

Date/Time	Thursday, April 3 rd , 2025, 12:30pm		
Location	Online (Teams)		
Attendees	Stephanie Brewer	(SBrewer)	Broome County - Chief Planner, Department of Planning & Economic Development
	Juliet Berling	(JBerling)	City of Binghamton – Director of Planning
	Sarah Glose	(SGlose)	City of Binghamton – Director of Economic Development
	Isabella Paullay	(IPaullay)	Broome County - Planner
	Nate Hotchkiss	(NHotchkiss)	Binghamton City Council
	Mary Kaminski	(MKaminski)	Broome County Legislature
	Jennifer Yonkoski	(JYonkoski)	Binghamton Metropolitan Transportation Study (BMTS)
	Amy Williamson	(AWilliamson)	The Agency (IDA/LDC)
	Beth Lucas	(BLucas)	Southern Tier 8
	Holly Granat	(HGranat)	New York State Department of State
	Jillian Newby	(JNewby)	NYS DOT – Project Manager
	Janet McHenry	(JMcHenry)	Northside Assembly
	Shawn Herceg	(SHerceg)	Triple Cities Acquisition, LLC/Cook Brothers
	Nicolino DiRenzo	(NDiRenzo)	44 Whitney Ave LLC
	Christina Pierce	(CPierce)	LCP Group
	<i>Phone call-in, no name</i>	--	LCP Group
	Becky Timmons	(BTimmons)	Fisher Associates - Project Manager
	David Ge	(DGe)	Fisher Associates - Project Manager
	Sarah Martin	(SMartin)	Fisher Associates - Planner II
	Ashley Depew	(ADepew)	Idea Kraft - Project Manager
	Erinn Kovitch	(AKovitch)	Idea Kraft – Art Director
From	Sarah Martin, Planner II, Fisher Associates		
Subject	Brandywine BOA Predevelopment Activities (DOS Contract #C1002313) – Project Advisory Committee, Meeting #1		

Introductions

- SBrewer opened the meeting and provided a brief overview of the project, including the NYSDOS grant and recent site clearings in the study area.
- BTimmons reviewed the meeting agenda (see PowerPoint Slide 2).
- BTimmons introduced the project team (see PowerPoint Slide 3).

Project Overview

- BTimmons led a project overview, including scope and budget (see PowerPoint Slide 4), key tasks (see PowerPoint Slide 5), Study Area Boundary (see PowerPoint Slide 6), and Roles and Responsibilities (see PowerPoint Slides 7-11). BTimmons highlighted that PAC meetings will be scheduled at key milestones and highlighted the importance of the PAC in encouraging others to attend public meetings for the study. There were no additional questions from the PAC.



Project Vision and Goals

- BTimmons reviewed the Vision Statement from the 2013 BOA Plan (see PowerPoint Slide 12) and noted that this vision will be maintained throughout the planning process.
- BTimmons reviewed the four goals established by the 2013 BOA Plan (see PowerPoint Slide 13).

Site Assets and Preferred Development Scenario

- BTimmons summarized the assets identified in the 2013 BOA Plan (see PowerPoint Slide 14).
- BTimmons reviewed the Preferred Development Scenario identified in the 2013 BOA Plan (see PowerPoint Slide 15), including enhancements to connectivity, access to high tech industries, and accessibility to truck and rail access. BTimmons noted that the preferred development scenario will be used as a general guide as the project team identifies specific sites within the study area.

Desired Outcomes

- BTimmons reviewed some of the Desired Outcomes of the project (see PowerPoint Slide 16).
- BTimmons noted that during the site visit earlier in the week, the team noticed flooding issues and noticed pedestrians in the area but a lack of pedestrian infrastructure.
- BTimmons highlighted that the study is not trying to change the industrial character of the area, but is trying to make strategic improvements to the study area.

Community Participation and Visioning Process

- BTimmons reviewed the community participation and visioning process (see PowerPoint Slide 17). BTimmons noted that the CSEP, which has been circulated to the PAC, identifies major events and opportunities for the public to provide input during the project and access project materials.
- BTimmons noted that the first public meeting will be held on June 5.
- BTimmons invited the PAC to provide feedback on the CSEP. No comments were received during the meeting. BTimmons invited members of the PAC to reach out to SBrewer if any comments or questions come up after the meeting.

Project Branding

- BTimmons introduced Idea Kraft to review the two alternatives (Option 1 and Option 2) for the project branding.
- ADepew introduced Idea Kraft's approach to branding, which is a multifaceted process in which the company works to create a name that aligns with the project vision that everyone can reference and provides foundation on which the plan can grow.
- ADepew introduced the study name: "The Brandywine Growth District."
- EKovitch presented two alternatives for the project logo. Both are based on the acronym as the base of the brand identity. The brand identity will give the project credibility so all marketing materials, project website, etc. will be tied together cohesively into a new project.
 - Option 1: lowercase lettering feels approachable and friendly, and the b/d lowercase letters mirror each other. The "g" is styled in a way to reflect the idea of moving through the study area.
 - Option 2: the many pieces of the acronym play with the idea of many different project components coming together (e.g. business, economy, industry, community, etc.). Relying on the green color palette emphasizes the idea of renewal, energy, and revitalization. The different pieces in the logo can be broken apart and can be used as the bones of marketing materials (e.g., pictures placed inside some of the components).
- The PAC was asked to provide feedback on both logo options:
 - NHotchkiss, JYonkoski, BLucas, NDiRenzo, CPierce, JNewby, AWilliamson all expressed support for Option 1. Feedback included the sentiment that the "g" represents potential traffic/circulation improvements in the study area; the fact that Option 1 will be easier to print because it does not necessarily require the color gradation that Option 2 requires; and feedback that Option 1 feels more approachable and lighter compared to Option 2.



- The PAC decided to use Option 1 as the project branding.

Data Collection and Existing Information

- BTimmons reviewed the types of data and existing studies that will be reviewed in the first phases of the project (see PowerPoint Slides 23-25).

Analysis and Assessment

- BTimmons summarized the four components of the analysis and assessment portion of the project (see PowerPoint Slides 26-27)
 - Fiscal and Market Feasibility Analysis to be led by Kevin Dwarka
 - Stormwater and Flood Mitigation Analysis to be led by Fisher
 - Connectivity and Streetscape Assessment to be led by Fisher
 - Marketing Assessment to be led by IdeaKraft

Key Deliverables

- BTimmons summarized the key deliverables for the project (see PowerPoint Slides 28-30)

Project Schedule

- BTimmons summarized the project schedule (see PowerPoint Slides 31-33) and noted that the project is currently in the “community and stakeholder participation” phase. Reiterated that the first public meeting is officially scheduled for June 5 at 6pm.

PAC Support Needs

- BTimmons provided an overview of how the PAC will be asked to support the development of the study (see PowerPoint Slide 34). Noted that in addition to PAC members the project team is maintaining a detailed list of stakeholders and that PAC is asked to help identify additional stakeholders for that list. Also asked PAC to email any relevant studies that the PAC is aware of to Stephanie.
- BTimmons invited the PAC to share any hot-button issues or key information that the project team should keep in mind while drafting the existing conditions assessment.
 - BLucas noted that it would be helpful to try to connect with the individuals working on the Micron project in Syracuse and the local New Energy New York project, since both provide opportunities for workforce development.
 - NHotchkiss noted that the project team should be aware of the Binghamton Plaza Redevelopment project which is near the study area.
 - BLucas highlighted that from a marketing standpoint, since the study area is a centralized location between residential areas, workforce development and integration of the study area with the community/opportunities for community members will be key.
 - JBerling noted that in neighborhood connection points, especially for pedestrians, and greenspace for the public are frequent issues brought up by the community.
 - Several members of the PAC discussed the area underneath the highway, which might have enough space to do some type of interesting project. There is a parcel nearby that is owned by the Binghamton Development Corporation. The site is currently difficult to access.
 - SBrewer noted that there is a restricted left turn into the study area that has been examined previously, and NYSDOT is currently examining the intersection of Frederick Street and Brandywine Highway. JNewby can coordinate internally to figure out who at NYSDOT would be best suited to give updates on that work.
 - CPierce and MKaminsky both noted that traffic circulation and multimodal mobility/safety in the study area will be important considerations.
 - MKaminsky recommended engaging the neighborhood assemblies to engage the public. BTimmons noted that the first public meeting will be held in conjunction with the North Side Neighborhood Assembly monthly meeting.



- SBrewer asked if any of the property owners/representatives on the call have specific issues preventing revitalization and redevelopment that the project team should note?
 - CPierce noted that left-hand turn into the study area is difficult.
- BTimmons asked the PAC to reach out with any additional thoughts as the project is ongoing.

Next Steps

- BTimmons reviewed next steps (see PowerPoint Slide 35). Noted that the community survey will be released in conjunction with the public meeting.

Contact Information and Meeting Closeout

- BTimmons reviewed the key project contact information, including SBrewer, SGlose, JBerling, BTimmons, DGe, and SMartin.
- SBrewer will upload the presentation and the meeting minutes onto the project website.
- BTimmons asked the PAC for any concluding thoughts. NHotchkiss reiterated the importance of ensuring the project benefits the surrounding community.

The foregoing meeting minutes represent the writer's interpretation and summary of the proceedings of the meeting. Please notify Fisher Associates of any additions or modifications.

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Planner II



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