



# Kick-off Meeting Summary

January 12, 2017 - Henrietta Town Hall

6:30 PM – 8:00 PM

## Attendees

- **Advisory Committee Members:** Ann Stevens, Bruce Howlett, Greg Hartt, Steve VanVoorhis, Sue Benedict, John Barker, Charlie Remelt, Marie Krenzer, Joe Moore
- **Town of Henrietta:** Jack Moore (Supervisor), Peter Minotti (Dep Supervisor), Chris Martin, (Engineer)
- **Consultants/Support:** Sheila Hess (CC Environment & Planning), John Behan (Behan Planning and Design), Bob King (Director of MCC Ag & Life Sciences)
- **Residents/Interested Citizens:** (sign in sheet provided to town and consultant)

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1. The purpose of the Henrietta Ag & Farmland Protection Planning Kick-off Meeting was to introduce the Advisory Committee to planning consultants, review the planning process, grant requirements, and discuss public engagement. The meeting was advertised and open to the public. Thirteen people were in the audience and were invited to leave comments after the meeting.
2. John Behan, Behan Planning and Design provided an overview of the planning process, scope of services and schedule, and reviewed grant requirements.
3. Sheila Hess, CC Environment & Planning provided an overview of the public engagement strategy and meeting structure with a request for Advisory Committee members to provide a list of specific stakeholders they feel should be contacted during the planning process.
4. The following page provides bulleted items that capture comments, ideas, suggestions and action items that were discussed during the meeting.





### MEETING COMMENTS/IDEAS/ACTION ITEMS

- Adoption of an ag & farmland protection plan means it will become part of the Town Comp Plan and may include zoning recommendations.
- Town staff will develop a web page dedicated to the planning effort to include planning materials and announcement of meetings and events.
- Planners will develop a draft agenda for the next workshop meeting and send out prior to the meeting for Advisory Committee review along with several definitions of agriculture and sample vision statements for consideration prior to discussion.
- Landowners in the Town will want to be contacted for feedback in some way.
- A questionnaire will be developed and mailed to farmers/farmland owners, likely after the SWOT analysis, with a target to receive a 60% participation/response.
- The Plan will be action-oriented with an implementation strategy that identifies the most important next steps and actions.
- How do we identify the “quality” of land? Soils maps are not always correct and do not account for drainage potential. What about tracing yields? Yield data are available.
- Need to explore alternatives for farmland if no longer growing crops. Henrietta is unique, close proximity to Rochester, higher income. A lot of viable options outside crops. As cropland disappears, what takes its place?
- Need to define/redefine agriculture. What it is, what it could be.
- Integrate relevant information from 2011 Strategic Plan into background for ag planning.
- Commercial uses with roots in agriculture also become important and should be accounted for as a value – added agricultural component. How can Town address this? Where does agriculture end and agribusiness begin?
- Get data/results from existing ag plans adjacent/similar to Henrietta
- Ag protection made possible by keeping it economically viable.
- How to balance traditional agriculture with supporting land uses that allow ag to grow and change and remain viable.
- How does ag protection planning potentially affect the value of land?

### NEXT STEPS

- Planning team will identify a date for next Advisory Committee meeting/workshop. Agenda will include development of planning vision, definition of agriculture, development of goals and objectives, public engagement strategies and a review of preliminary inventory data.