



Local Planning Committee (LPC)

Meeting #1

August 31, 2026



NY Forward

Agenda



Welcome, Introductions, and Presentation (105 minutes)

- Welcome
- Introductions
- NY Forward Program Overview
- LPC Code of Conduct Refresher
- Roles and Responsibilities
- Planning Process, Project Development, and Evaluation
- Conclusion of the NY Forward Planning Process
- Ellenville NY Forward Boundary and Demographic Snapshot
- LPC Activity
- Public Engagement Approach

Public Comment (15 minutes)

- Next Steps

Welcome

Introductions

Meet the Local Planning Committee (LPC)



Name	Affiliation
Mayor Evan Trent	LPC Co-Chair, Mayor
Connor Eckert	LPC Co-Chair, President/CEO Orange County Partnership
Barbara Hoff	Business Owner, Top Shelf Jewelry
John Lewis	Village Resident/Ellenville Planning Board
Joseph Stoeckeler	Supervisor, Town of Wawarsing/Village of Ellenville Planning Board Chair
Kai Lord-Farmer	Ulster County Planning Department
Victoria Messner	Village Trustee, Business Owner, Morning Sunshine
Elliott Auerbach	Board Member, Catskill Borscht Belt Museum
Debbie Briggs	Village Resident/SUNY New Paltz Council
Rev. Gary Fuller	Pastor/Ellenville Branch NAACP
Cheryl LaSonde	Vice President, Ellenville Branch NAACP
Kristen Osterhoudt	Business Owner, Brandybrook Studios/Ellenville-Wawarsing Chamber of Commerce

NY Forward Program Overview

NY Forward Program Goals

The NY Forward program focuses on creating healthy, vibrant, walkable downtowns that catalyze sustainable economic development and accrue numerous economic, social, and environmental benefits to the locality, the region, and the State as a whole.



Create an active downtown with a strong sense of place that reflects local heritage and culture



Grow local tax revenue



Attract new businesses that provide job opportunities for a variety of skills and salaries



Provide amenities that support and enhance downtown living and quality of life for all



Enhance public spaces for arts and culture



Reduce greenhouse gas emissions and support climate-resilient investments



Cultivate a variety of housing opportunities

NY Forward Process



Rapid planning and project development process resulting in a slate of projects recommended for State funding

APPLICATION + SELECTION

- Communities prepared and submitted applications to Regional Economic Development Councils (REDCs)
- REDCs nominated communities
- Governor Hochul announced winners

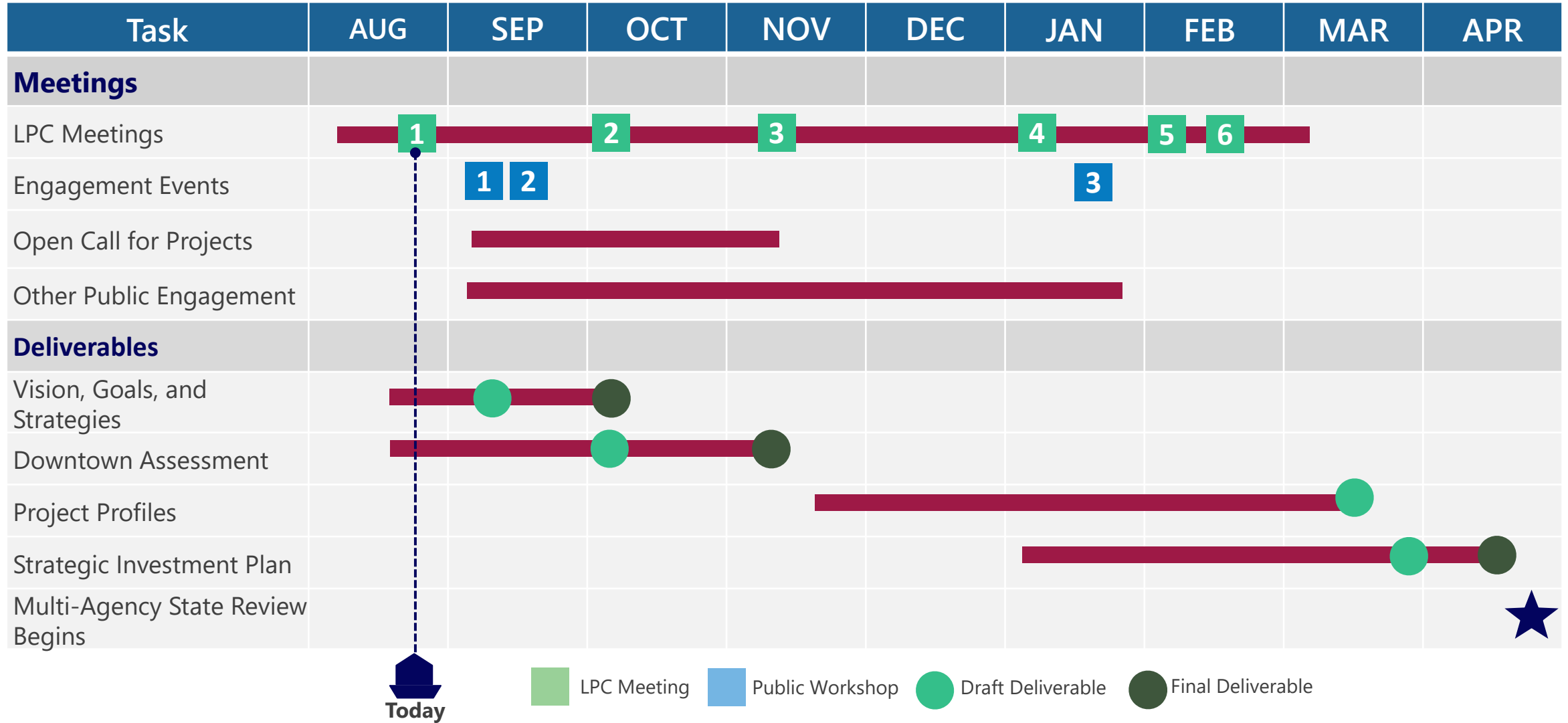
PLANNING

- Local Planning Committees (LPCs) are established
- Community vision and goals are refined
- Community engagement events are held
- Projects are solicited, identified + developed
- LPC recommends projects to State

IMPLEMENTATION

- Final Strategic Investment Plan is submitted to the State
- Projects are selected and awarded
- Awarded projects undergo contracting and are expected to complete projects within 5 years

NY Forward Timeline



NY Forward Code of Conduct

NY Forward Code of Conduct



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

D

Disclose conflicts of interest

A

Act in the public interest

D

Disqualify as necessary

What Does “Acting in Public Interest” Mean?

- Avoid conflicts of interest.
 - Conduct yourself in a way that does not raise suspicion among the public or community
 - Do not permit employment or relationship with any entity that might benefit from decisions made by the LPC to impair any independence of judgment
 - Do not disclose confidential information acquired as an LPC member during this process
 - Do not engage in any transaction with a business entity in which the LPC member had a direct or indirect financial interest
 - Do not use or attempt to use their position to secure unwarranted privileges or exemptions for themselves or others.
 - Exercise their duties and responsibilities so as to not exert improper influence over other members.
 - 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 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 an official **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.
- A list of recusals will be maintained for the duration of the NY Forward process and updated each meeting.



Recusal Form

LPC Member Name _____ Date _____

DRI or NY Forward 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."

Recusals



- You will be reminded of your 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 NY Forward planning process.
- The recusal list will be updated at each meeting.

Disclosures

- An LPC member who has provided any assistance to a sponsor or anyone associated with a project under consideration must declare the name of the project contact and the time and type of assistance at the next committee meeting.
- DOS will determine if the member must immediately recuse until the DOS Ethics Officer reviews

Voting on Recommended Projects

- At the end of the process, all LPC members will vote on a slate of projects to be recommended to the state for NY Forward 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.

Questions?

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

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

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



Roles and Responsibilities

Roles and Responsibilities



- The NY Forward program accomplishes its goals through a unique State and local partnership:
 - Local Planning Committee (LPC) and Co-Chairs
 - State Agencies
 - Consultant Team
 - Municipal Staff
 - Public
 - Project Sponsors

Roles and Responsibilities

Local Planning Committee

- Led by two co-chairs
- Brainstorm ideas and provide feedback
- Promote the process and encourage and support participation from the broader community
- Refine the vision for Ellenville 's downtown
- Develop goals and strategies to achieve the vision
- Provide input on and review the Downtown Assessment
- Identify and evaluate priority projects for downtown revitalization
- Recommend projects to be included in the Strategic Investment Plan
- Work with the consultant team and state team to prepare and submit a NY Forward Strategic Investment Plan

What to Expect:

- › Approximately 5-6 meetings, generally monthly but with a holiday break.
- › Meetings are usually 2 hours but may be longer
- › Regular emails from the State and VHB with meeting and project materials

Roles and Responsibilities



State Team

- Department of State (DOS)
- Empire State Development (ESD)
- Homes and Community Renewal (HCR)
- Assist the consultant team and LPC with critical tasks
- Ensure compliance with NY Forward program requirements
- Participate in the preparation and review of NY Forward documents
- Provide knowledge about housing, economic development, and decarbonization programs
- Support project sponsors with project development

Roles and Responsibilities

Consultant Team

- Guide the planning process
- Lead all public engagement
- Assist the LPC with project identification and development, and evaluation of potential projects
- Work with project sponsors to develop projects
- Draft of all components of the Strategic Investment Plan, including project profiles and analyses demonstrating feasibility and impact of projects

Consultant Team:

- VHB
- Hayduk Engineering, LLC
- Planning 4 Places
- WXY architecture + urban design



Roles and Responsibilities



Village of Ellenville

- Co-chair and provide leadership for the LPC
- Provide local assistance to the consultants and State
- Support the NY Forward process by identifying key resources, information, and stakeholders
- Assist with meeting logistics
- Act as a local point of contact for public engagement

Roles and Responsibilities



Public

- Provide input on downtown Ellenville's needs and opportunities, and the vision and goals for downtown
- Share ideas for how to revitalize downtown Ellenville
- Share input and feedback on the projects submitted for LPC consideration

Roles and Responsibilities



Project Sponsors

- Submit projects in the NY Forward area to be considered for funding
- Provide necessary information to the LPC about the project, including scope, budget, capacity, etc.
- Engage in ongoing conversations with consultant team and State about project development



LPC Question and Answer

Planning Process, Project Development, and Evaluation

Vision, Goals, Revitalization Strategies, and Downtown Roadmap



- The LPC with community input will refine the vision for downtown using the application vision as a starting point
- Goals and targeted revitalization strategies will support the vision and direct future investment and programming
- A downtown roadmap will identify further activities to advance a goal or strategy separate from NY Forward



Vision

The Village of Nyack is a dynamic, inclusive, and creative community in the Mid-Hudson region that celebrates social and cultural diversity and draws talented people to live, start businesses, raise families and grow old together. Known regionally for its robust arts scene, Downtown Nyack will become a more connected, magnetic, year-round destination for residents and visitors alike by showcasing its unique history, leveraging its strong and engaged community, centering affordability and sustainability, and expanding upon its physical assets—a walkable and vibrant mixed-use business district and civic area with thriving shops and restaurants and an energized waterfront easily accessible throughout the region.

3 Goals & Strategies | Enliven Downtown Through Creating Enhanced Community Spaces



Activate downtown's open spaces and public realm through creative placemaking to foster a vibrant, welcoming environment that enhances the cultural and aesthetic appeal of downtown buildings and streetscape while also fostering a sense of identity in turn attracting both residents and visitors.

STRATEGIES

Support the enhancement of Dobbs Ferry's public spaces through physical improvements to support increased usage and social interaction while contributing to the character of downtown.

Leverage untapped opportunities for cultural programming, public art, and design interventions that create a lively, attractive, and welcoming downtown environment.

Downtown Assessment

- Assess the conditions of the downtown and trends relevant to downtown revitalization
 - Demographics
 - Downtown Character
 - Public Realm
 - Building Form and Conditions
 - Downtown Identity
 - Downtown Economy
 - Downtown Housing
 - Key Observations
- Information may inform project development and future revitalization activities



Project Development



Process that results in well-formed detailed project proposals for LPC and State consideration

Project Identification

- Ellenville's NY Forward application
- Open Call for Projects
- Public engagement

Project Development/Refinement

- After projects are identified, they will continue to be developed using feedback from the consultant team, State team, and the public.
- Consultant team can provide technical support to project sponsors with project scope, cost estimating, decarbonization, etc.
- LPC will evaluate projects based on evaluation criteria and the vision and goals for downtown.

What are the Eligible Project Types?



Public Improvement Projects

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



Small Project Grant Fund

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



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.



Branding and Marketing

Downtown branding and marketing projects that target residents, tourists, investors, developers and visitors. Should be for overall branding and marketing of downtown, not individual businesses or other entities

Ineligible Project Types and Activities

- **Planning Activities:** Funds must be used to implement the projects in the SIP.
- **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:** Funds cannot be used for property acquisition.
- **Training and Other Program Expenses:** Funds cannot be used to cover continuous costs, such as training costs and program expenses.
- **Expenses Related to Existing Programs:** Funds cannot supplement existing programs or replace existing resources

Project Requirements



- Shovel-ready in 2 years from project award
- Project size/scale
 - Standalone NY Forward projects have a minimum total project cost of \$75,000
- Project sponsor capacity – public, non-profit, private entities
- Financing
- Matching and leverage
 - Private project sponsors are required to contribute a minimum of 25% of the total project cost (includes Small Project Fund)
- Site control
- Building decarbonization
- Reimbursement

Strong NY Forward projects are catalytic, transformational, able to be implemented in the near-term, and create synergies between different projects and programs in the downtown.

At LPC #2, we'll discuss match and project size/scale

Open Call for Projects

- The Open Call for Projects is an opportunity for private, public, and not-for-profit entities to submit projects for consideration by the LPC for inclusion in the NY Forward Strategic Investment Plan.
- Intended to allow all eligible projects sponsors to submit a project proposal.
- A project form will be made available to prospective project sponsors. The submission period will be open for at least four weeks.
- All project sponsors, including those for public projects, must complete a form.
- Consultant team and State will be available to answer questions and provide support during the submission period.

Project Form Components

- Project Sponsor
- Project Location
- Existing Conditions
- Project Type
- Project Description
- Property Ownership
- Project Alignment with Vision and Goals
- Preliminary Cost Estimate
- Project Readiness and Timeframe for Implementation
- Supplemental Information, such as photos, renderings, cost estimates, market studies, etc.
- Decarbonization

Open Call for Projects

9 Preliminary Cost Estimate

What is the total estimated project cost and the amount of [DRI/NYF] funds requested?

Total Project Cost:

Total DRI/NYF Request:

Please complete the budget table below. Please identify different activities associated with the project, their costs, the funding source, and the status. Please use the following definitions to guide the response for the Budget.

Activities	Cost	Funding source (DRI/ NYF or Other)	Status of Funds
<i>Ex: Design Fee</i>	<i>\$X,000</i>	<i>DRI</i>	<i>Requested</i>
Total [DRI/NYF] funding request	\$		
Total funds from other sources	\$		
Total project cost	\$		

10 Cost Estimate Description

Please describe how your costs were estimated.

For example, were the estimates provided by a third-party contractor or architect?

Please describe the status of non-DRI/NYF funds and the timeline for obtaining them.

For example, \$X will be provided by private equity. These funds are anticipated to be secured through a loan from XYZ bank by X date. Letters of commitment or other proof of funds may be attached as supplemental information.

Open Call for Projects

11

Project Readiness and Timeframe for Implementation

Describe any work that is underway or has already been completed to advance the project, such as feasibility studies, market studies, business plans, preliminary site design, permits obtained, and/or funding or financing that has been secured. If studies have been completed, please submit those with this form.

Is there any environmental investigation or cleanup needed for the project to proceed? If yes, please explain.

If known, please list the permits or approvals your proposed project will require.

What challenges or issues, if any, would affect the implementation of your proposed project?

Is the property listed, or eligible to be listed, on the National Historic Register of Places?

☐ Yes

☐ No

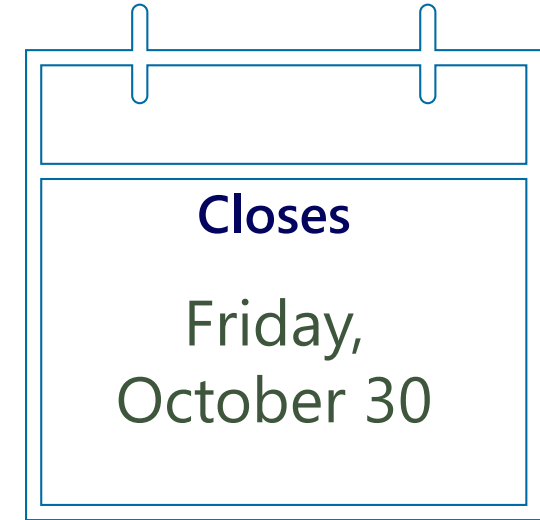
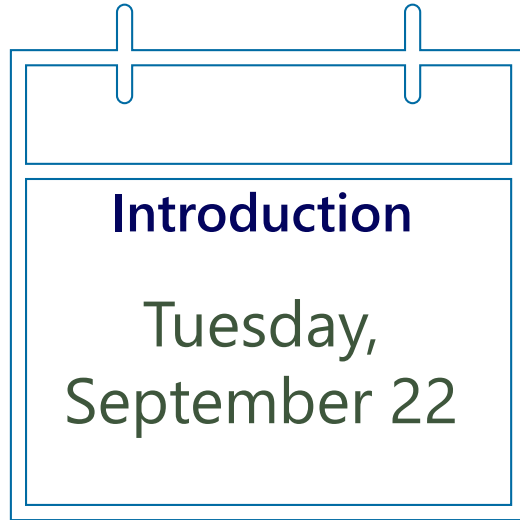
☐ Not Sure

Check the CRIS website to determine the status of your property - <https://cris.parks.ny.gov/>

Fill out the proposed timeline for project implementation by milestone, as applicable.

Project Stage	Timeframe (in Months) and Responsible Party
Project Financing	
Sketch Plan / Preliminary Design	
Regulatory Approvals (Permitting and Approvals)	
Design, Engineering and Selection of Contractor	
Construction or Implementation	
Other	

Open Call for Projects



The submission form will be linked on the Ellenville 's NY Forward website.

- Open Call will begin after Public Workshop #1
- An Open Call for Projects information session (virtual webinar) and office hours will be held by the project team soon after it opens. Check the Ellenville NY Forward website for more information
- Open Call information will be updated after the LPC has established a draft vision, goals, and local evaluation criteria at LPC Meeting #2

How are Projects Evaluated?

State evaluation criteria

- **State and Local Goals.** The project should be aligned with State and local goals and demonstrate strong community support.
- **Project Readiness.** The project should be well-developed and poised to proceed in the near-term in a way that will jump start the redevelopment of the NY Forward area.
- **Catalytic Effect.** The project is likely to have a significant positive impact on the revitalization of the downtown by attracting other investment at a scale appropriate for the community.
- **Co-Benefits.** The project will result in benefits to both the community and project developer, such as generating additional economic activity and improving quality of life.
- **Cost Effectiveness.** NY Forward investment in a project would represent an effective and efficient use of public resources.

How are Projects Evaluated?

Local evaluation criteria

- Based on State criteria
- Criteria can be added to or refined based on local priorities and interests
- Are there co-benefits that should be prioritized when evaluating projects?
 - Potential to attract regional visitors
 - Increases accessibility and affordability
 - Enhances community connectivity and cohesion
 - Generates new jobs and employment opportunities

At LPC #2, we'll discuss and establish draft evaluation criteria

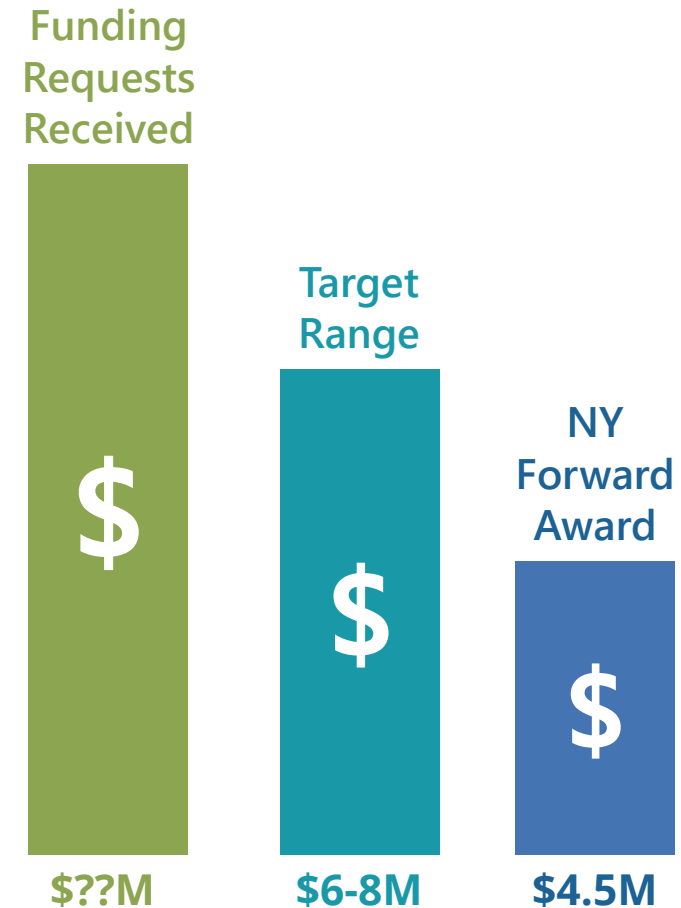


LPC Question and Answer

Conclusion of the NY Forward Process

How Does the NY Forward Planning Process Conclude?

- LPC will come to a consensus on a list of projects (final slate of projects) to recommend to the State for funding.
- The total amount of the final slate will have a higher dollar value than what will be awarded.

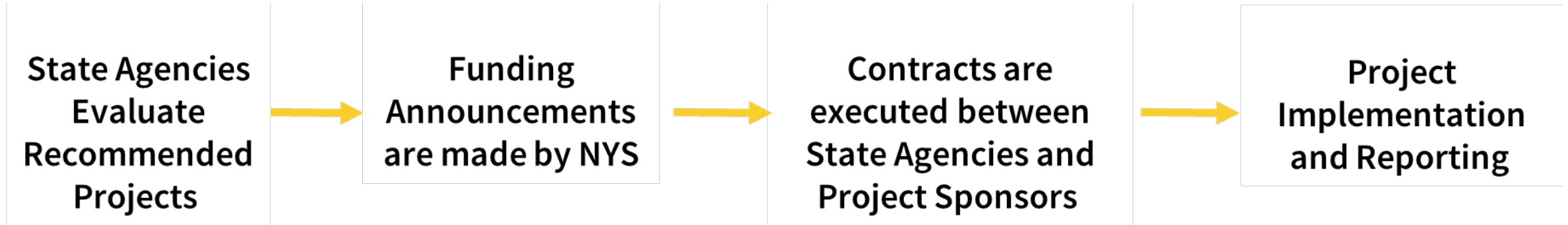


How Does the NY Forward Planning Process Conclude?

- Consultant team will prepare a Strategic Investment Plan that contains detailed information about each recommended project for the State to review.
- This plan will also help guide Ellenville in ongoing downtown revitalization efforts.



What Happens After the Planning Process Ends?



Award announcements are typically made several months following the submission of the Strategic Investment Plans (Estimated late summer 2027).

Project Implementation



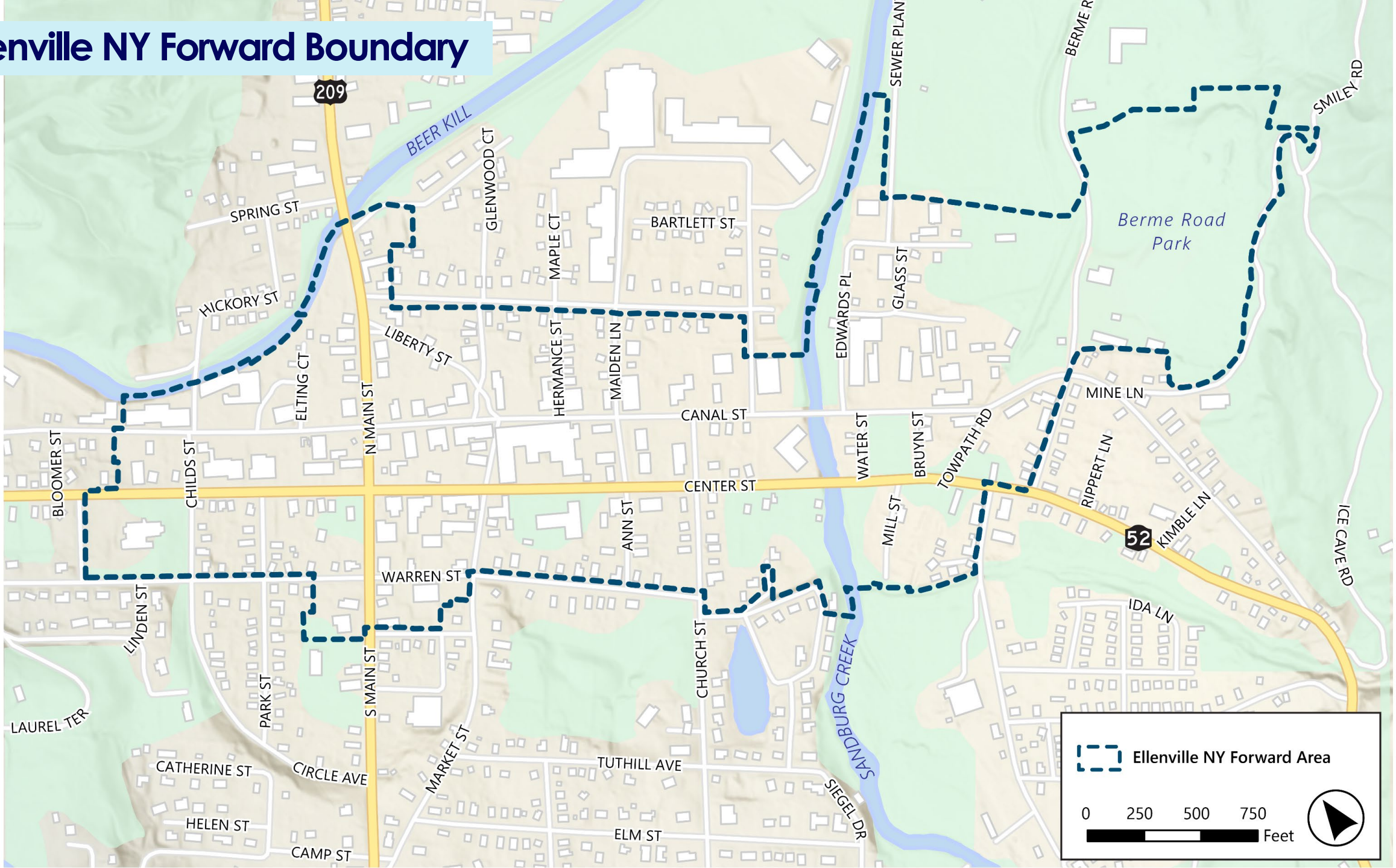
- All awards are provided as a reimbursement grant – project sponsors must complete work before funds are provided.
- Some project sponsors may need to secure bridge financing to cover costs during project implementation/awaiting reimbursement.
- All awards are subject to State requirements, including MWBE goals, competitive procurement, etc.



LPC Question and Answer

Ellenville NY Forward Boundary and Demographic Snapshot

Ellenville NY Forward Boundary



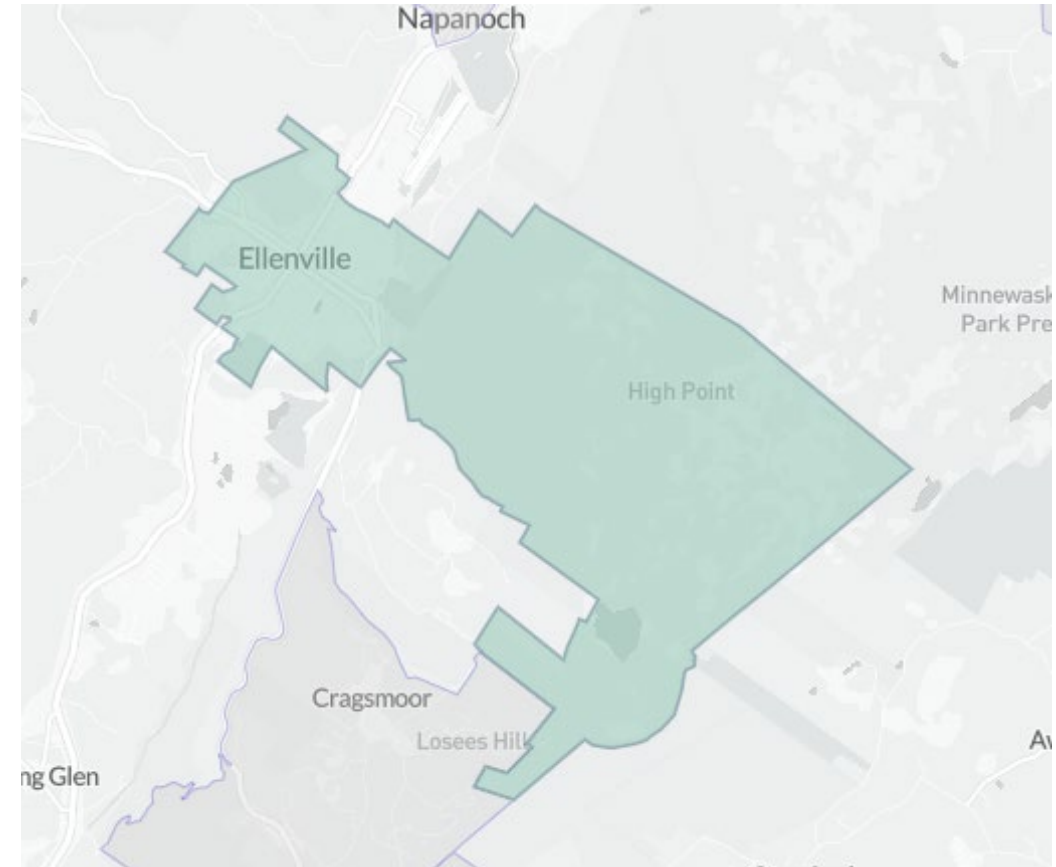
Demographic Profile – *Key Findings*



The Village of Ellenville is getting younger, and its population and housing stock is growing

The Village of Ellenville is experiencing an increase in poverty while median household income has gone down*

*The Census Bureau uses a set of money income thresholds that vary by family size and composition to determine who is in poverty. If a family's total income is less than the family's threshold, then that family and every individual in it is considered in poverty.



Ellenville Village boundary

LPC Activity – *Visioning*





What does downtown Ellenville do well?



menti.com
3509 7928

0 of 19 responded



Ellenville NY Forward Application Vision Statement



“ *Cradled between the Catskills and the Shawangunks, Ellenville is a compact, historic village that is bursting at the seams with diverse people and cultural offerings. We envision a thriving, equitable, and walkable downtown that fully embraces its role as the commercial hub for the rural tri-county region of south-western Ulster, eastern Sullivan and northern Orange counties. Our economy is diversified across arts and culture, niche and specialty manufacturing and outdoor recreation, attracting visitors from near and far and creating sustainable, family-supporting local jobs. We prioritize investment to revitalize historic buildings, activate vacant properties, promote density and quality housing at all price points, and protect affordability for all people while enhancing multi-modal connectivity and climate resilience.*

LPC Activity – Opportunities and Challenges to Revitalization

What does downtown Ellenville do well?



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0 of 19 responded

What are the challenges that Ellenville faces to improving downtown?

Responses can be up to 200 characters and will appear here.

You can group responses if you get more than 10.

Turn on voting so people can flag their favorite responses.



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Waiting for participants

Public Engagement Approach

Proposed Outreach Strategies

- Posting to the Ellenville NYF Forward project website and Village's social media
- Enlisting LPC members and key stakeholders to promote engagement
- Posts on local media outlets
- Distributing handouts/flyers
- Engagement with existing community groups
- Engagement opportunities
- Local festivals or events
- Coffee with Consultants
- Open Call for Projects office hours

- › Ellenville Noonday Club
- › Ellenville CSD PTA
- › Farmers Market

Feedback on Proposed Outreach Strategies



- How can we encourage broad participation, including among those who may not have been engaged in prior planning processes?
- Are there effective outreach strategies that we may have missed?
- How can we promote active participation in public engagement events?

Public Engagement Opportunities

Workshop #1 – September 22, 2026

- What is NY Forward?
- Input on Downtown Opportunities and Challenges
- Introduce Open Call for Projects

Coffee with Consultants – September 23, 2026

- Members of the public and potential project sponsors can join the project team to learn more about the NY Forward program and Open Call for Projects.

Engagement Event – Winter 2027

- Update on NY Forward planning process
- Update on finalized Vision and Goals
- Feedback on the list of projects
- Next steps

Call for Projects Support

- Virtual Webinar
 - Tuesday, September 29 at 12pm
- Office Hours
 - October 2026

LPC Meetings



Meeting #1 – August 31, 2026

Meeting #2 – October 2026

- Review feedback from Public Workshop #1
- Downtown Assessment key findings/takeaways
- Vision and Goals
- Project Match
- Project Evaluation Criteria
- Open Call for Projects

Meeting #3 – November 2026

- Downtown Assessment key findings/takeaways
- Project Evaluation Criteria
- Proposed Projects

Meeting #4 – January 2027

- Refine Project List
- Preparation for Engagement Event

Meeting #5 – February 2027

- Review feedback from Engagement Event
- Review Project List
- Vote on Final Project List

Meeting #6 (*if needed*) – February 2027

- Review Project List
- Vote on Final Project List



LPC Question and Answer



PUBLIC COMMENT

Important Dates and Next Steps

September 22, 2026

- Public Workshop #1
- Open Call for Projects opens

September 23, 2026

- Coffee with Consultants

September 29, 2026

- Open Call for Projects Information Session (virtual webinar)

October 2026

- LPC Meeting #2
- Open Call for Projects Office Hours

LPC Members

- Promote Public Workshop #1 and Coffee with Consultants
- Review NY Forward Guidebook

Project Team

- Prepare for Public Workshop #1
- Prepare for Coffee with Consultants
- Update Ellenville NY Forward Vision
- Research and draft Downtown Assessment
- Start the Open Call for Projects



Questions?



EllenvilleNYF@vhb.com



For Code of Conduct submissions, email: john.zepko@dos.ny.gov



Project website to come!