

# PMSA NEWS

## PMSA at Work

PMSA plays a vital role in many community projects. Here's a sampling:

### **Silver Lake Trail Council**

The Council has met twice since last fall to ensure the foundation for the trail first laid by the Council is built upon. Council members Meredith Beck, Del Bell, Rich Eliaz, Ryan Fitzsimmons and Henry Woitscheck are focusing on three short-term goals:

1. Trail markers and interpretive signs for the trail, concentrating on the Federal Street to Public Beach portion.
2. A Silver Lake Trail logo, being developed by Ryan.
3. Public beach enhancements. (These are the purview of the village, but PMSA can advocate for improvements.)

The Council advocates for safety features on Walker Rd., which is an integral segment of the trail. The county plans to replace the Walker Rd. bridge, and we hope to widen it for walkers and bikers.

**Get involved:** Contact Eleanor Jacobs [ejacobs1@rochester.rr.com](mailto:ejacobs1@rochester.rr.com). 237.3266

### **On the web**

Sandy Schneible works diligently to improve and update the [iloveperryny](http://iloveperryny.com) website. Check it out; contribute to it.

**Get involved:** Contact Sandy [sandy@schneibs.com](mailto:sandy@schneibs.com)

### **Signage**

The PMSA promotion committee is on the last leg of a highly successful signage project with two components:

1. Directional signs: Thanks to Family Furniture, Ralph Field DDS, Howard Wood & Blue Electron, and Lamb & Webster, we have four new directional signs to the Village. Look for them at Oatka & W. Lake, Rte. 39 & E. Lake, Schneck & Middle Reservation and Lake Rd. & Lake St.
2. Ag-supported gateway sign: Area farmers and agribusinesses stepped up to sponsor a new gateway sign in the Pine Tavern area. Donations total more than \$4,000. Committee members have picked the design for the sign which will direct people to Perry, Castile, Silver Lake and Letchworth Park. Sign Language has begun construction.

The Promotion Committee also updated and printed the Community Holiday Events handbill. Filled front and back with events, the handbill confirms that Perry has a lot of great things happening.

**Get involved:** Contact Caroline Dueppengiesser [kcarlso5@rochester.rr.com](mailto:kcarlso5@rochester.rr.com) or Keirsten Shaffer @ [keirsten.shaffer@gmail.com](mailto:keirsten.shaffer@gmail.com)

### **Can spring be far behind?**

The Community Garden, a project stemming from a PMSA promotion committee community meeting, had a wonderful first year. Community Garden leaders, who know the best time to plan for a successful growing season is in the dead of winter, are already meeting.

**Get involved:** Contact Dave and Sandy Bojanowski @ 237.3721, or Martha Button @ 237.3168

### **Festival Plaza**

A group of Village and Town representatives, plus PMSA members, meet regularly with Rick Hauser and Ryan Fitzsimmons of IN Site: Architecture as

they've developed plans for the Festival Plaza, located between NAPA and The Country Kitchen. Perry Farmers' Market will relocate to the Festival Plaza, a space which promises to be attractive, inviting community space.

### **PMSA advocates**

A PMSA executive board member attends the first Village board meeting of the month. It's an opportunity to thank the board for its continued support of PMSA and also to keep PMSA community priorities before the village board.

At December's meeting Jim Genduso spoke about the importance of evaluating the infrastructure under Main St. as a necessary step to move forward with the Main Street Master Plan design. (The Village received the \$25,000 grant in late December.)

Rick Hauser and Keirsten Shaffer attended January's meeting. They congratulated the board on the infrastructure grant and learned that it may not guarantee an assessment of the water and sewer lines under Main St. PMSA will continue to advocate for infrastructure evaluation.

### **That vision thing**

PMSA has a Planning Subgroup that meets regularly to look at big picture areas of importance to the community, while keeping our eyes and minds on short-term, to-do steps. It's currently working on a Vision 2020 document that will include steps to reach the 10 vision items. They include:

1. A pedestrian-friendly, well-appointed, high-quality Main Street...
2. No more blighting/blighted properties downtown.
3. Perry area resident who think local first...
4. A critical mass of destination retail and services...
5. Clear branding to the outside world of Perry as a RECREATION DESTINATION...

See a full list and updates on [iloveperryny.com](http://iloveperryny.com)

### **Historic District**

Perry's application for listing on both the state and national Register of Historic District will be considered at the State Review Board at its next meeting. *Hope springs eternal.*

### **Plan ahead**

Membership opportunities: The PMSA executive board is exploring opportunities for paid membership. Stay tuned.

**PMSA public meeting:** Wednesday, March 2, 2011. 7 pm @ The Masonic Temple

### **Don't be shy**

Your PMSA executive board wants your input and involvement. Contact any of the following board members: Eleanor Jacobs, Keirsten Shaffer, Jim Genduso, Jason Beck, Rick Hauser and Anne Humphrey.

*PMSA Mission: The mission is to reestablish Main Street as the heart of the community. PMSA serves as 1. an advocacy group, 2. an empowerment coalition, 3. the voice of downtown, 4. an information center for individuals and businesses, 5. a catalyst for action as an umbrella group, and 6. the human side of downtown revitalization.*