

Downtown Catalyst Study Next Steps

1. **(JANUARY)** Four- page insert in the January Town Message newsletter explaining the Catalyst Study including the following items:
 - a. History of former Downtown plans
 - b. Market demand drivers
 - c. List of needs the project is trying to meet
 - d. Driving principles of the Catalyst study
 - e. Opportunities for public engagement
2. **(JANUARY)** We will present questions on Open Town Hall after the newsletter is distributed to solicit feedback from the public on the Catalyst Study.
3. **(EARLY FEBRUARY)** Small group discussion pilot session with representatives from the Town's advisory boards (Planning Board, Design Review Board, Livability Board, Public Art Commission) and members of the public with Town Board, staff, and DFI participation.
4. **(FEBRUARY/EARLY MARCH)** Series of public small group discussion roundtable meetings with the Town Board, staff, and DFI to address the following issues as well as others that may be identified by the public:
 - a. Catalyst site plan
 - b. Financial implications of the project
 - c. Traffic issues
5. **(MARCH)** Synthesize information received from the public to develop any changes to the Catalyst study.