



NY Forward



GOUVERNEUR

LOCAL PLANNING COMMITTEE (LPC)

Meeting #1 | May 21, 2025



LOCAL PLANNING COMMITTEE AGENDA

1

Welcome + Introductions

2

NY Forward Program Overview

- Code of Conduct
- Goals & Planning Process
- Project Requirements + Selection Process

3

Public Engagement

4

Gouverneur NY Forward Application

- NY Forward Boundary
- Vision and Goals
- Downtown Opportunities & Challenges

5

Next Steps

6

Public Comment

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

Welcome + Introductions



MEET THE LOCAL PLANNING COMMITTEE (LPC) + SUPPORT

Name	Affiliation
Ronald McDougall	Mayor, Village of Gouverneur (<i>LPC Co-chair</i>)
Dr. Zvi Szafran	North Country REDC member, President of SUNY Canton (<i>LPC Co-chair</i>)
Jacquelyn Kelly	Superintendent, Gouverneur Central School
Bart Kidwell	Regional Sales Manager, Cives Steel Company
Brooke Plowman	Manager, Central Fill (Kinney Drugs)
Clark Porter	Owner of Small Town Supply, Jumbo's Diner
Greta Schrader	Manager, Gouverneur Cargill, Inc.
David Spilman	Supervisor, Town of Gouverneur
Kristina Ayen	Deputy Clerk, Village of Gouverneur (Support Team)

MEET THE STATE + CONSULTANT TEAM

Name	State Agency
Kylie Peck	Project Lead, Project Manager, Department of State (DOS)
Jennifer Voss	Project Manager, Department of State (DOS)
Steve Hunt	Regional Director, Empire State Development (ESD)
Mary Barthelme	Senior Project Manager, Homes & Community Renewal (HCR)

Name	
Jaclyn Hakes	Director of Planning/Project Manager, MJ Engineering
Jennifer Ceponis	Senior Planner, MJ Engineering
Melia Hema	Planner, MJ Engineering

Sub-consultant Team



ROLES + RESPONSIBILITIES

Local Planning Committee

- Guide development of the Strategic Investment Plan
- Support and learn from public engagement activities
- Attend monthly LPC meetings; may form work groups and/or convene working sessions
- Review and advise on NYF planning products and activities
- Review, provide input and evaluate potential projects and recommend project selections for NYF Funding

State

- Provide guidance and expertise throughout NYF planning process
- Manage and assist the consultant team and community
- Ensure documents meet state and local goals and requirements
- Facilitate assistance from other State agencies
- Support contracting of projects awarded

Consultants

- Work with LPC and state to research, prepare and submit final NYF documents
- Facilitate and lead all public engagement with guidance from LPC
- Assist in identification, development and assessment of potential projects
- Manage meetings, event logistics and presentations

NY Forward Program Overview



NY FORWARD PREAMBLE

Each Local Planning Committee Member is reminded of their obligation to disclose potential conflicts of interest with respect to projects that may be discussed at today's meeting. If you have a potential conflict of interest regarding a project you believe will be discussed during the meeting, please disclose it now and recuse yourself from any discussion or vote on that project. For example, you may state that you, or a family member, have a financial interest in the project, or you are on the board of the organization proposing the project. At this time, are there any recusals that need to be noted?

Please inform the LPC co-chairs during the meeting if the need to disclose a conflict arises unexpectedly, and then recuse yourself from discussion or voting on the project.

As we continue through the planning process, recusal forms will be required from anyone with an identified potential conflict to be kept on file with the Department of State.

**Read by a LPC Co-chair at
the beginning of each
meeting.**

NY FORWARD 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)

Questions?

Contact the
New York DOS Ethics Officer:

Anais Vasquez
(518) 948-0275
Anais.Vasquez@dos.ny.gov



D.

**Disclose conflicts
of interest**

A.

**Act in the public
interest**

D.

**Disqualify as
necessary**

ACTING IN THE PUBLIC INTEREST | what does it mean?

- Avoid conflicts of interest
 - No “unwarranted privileges” in which an LPC member should use or attempt to use their position to secure unwarranted privileges or exemptions for themselves or others
 - No “improper influence.” An LPC member shall exercises their duties and responsibilities so as to not exert improper influence over other members.
 - An LPC member shall exercise all duties and responsibilities for the primary benefit of the public and in a manner where any benefit to the member or a family member or relative is incidental.
 - If a benefit is more than incidental, a conflict of interest arises, and an LPC member should recuse themselves.
-

DOCUMENTING CONFLICTS

- 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.
- 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 NYF planning process.
- The recusal list will be updated at each meeting.



**Downtown
Revitalization
Initiative**



NY Forward

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 your conflict. (Be complete and specific. Attach additional pages, if necessary.)

Member Signature _____

The Code of Conduct for Members of New York State Downtown Revitalization Initiative or NY Forward Local Planning Committees states:

"No Member shall participate in any Committee vote, attempt to influence a discussion or vote, relating to any entity where such Member, Relative, or Family Member has an interest as a board member, owner, officer, employee or investor in the entity or in a potential competitor, or where such Member, Relative, or Family Member has a financial interest in the matter."

VOTING ON RECOMMENDED PROJECTS

- All LPC members will vote on a slate of projects to be recommended to the state for NYF funding consideration.
- Voting will take place using 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.



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

Program Goals + Planning



NYS NY FORWARD GOALS



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



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



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



**Encourage the reduction
of greenhouse gas
emissions**



**Enhance downtown living
and quality of life**



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



**Grow the local property
tax base**



**Local Goals to be
defined at LPC #2**

NY FORWARD FROM START TO FINISH



APPLY

September 2024 – March 2025

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



PLAN

April – December 2025

- **Local Planning Committees are established**
- **Community vision and goals are refined**
- **Projects are identified and refined**
- **LPC recommends projects to State**
- **Participate in the preparation of the Strategic Investment Plan**



IMPLEMENT

2026 - 2031

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

NY FORWARD PLANNING PROCESS



Visioning

Refine the community's downtown 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 2025)

- 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.

PROJECT SCHEDULE + SCOPE

○ LPC Kick-off ○ Vision, Goals, & Strategies ○ 1st Public Engagement	○ Draft Downtown Profile ○ Vision, Goals, & Strategies ○ Open Call for Projects	○ Final Downtown Profile ○ Project Development	○ Preliminary Project List ○ Project Sponsor Coordination ○ Project Development ○ Draft Project Profiles	○ 2nd Public Engagement ○ Draft Strategic Investment Plan ○ Final Project Profiles	○ Final NY Forward Strategic Investment Plan
May June	June	July	August	September	October November

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 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 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.** NYF funds cannot be used for property acquisition.
 - **Training and Other Program Expenses.** NYF funds cannot be used to cover continuous costs, such as training costs and expenses related to existing programs.
 - **Expenses related to Existing Programs.** NYF funds cannot supplement existing programs or replace existing resources.
-

PROJECT MATCH REQUIREMENTS + DECARBONIZATION

- 25% minimum project match for private projects (per NYF program)
 - * *Proposed projects with a greater sponsor match may be more competitive during the project evaluation process*
 - No match requirement for public or non-profit projects
 - Total project cost must be a minimum of \$75,000 (except small project fund)
 - LPC can set higher match requirements at their own discretion
 - New construction, building additions over 5,000 SF and some substantial renovation over 5,000 SF will be required to meet decarbonization standards
-

HOW ARE PROJECTS IDENTIFIED?



Projects included in
the community NYF application



Projects
solicited through the
Open Call for Projects

-
- All potential projects must complete a NYF project submission through the Open Call, even if submitted in the community's NYF application
 - The LPC will evaluate all projects based on the NYF Program criteria and community goals
 - **Not all solicited projects will be selected**
-

OPEN CALL FOR PROJECTS

- 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)
 - Simpler, parallel process for Small Project Fund
-

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

**Release Open Call for Projects:
June 17, 2025**

**Project Forms Due:
July 31, 2025**

HOW ARE PROJECTS EVALUATED?

The LPC will evaluate all submitted projects based on the NYS NYF Program criteria and goals and local goals:

- **Eligible Project.** Projects must be one of the eligible project types.
 - **Alignment with Local and State Goals.** Projects must advance the goals established by the LPC and align with the State's program goals.
 - **Catalytic Effect.** Projects must have a significant positive impact on the revitalization of downtown Gouverneur.
 - **Project Readiness.** Projects should be well-developed and ready to proceed as soon as possible upon the award of funding.
 - **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.
 - **Community Criteria.** The LPC may set additional criteria for their review (LPC #2 discussion).
-

FINAL SLATE OF RECOMMENDED PROJECTS

**Funding
Requests
Received**



**Target \$
Range**



**NYF
Award**



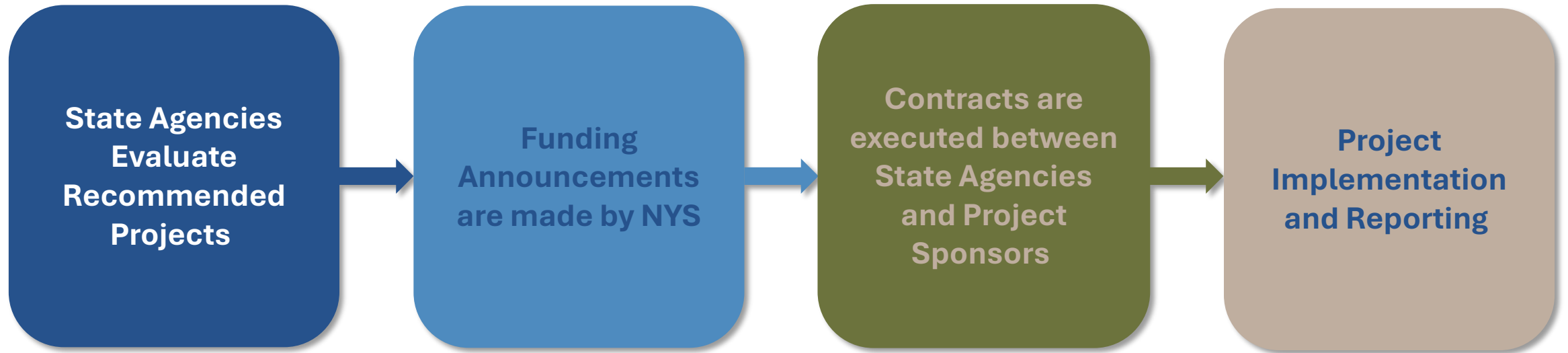
-
- The Final slate of projects takes into consideration feedback from the public and is finalized by the LPC
 - The total amount of requested NYF funds will have a higher dollar amount than what will be awarded (\$6 - \$8 million)
-

WHAT IS THE END GOAL OF THIS 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
-



WHAT HAPPENS AFTER THE PLANNING ENDS?



- Announcements are typically made in the months following submission of Strategic Investment Plan
- Project implementation begins as soon as possible, once contracts are in place

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.
-

Public Engagement



PUBLIC ENGAGEMENT

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

METHODS:

- Immersive Engagement
- Public Workshops (x2)
- Local outreach / Pop-ups / stakeholder discussion groups
- LPC Meetings
- Open Call for Projects
- Online Engagement
- Business Survey
- Community Survey



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
-



Engagement Timeline:

- June – Open House #1
Stakeholder & Community Outreach
- September – Open House #2
Community Outreach
- Ongoing – LPC Meetings
Online Comment Form

LPC FEEDBACK -- PUBLIC ENGAGEMENT

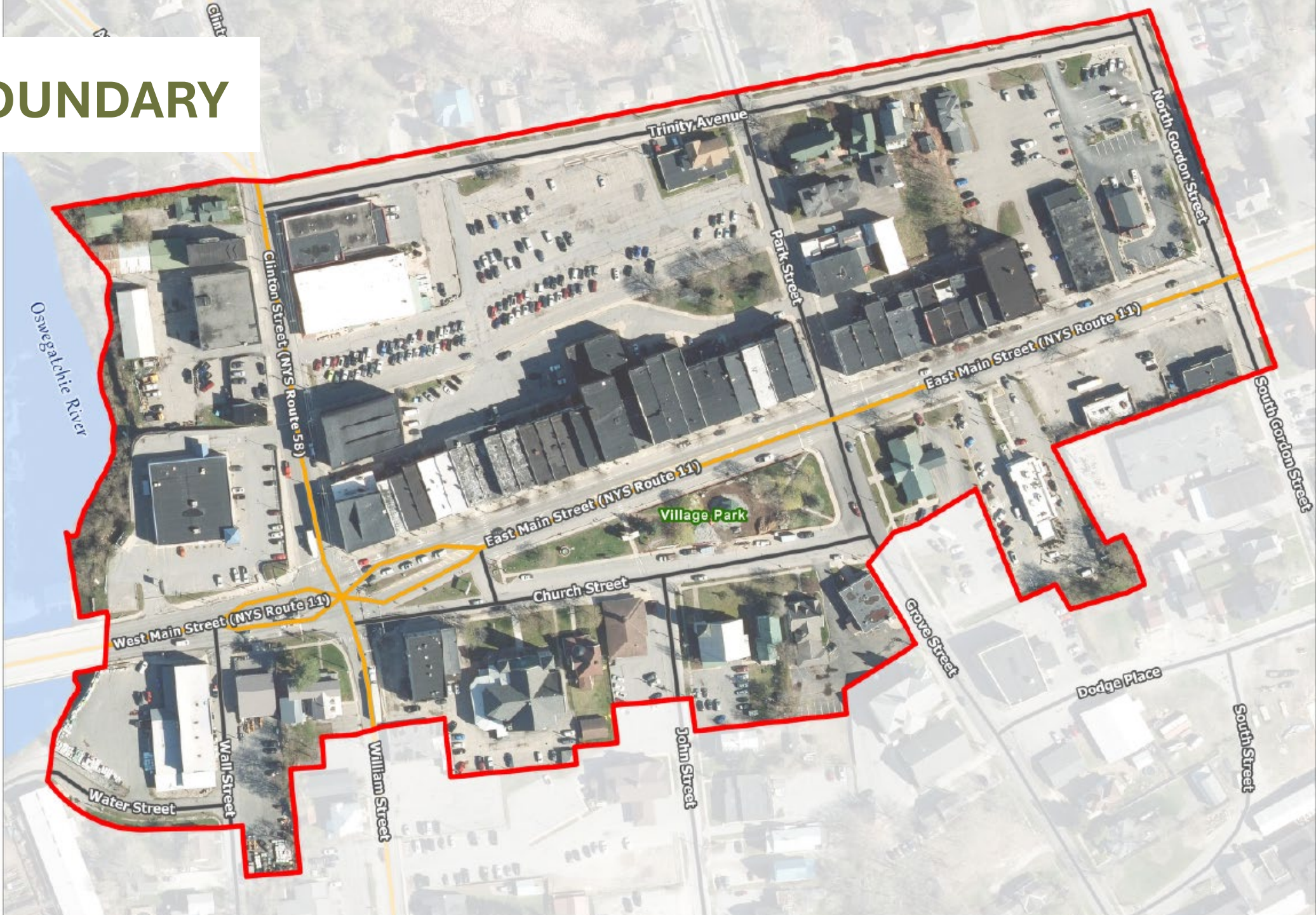
- Are there important community groups or stakeholders we should reach out to?
- Community events / locations for outreach activities?
- Effective channels for notifications?
- Hard to reach groups we should engage?



Gouverneur NY Forward Application



NYF BOUNDARY



OVERVIEW OF PROPOSED PROJECTS | from the application

DOWNTOWN PARK IMPROVEMENTS

The proposed project will revitalize this important space by replacing the aging gazebo, enhancing informational signage, repairing the historic arch, upgrading lighting, improving sidewalks, and enhancing the landscaping. These improvements will ensure Village Park remains a central, vibrant hub for future generations.

33 CLINTON ST: MUNICIPAL BUILDING UPGRADES

This project will renovate the entrance to create a more convenient and ADA-compliant access point. Additionally, the project will update the police station's garage doors, replace aging windows with new energy-efficient models, and improve the building's façade, enhancing both functionality and appearance for the community.

MUNICIPAL STREETScape

This project will address drainage and deterioration issues of the Municipal Parking Lot, located off Clinton Street, by installing a new drainage system, reconfiguring the parking layout, and optimizing the sidewalks. These changes will add 15 additional parking spaces and improve accessibility for visitors and shoppers.

SMALL BUSINESS TRANSFORMATION FUND

This program will provide targeted assistance to business and property owners for projects under \$20,000, helping them make meaningful improvements that support their long-term success. It is proposed to be managed through a partnership between the Village of Gouverneur and the Local Development Corporation.

OVERVIEW OF PROPOSED PROJECTS | from the application

PEDESTRIAN WALKABILITY UPGRADES

The Village will utilize funds to enhance sidewalks, crosswalks, and overall public safety throughout the downtown area. These improvements will also create new access points to municipal parking and introduce new walkways in Village Park, making the area more accessible and pedestrian-friendly for residents and visitors alike.

53 EAST MAIN STREET

The developer plans to purchase and renovate the existing building. The project will include installing a new heating system, replacing the aging roof, upgrading the elevator, and updating the façade to match neighboring properties. Additionally, the currently vacant second and third floors will be renovated to create four new apartments, which will contribute to the downtown rental market and further support revitalization efforts.

1 EAST MAIN STREET

The property is a cornerstone of downtown, with the new owner recently investing over \$500,000 to repair the main roof, renovate the storefronts, reopen the restaurant, and transform the second floor into apartments. This funding request seeks to further enhance the property by upgrading the rear entrances to 1 and 7 East Main, installing ADA-compliant ramps for businesses along Clinton Street, and replacing the lower roof at the back of the building. These improvements will enhance accessibility, aesthetics, and functionality, reinforcing the property's role in downtown revitalization.

OVERVIEW OF PROPOSED PROJECTS | from the application

47 EAST MAIN STREET: SMALL TOWN APPLIANCE SALES

The property serves as a second location for Small Town Supply, currently selling appliances, with the second floor remaining vacant. This project will renovate the rear entrance to connect better with the public parking area, update the façade to align with neighboring properties, and convert the second floor into new apartments. The addition of two new rental units will enhance the downtown housing market and boost foot traffic, contributing to increased business for downtown merchants.

23 WEST MAIN STREET: SMALL TOWN SUPPLY

Small Town Supply is one of the most successful downtown businesses, employing 15 people. The owner has recently renovated and updated the store's façade and overall appearance. The proposed project would install a much-needed elevator to improve access for shoppers to the second level of the store. Additionally, a canopy would be installed to protect outdoor items from the elements and provide weather protection for all shoppers as they browse, enhancing both the shopping experience and operational efficiency.

1, 3, 5 WEST MAIN STREET

Although the property is entirely residential, it occupies a prime location in the business district at the main intersection leading into downtown. Currently, the property has only one rentable unit and remains largely vacant. This project will address critical issues by replacing the aging, leaking roof and making essential upgrades to the porch, windows, and exterior doors. Additionally, it will create four new apartment units, adding much-needed rental options to the downtown market. The owner has already invested \$100,000 to preserve the structure, demonstrating a strong commitment to its restoration.

OVERVIEW OF PROPOSED PROJECTS | from the application

91 EAST MAIN STREET

The proposed project will install a new natural gas furnace in the building, resulting in cost savings for both existing business and apartment tenants. Additionally, the project will replace all aging windows with energy-efficient ones, significantly improving the building's energy performance. The façade will also be upgraded, enhancing the overall appearance and contributing to the long-term sustainability and attractiveness of the property.

30 CHURCH STREET: THE GOUVERNEUR MUSEUM

The Museum's main building, constructed in 1904, is in need of significant upgrades. The proposed project will improve the building's façade, windows, and entranceway, enhancing its aesthetic and structural integrity. Additionally, the project will upgrade the meeting space to better accommodate community events and arts programming. The property is owned and maintained by the village, ensuring its long-term preservation and utility for public benefit.

75-79 EAST MAIN STREET

The proposed project aims to renovate three vacant apartments on the second floor of the building, upgrade the façade and windows, and revitalize the existing storefront and commercial space on the first level. This comprehensive renovation will enhance both the residential and commercial appeal of the building, contributing to the overall revitalization of downtown Gouverneur.

LPC Visioning Exercise



VISION FOR DOWNTOWN GOUVERNEUR



A downtown vision...

- Unifies a community focus
 - Assists with goal setting and defining strategies
 - Provides guidance & direction for the downtown revitalization
 - Will be used by the LPC as a metric for evaluating projects
-

GOUVERNEUR DOWNTOWN VISION | from the application

“Gouverneur will capitalize on its historical charm, its vibrant and expanding downtown business community, its safe, friendly, and walkable environment, and its proximity to major regional employers to enhance quality of life, strengthen resilience, and increase economic opportunities for both current and future residents. Additionally, Gouverneur aims to attract visitors to experience its rich recreational, cultural, and retail assets, positioning the village as a regional destination.”

LPC VISIONING EXERCISE

- What will your downtown look and feel like in 5-7 years?
 - What needs to change?
 - What are other downtowns you enjoy visiting? Why?
-



Next Steps



PROPOSED SCHEDULE

Milestone	Proposed Dates
LPC #1	May 21 at 12:00 – 2:00pm
Public Engagement #1	June 16 at 5:00 – 7:00 pm
Release Call for Projects/Office Hours	June 17 at 9:30 – 11:00 am
LPC #2	June 17 at 12:00 – 2:00pm
Project Applications Due	July 31 at 5:00 pm
LPC #3	August 6 at 12:00 – 2:00pm
LPC Work Session	August 26 at 12:00 – 2:00 pm*
LPC #4	August 27 at 12:00 – 2:00pm
Public Engagement #2	September 24 at 5:00 – 7:00 pm
LPC #5 (potential vote on slate of projects)	September 25 at 12:00 – 2:00pm
Submit Draft SIP	Week of November 22
Submit Final SIP to NYS	December 12

**will consult LPC for preferred time*

LOOKING AHEAD

- Review, sign and return the Code of Conduct
 - Public Workshop #1 – June 16th, 2025
 - Downtown Profile + Assessment
 - Research, mapping, data collection
 - LPC Meeting #2 - June 17th, 2025
 - Office Hours
 - Open Call for Projects coming soon!
-

Visit the Gouverneur NYF website to follow along, view meeting summaries and presentation materials and find out how to get involved!

GouverneurNYForward.com

NYF Program resources can be found at:

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

Public
Comment

Thank you!

