and work.
Yes	No	maybe	COST EFFECTIVENESS
			There is a demonstrated needs for DRI funds and investment of public DRI funds in the project would represent an effective and efficient use of public resources.

Catalytic Effect*

Will this project have a significant positive impact on downtown Medina? Can it spur additional public and private investment?

-Please select- ▼

High

Medium

Low

Unknown

break ground within 2 years?

Cost Effectiveness*

Is this project a good use of public funds? Is the budget realistic? Is the NYF request reasonable?

-Please select- ▼

What is the end goal of the planning process?

- Consensus on a recommended list of projects for implementation
- Submission of a Strategic Investment Plan to the State containing recommended list of projects
- Momentum and direction for downtown revitalization



VILLAGE OF TANNERSVILLE Strategic Investment Plan

Capital Region Economic Development Council

New York State
Downtown Revitalization Initiative

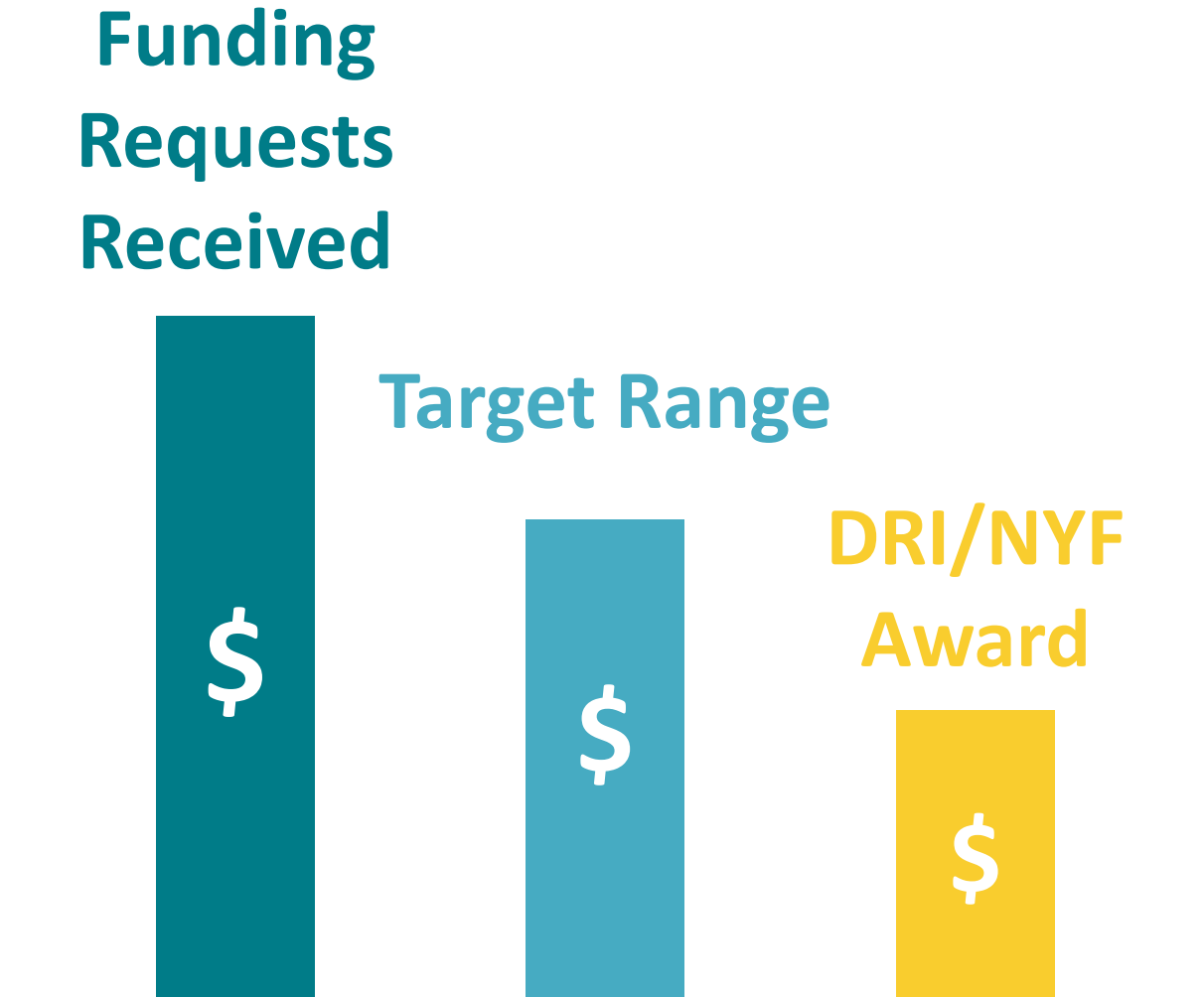
August 2022



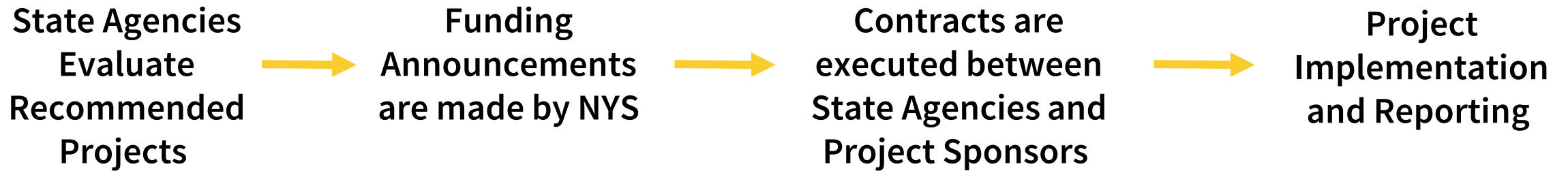
Downtown
Revitalization
Initiative

Final Slate of Recommended Projects

- Final slate of projects takes into consideration feedback from the public and is finalized by the LPC
- The total amount of requested DRI / NYF funds will have a higher dollar amount than what will be awarded



What happens after the planning process ends?



- Announcements are typically made in the months following submission of SIPs
- Projects begin implementation as soon as possible

Project Implementation

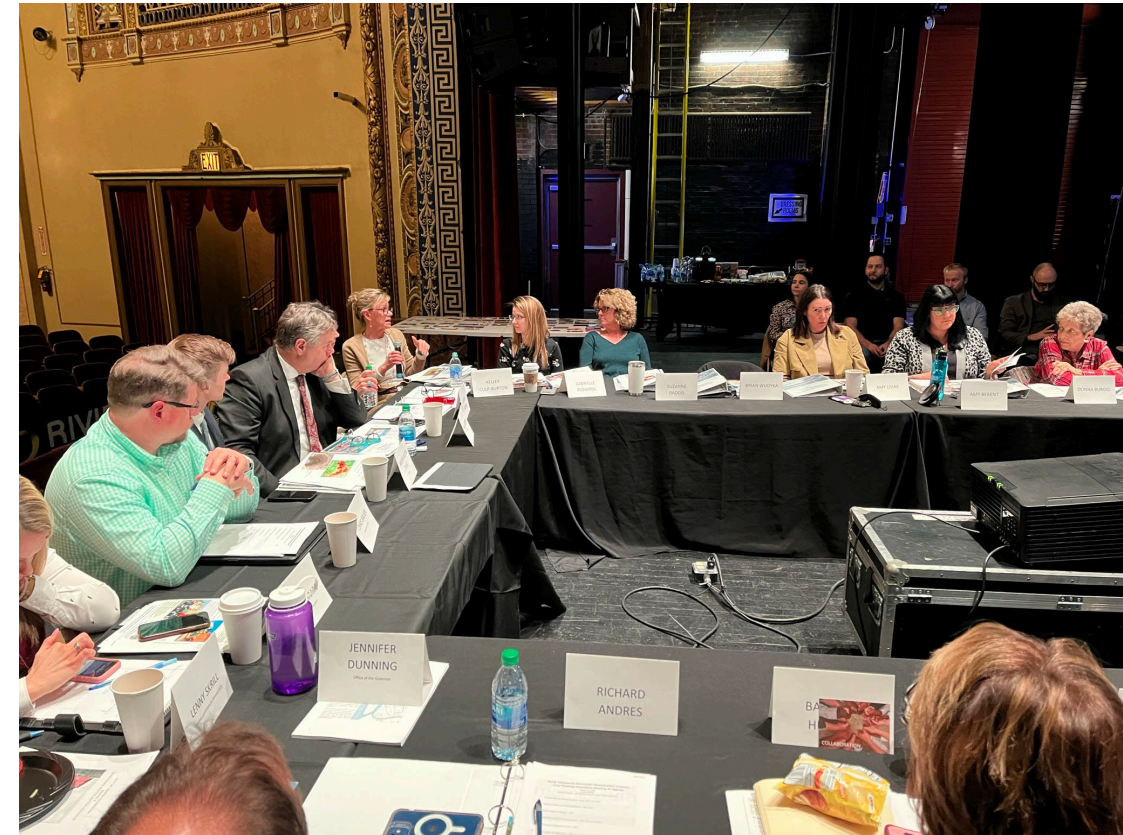
- All awards are provided as a reimbursement grant – project sponsors must complete work before monies are provided
- Project sponsors will likely need to secure bridge financing to cover costs while project is being completed
- All awards are subject to State requirements, including MWBE goals, competitive procurement, etc.



Your Role as the LPC

What is the Local Planning Committee?

- Group of diverse community and regional stakeholders nominated by the municipality and others. Confirmed by NYS.
- Ambassadors of the DRI / NYF program and their respective communities
- Led by co-chairs – typically the local chief elected official and a REDC member/designee
- Ensure the community vision is met and the public interest is served



Your ultimate responsibility is to...

- Identify best ways to communicate with and engage the community
- Recommend key stakeholders and groups/organizations we should hear from
- Provide guidance and direction on documents
- Help identify potential projects for funding
- **Offer input on and assist with project evaluation / selection**



We want you all to be active participants in this process and hear your opinions!

What should you expect?

- Generally monthly meetings approximately 1.5 – 2 hours in length
- Regular emails from state representatives and/or consultants with meeting materials
- Assistance with and participation in public engagement sessions
- Provide input on documents prepared by consultants



We will establish a schedule of meetings at a time that is most convenient for members.



As a reminder, all LPC members will abide by the Code of Conduct. We ask that you respect the opinions of others, engage in civil discussions, and be polite to all participants.



Public Engagement

Public Engagement

- **Critical component of the DRI / NYF planning process!**
- Lead by the consultant team
- Takes place throughout the process and is tailored specifically to each community's needs
- Activities should encourage participation from a broad and diverse population



How does Public Engagement Help This Process?

- Helps to craft / refine the downtown's vision, goals, and strategies
- Input on project types and community needs
- Feedback on proposed projects and transformative potential in downtown



Public Engagement Methods

- LPC Meetings
- Open Call for Projects
- Public Workshops (x2)
- Local Outreach Activities
- Online Engagement

Are there important community groups or stakeholders we should reach out to?

Do you have any advice on meeting locations, specific activities, notification methods, etc?

Open Call for Projects

Open Call Information

- Private, non-profit, and public entities are eligible to submit applications
- Intended to ensure all business and property owners are afforded an opportunity to submit a project
- We are looking for projects that are well-defined and ready to be implemented in the short term
- Application forms will be available in-person and online
- Submission timeframe of at least 2 weeks

Submission Form Components

- Project Sponsor Contact Information
- Project Location
- Existing Conditions
- Project Title and Description
- Property Ownership
- Funding Estimate
- Capacity
- Project Readiness and Timeframe for Implementation
- Supplemental Information

Mineola's NYF Application

NYF Boundary

- *Establishes area for potential projects*
- The NYF area is generally defined by Old Country Rd. to the south, Jericho Turnpike north, Marcellus Blvd. to the west, and east to Roslyn Rd.
- Includes key north-south commercial corridors, such as Willis Ave. and Mineola Blvd.
- Covers about 0.7 square miles, centered around the core, transit-oriented village downtown (TOD).

We are looking to finalize the Mineola NYF area. Any comments, or reasons to adjust?



Vision Statement from NY Forward Application

*Mineola is uniquely poised to have the most **vibrant, thriving downtown** on Long Island. Consider that as the Seat of Nassau County government, Mineola has: an esteemed world-class teaching hospital with a recently opened medical school; unparalleled access to mass transit; a multitude of diverse downtown multi-family housing solutions; a plethora of both government and professional services offering a wealth of employment opportunities. Add that this is all in a walkable geography with a varied mix of ethnic restaurants and retail shops. **Creating an anchor destination spot; revitalizing more storefronts, upgrading downtown lighting, developing a green space and adding charming quaint signage**, will make this central Long Island downtown the “go to” place, where residents live, work, dine, shop, and relax, while visitors enjoy a safe, pleasant and welcoming community.*

Key Mineola NYF Goal

- Create a truly active people-oriented environment with excellent sidewalks, lighting, and commercial offerings (restaurants and shops).
 - *Enable Mineola to continue its efforts to advance, encourage, and enhance pedestrian walkability and community identity, in ways that stand as attractions themselves, while the Village continues to seek ways to further enable residents to live, work, dine, shop, and play in Mineola's downtown.*

Downtown Assets and Opportunities

- Commitment to enhance local quality of life; Strong sense of community pride.
- Recent and impending population and job growth:
 - Almost 1,400 new units since 2010 (with additional units in the pipeline); opportunity for new downtown uses and activities – including evening and weekend activities.
 - Mineola has one of the most visible and busiest downtowns during daytime hours on Long Island. As an employment center, Mineola should continue to plan for uses and amenities that cater to workers, visitors, and residents alike.

Downtown Assets and Opportunities

- Multimodal transit hub - LIRR station, NICE bus center, and a nexus of key roadways. Recent projects and investments have strengthened the transit and parking system.
- Recent infrastructure investments (i.e. sanitary sewer) help lay a foundation for sustainable growth and quality of life.
- Supportive local policies: groundwork/vision for continued downtown investment.
- Diverse range of existing small businesses

Downtown Challenges

- There are a limited number of public spaces in the NYF area; Streetscapes are critical for the public realm.
 - Many key roadways are within County or State jurisdiction, requires coordination.
- Lack of cohesive branding, wayfinding, downtown image.
- Visual and physical barriers downtown.

Downtown Challenges

- Small Business Environment
 - Vacant storefronts can detract from the area's vibrancy and appeal.
 - Competition from neighboring areas - While more people reside in downtown Mineola in recent years, they often frequent other destinations.
 - Although changing with recent developments, there is a lack of evening foot traffic to support downtown businesses.
 - Despite recent façade improvements, other areas of need exist.

Overview of Initial Project Ideas

1. Encourage Redevelopment of Vacant, Non-Conforming/Underutilized Commercial Properties in the Downtown
2. Create Downtown Open Space Plaza / Village Green
3. Continue and Expand Commercial Façade Rehabilitation Program in Downtown Mineola
4. Improve Lighting in Downtown Mineola
5. Improve Walkability and the Public Realm in Downtown Mineola
6. Improve Public and Way-finding Signage in the Downtown
7. Create and Implement a Downtown Marketing and Business Promotion Campaign



What's Next?

Next Steps

- Review the DRI / NYF Guidance Document
- Review the Mineola's NYF application
 - Also available on the project website!
 - www.mineolaNYF.com
- Review, sign and return the Code of Conduct

Program resources can be found at:

DRI

<https://www.ny.gov/programs/downtown-revitalization-initiative>

NY Forward

<https://www.ny.gov/programs/ny-forward>

Next Steps

▪ **LPC Meetings**

- LPC #2 – Monday, June 17th (6pm-8pm)
- LPC #3 - August

▪ **Multi-day Engagement**

- **Public Workshop #1**
 - Potential Date: Thursday, May 23
 - Location: Mineola Community Center
- Additional pop-up events, meetings, etc. (tentative Ideas):
 - Chamber of Commerce Meeting
 - High School Student Outreach
 - Senior Center / Golden Age Club
 - First Responders
- Others?

▪ **Virtual Outreach**

- Website: www.mineolaNYF.com
- Visioning Survey anticipated to launch by Public Workshop #1

Visioning Session

Downtown Visioning Exercise

- **From your perspective, where is the heart of downtown Mineola?**
 - What are your favorite community gathering places? What public spaces (streets, sidewalks, plazas, etc.) do you think need improvement?
- **What is your vision for Mineola in the short-term and the long-term?**
 - What do you see as the highest priorities to address in the downtown?