



Village of Pulaski

DOWNTOWN REVITALIZATION INITIATIVE

Public Meeting #1 Summary

June 12, 2025
5:30-7:30 p.m.

Pulaski Village Hall
4917 Jefferson St, Pulaski, NY 13142

This meeting summary was prepared with funding provided by the NYS Department of State.

Overview

The Village of Pulaski is the Round 8 winner of the \$10 million Downtown Revitalization Initiative (DRI) award funded through the NYS Department of State. The DRI program seeks to create vibrant, resilient downtowns throughout New York, where people want to live, work, and visit.

Held at the Pulaski Village Hall from 5:30 – 7:30 p.m. on Thursday, June 12, 2025, the first DRI public meeting consisted of a presentation overviewing the DRI program and planning process, as well as interactive individual and group activities.

Meeting Overview

Mayor Jan Tighe welcomed everyone to the meeting, noting the DRI as an exciting opportunity for the Pulaski community. Following the Mayor's introduction, the DRI Consultant Team Project Manager, Emma Phillips, introduced the Project Team, including representatives from C&S, the NYS Department of State (NYS DOS), and Highland Planning, and provided an overview of the meeting agenda, which included the following:

- A Formal Presentation for the DRI Program (20 minutes)
- Q & A Session (10 minutes)
- Interactive Individual and Group Activities (75 minutes)

During the formal presentation, Emma Phillips, C&S Companies, provided an overview of the DRI program and planning process, highlighting the purpose of the DRI, the program requirements, and the eligible project types for the Open Call for Projects.

Emma Falkenstein, Highland Planning, reviewed the engagement process for the DRI, noting a variety of engagement opportunities such as public meetings, pop-up events, and surveys. She encouraged attendees to check the Village's DRI website for more information about pop-up events in July and August, the community surveys, and the next public meeting, which will take place in September. The full presentation is available on the Village's website at <https://www.villagepulaski.com/projects-2-1>.

Following the presentation, the Consultant Team led the meeting attendees through interactive activities, which included: 1) an individual worksheet activity where participants reviewed and commented on the draft vision statement and goals for the DRI, and 2) a small group activity where participants worked together to identify strengths, challenges, opportunities, and priorities for the Village and the DRI project area.

The interactive group activity concluded with each group sharing their top five priorities for downtown Pulaski with all meeting participants.

Public Workshop #1 Take-Aways

Key Things People Love About Pulaski

- The Village's historic charm & small-town feel
- Connectivity to the waterfront & recreational opportunities
- Downtown environment and walkability
- Welcoming and inviting community

Key Priorities for the DRI

- Greater diversity of housing opportunities (senior, low-income, affordable, high-end)
- Attracting and retaining diverse businesses
- Supporting building and façade maintenance
- Family-oriented and community-oriented activities
- Building pride and ownership in Pulaski
- Creating opportunities for healthy lifestyles
- Connection to recreational amenities
- Maintaining strong infrastructure
- Becoming a year-round destination to support quality of life for residents and visitors

Meeting Attendees

The meeting was attended by a variety of individuals with affiliations with the Village of Pulaski. Meeting attendees included residents, business owners, community organization members, LPC members, and Village Board representatives. A total of approximately 65 attendees were present at the meeting.

DRI Consultant Team Attendees

- Holly Granat, DOS Project Manager, NYS Department of State (DOS)
- Emma Phillips, DRI Consultant Team Project Manager, C&S Companies
- Thomas Voigt, C&S Companies
- Daniel Riker, C&S Companies
- Emma Falkenstein, Highland Planning
- Heike Jacob, Highland Planning
- Tanya Mooza Zwahlen, Highland Planning

What We Heard: Presentation Q&A

Emma Phillips, C&S, facilitated the Q&A session. A summary of key questions and responses is provided below.

1. Will the presentation be online?

Yes, the presentation is available on the Village's DRI webpage at the following link:

https://www.villagepulaski.com/files/ugd/5b6e45_32333532027940478384c85895c80e5b.pdf.

2. Where is the Small Project Fund Application?

The Small Project Fund Application is available on the Village's DRI webpage at the following link:

https://www.villagepulaski.com/files/ugd/5b6e45_f43a3b6bead14e26a6fd6722ac18ba7b.pdf.

3. Is there a separate application for non-profits?

No, there is not a separate application for non-profits. But there are two separate Open Call Forms, one for large projects over \$75,000 and one for small projects between \$25,000 and \$100,000. Open Call Forms are available on the Village's DRI webpage at the following link: <https://www.villagepulaski.com/projects-2>.

4. Who will connect project sponsors with other state agencies?

The Village of Pulaski's DRI Project Manager, Holly Granat, will connect project sponsors with other state agencies as needed.

5. If awarded funding, when can project sponsors expect to start work?

Project start dates will depend on the DOS contacting timeline; however, the summer of 2026 is the anticipated project start goal.

What We Heard: Individual Vision Statement and Goals Activity

The Village of Pulaski DRI Consultant Team facilitated an individual worksheet activity with meeting attendees. Participants were invited to review the DRI vision statement and goals, and complete individual worksheets where they wrote down their feedback regarding which elements of the vision statement resonated with them, what elements were missing, their thoughts on Pulaski's DRI goals, and project ideas to most effectively achieve the DRI's vision and goals. The Consultant Team collected a total of 30 individual worksheets. The individual worksheet responses are summarized below and characterized by theme; the complete results from the activity are included in Appendix A.

Draft Vision:

"Imagine a Village where the charm of yesterday blends seamlessly with the promise of tomorrow. Nestled along the Salmon River and in close proximity to Lake Ontario, Pulaski is a four-season destination, providing enhanced quality of life for every resident while extending a warm welcome to visitors and future neighbors. Our downtown flourishes with new commercial and hospitality venues, vibrant art and entertainment, and inviting public spaces that offer essential services and delightful experiences. Our diverse and affordable housing options, high-quality schools, parks, and multi-season recreational opportunities meet the needs of growing families and enable aging in place to preserve the close-knit community character that makes Pulaski so special. Our revitalized streetscapes, strengthened infrastructure, and world-class hospitality reflect our commitment to thoughtful progress. Through balanced job creation, forward-thinking community investment, and inclusive growth, the Village of Pulaski is not just a place to live – it's a place to grow, connect, and truly call home."

Question 1: What words or phrases from the vision statement resonate with you?

Main words and phrases collected from the input received include:

- Extending a warm welcome
- Flourish
- Four-season recreational opportunities
- New commercial and hospitality venues
- Close proximity to Lake Ontario
- Forward-thinking and thoughtful progress
- Truly call home
- Inviting public spaces
- World-class hospitality
- Attract new business
- Strengthened infrastructure
- Revitalized streetscape

- Diverse and affordable Housing
- High-quality schools
- Delightful experiences

Question 2: What is missing from the vision statement?

Main themes from the input received include:

- Greater emphasis on the need for diversity of housing options, including senior and middle-class housing
- More emphasis on attracting new residents and creating high-paying employment opportunities
- Need for more opportunities for youth
- Desire to build pride and ownership in the village
- Need to address the needs of disenfranchised individuals and communities
- Need to provide more childcare
- Need to have accessible healthcare and facilitate healthy lifestyles
- Emphasize proximity to Syracuse, Watertown, Tug Hill, Adirondacks, and Route 81
- Recognize and advertise Pulaski as a world-class fishing destination
- Need for downtown amenities such as ample parking and landscaping
- Need to preserve historic buildings and structures
- Need to streamline development processes
- Desire to recognize what the Village already has and build on it

Question 3: What big ideas are missing from the list of DRI goals?

Main themes from the input received include:

Leverage Regional Economic Development and Housing Opportunities to Support Resident Attraction and Retention

- Provide housing and work opportunities for the homeless
- Encourage young people to return to Pulaski
- Advertise Pulaski as a desirable location for Micron employees
- Provide a variety of housing types, such as senior housing
- Provide healthcare resources
- Provide daycare resources

Create a Thriving Downtown Environment

- Attract and retain businesses
- Activate downtown storefronts
- Support historic preservation and building revitalization
- Ensure adequate parking

- Balance the needs of local residents with tourism
- Diversify culture
- Highlight investments and improvements

Question 4: What strategies or project ideas will most effectively achieve the vision and goals for downtown Pulaski?

Main themes from the input received include:

Beautification and Activation of Underutilized Spaces Downtown

- Encourage building and façade improvements and maintenance
- Maintain the appearance of downtown (clean streets, inviting storefronts)
- Address vacant storefronts or buildings
- Improving walkability/streetscaping

Cultivating a Diverse Business Environment

- Attract and retain diverse businesses and establishments
- Increasing sustainable year-round jobs
- Ensure adequate parking for residents and visitors

Enhance Recreational Amenities

- Lean into fishing tourism
- Create a dog park

Building Community Pride and Safety

- Create more community events and activities to build pride and belonging
- Build community safety

Advertising the Village as a Desirable Destination

- Improve advertising/marketing of the Village
- Encourage website updates focusing on tourism
- Create opportunities for destination events

Create Diverse Housing Opportunities

- Ensure housing opportunities for a variety of ages and life stages

What We Heard: Downtown Priorities & Projects Group Activity

Following the individual visioning activity, the DRI Consultant Team facilitated a group activity with meeting attendees. Each table was given a map of the preliminary DRI area and a group question poster. The groups were instructed to discuss four questions (outlined below) and write the answers on the group poster. The group discussion questions aimed to encourage meeting participants to brainstorm issues and opportunities impacting downtown Pulaski and identify priorities and potential projects for the DRI. The group activity results are summarized below; complete results of the group activity are listed in Appendix B.

Question 1: What do you love about downtown Pulaski?

Main themes from the group activity include:

Community & Recreational Amenities

- Kallet Theater
- Village parks
- Salmon River & river walk
- Farmers Market
- Art Center

Small Town Atmosphere & Historic Charm

- Historic architecture/buildings
- Village charm
- Small-town feel
- Great people
- Energy at community events

Downtown Environment

- Trees and flowers on Main Street
- Benches, street lamps, and art on Main Street
- Safe and walkable community
- New businesses downtown

Question 2: What are the greatest challenges currently facing downtown Pulaski?

Main themes from the group activity include:

Need to Improve Recreational Amenities and Waterfront Access

- Creating better river access

Enhance Transportation and Parking

- Not enough parking and/or parking signage
- Need for better parking spot striping
- Limited transportation options

Facilitate Business Development

- Attracting and retaining business

Creating a Greater Diversity of Housing Options

- Building more housing for people of all ages, incomes, and life stages, such as senior, assisted-living, and low-income

Need to Activate & Rehabilitate Underutilized Space & Infrastructure

- Fill empty buildings, apartments, and storefronts
- Support property and façade maintenance
- Improve declining infrastructure (sidewalks, roads)
- Reduce development red tape

Support Healthy, Accessible, and Safe Lifestyles

- Enhance ADA accessibility throughout the downtown
- Create more preschool and childcare resources
- Provide more support for the homeless
- Enhance public safety and police presence

Question 3: What are the greatest opportunities you see for downtown Pulaski?

Main themes from the group activity include:

Enhancing Community Building Events

- Creating community pride and community-building opportunities
- Encouraging family-oriented venues and activities

Improving Downtown Vibrancy

- Creating more all-season cultural opportunities
- Developing regulations for downtown property vacancy
- Cultivating the growth and diversity of businesses/small businesses
- Creating more jobs
- Increasing business hours
- Attracting a greater diversity of food/restaurant options
- Enhancing Village-owned parking
- Developing more housing (all types - higher-end, senior, affordable)

Encouraging Historic Preservation

- Revitalizing historic buildings
- Revitalizing the Congregational Church
- Developing more housing (all types - higher-end, senior, affordable)

Improving Recreation and Entertainment Opportunities

- Enhancing the connection between Main Street and the Salmon River
- Creating a dog park
- Building an outdoor entertainment venue

Supporting Healthy Lifestyles

- Building a community center with childcare/senior support
- Improving childcare resources
- Improving local healthcare/obtaining a pharmacy

Question 4: What are your top five priorities for downtown Pulaski?

Main themes from the group activity include:

Improving Downtown Vibrancy

- Improving marketing and branding of Pulaski as a destination
- Improving building and storefront vacancy
- Activating storefronts
- Attracting and retaining a greater diversity of businesses (retail and restaurants)
- Improving walkability

Encouraging Historic Preservation

- Maintaining the downtown's historical integrity
- Encouraging historic preservation
- Encouraging property maintenance and rehabilitation

Developing Community-Building Opportunities

- Creating family-oriented venues and activities
- Improving community engagement and events

Improving Housing Diversity

- Providing a broader range of housing (all housing types – senior, low-income, assisted living, family)
- Upcycling and improving existing housing stock

Cultivating Healthy Lifestyles

- Improving childcare resources
- Improving healthcare resources

Improving Community Safety & Amenities

- Enhancing public safety
- Creating better parking downtown
- Improving transportation options

Next Steps

Feedback from the individual visioning worksheets and group discussions will be considered as the Local Planning Committee (LPC) revises the DRI vision statement and goals, and works with the consultant team to develop strategies that reflect the interests and needs of the community.

A second public meeting will be held in September to present the projects submitted during the Open Call for Projects for public review and comment. Feedback will be shared with the LPC prior to their vote in late October to recommend a slate of projects for DRI funding consideration.

Appendix A: Individual Worksheet Activity Results

What words or phrases from the vision statement resonate with you?	What is missing from the vision statement?	What big ideas are missing from the list of DRI goals?	What strategies or project ideas will most effectively achieve the vision and goals for downtown Pulaski?
Love - opening sentence! "meet the need of growing families - less activities for teens/families than in years past, i.e. bowling alley - allow skating rink - movie theater	Families are focused on - not much in regards to seniors (with or without families)	Specific to senior living - need for assisted living and upgrade to high-rise	Development of future business and recreation for youth - downtown parking is lacking
Warm welcome, inviting, delightful experience, high-quality schools, parks, multi-seasonal recreation, forward-thinking, a place to grow, connect, and truly call home	High-paying jobs		
Extending a warm welcome	Recruiting new residents	Advertising to micron employees	Direct advertising, bus lines, commuter train, we are 25 minutes from the nearest big employer. We need people. Direct attention to get micron people to come here
Flourishes, new commercial and hospitality venues, inviting public spaces, multi-seasonal recreation opportunities, world-class hospitality, thoughtful progress, community investment, inclusive growth, a place to grow	Building this town free of hassle or unrealistic fees	Parking	Improving facades and filling businesses within these buildings
Downtown flourishes with new commercial and hospitality venues	Opportunity for youth		
Enhance public spaces to encourage community engagement and outdoor activities	Possibly developing a theme throughout the community that expresses the village's identity and uniqueness		Community events and activities to achieve a sense of belonging and pride for our village
Support local entrepreneurs, attract new businesses	All encompassing area (region_ that will support downtown with disposable incomes	Development of the surrounding land around the downtown. Right now, it's a little too narrow in scope, especially with Micron moving in.	Retail, retail, retail. The way to inject prosperity is retail, tax base, jobs, and lead to growth and quality of life. This will attract the best of the workforce.
Charm, four-season destination, multi-season rec opportunity, job creation, home	Recognition of what we already have and how to expand on that. Responsibility and a sense of pride and ownership over the future of the village	How to highlight the improvements to bring people in	Expanding land for more destination events. Fireman's Field could host big events and markets with parking. Those that lean into the huge fishing industry we already have
Nestled along the Salmon River, close to Lake Ontario, vibrant, art and entertainment, world-class hospitality	addressing the needs of the disenfranchised in some way	Historical preservation	

What words or phrases from the vision statement resonate with you?	What is missing from the vision statement?	What big ideas are missing from the list of DRI goals?	What strategies or project ideas will most effectively achieve the vision and goals for downtown Pulaski?
Flourishing downtown, inviting public spaces, world-class hospitality, strengthened infrastructure	Revitalization, historic preservation. Historic compatibility	Historic preservation	Revitalize the downtown buildings, the businesses that occupy them can/never will be able to afford their preservation. Pulaski is a food desert, otherwise
Warm welcome to visitors, create an attraction for travelers	Needs proximity to Route 81 - which is advertised on numerous websites	Houses and work opportunities for homeless	I suggest a dog park. Travelers with pets welcome a local listing on "bring pets", TripAdvisor, Yelp. These attract travelers who, after walking their pets, will patronize local food and events
Downtown flourishes with new commercial and hospitality venues. Pulaski is a four-season destination	Moving forward, not keeping the historical integrity of downtown	Keep businesses in buildings so no vacant storefronts	To keep downtown looking clean and inviting to people
Close proximity to Lake Ontario, four-season destination, warm welcome to visitors and future neighbors, flourishing downtown, commitment to thoughtful progress, a place to grow, connect, and truly call home	Geographical proximity to Syracuse and Watertown, Tug Hill, and the Adirondak Mountains. The mention of world-class fishing, some of the best drinking water in the world	Nothing major	Marketing and branding initiative - "welcome to", a spruced-up Main Street, a website tailored to tourism
Four-season destination, parks and open spaces for recreation (pickle ball), street scaping (plant trees, sidewalks), continue to revitalize downtown	Enforce building codes, minimum maintenance for rental properties	Lots of general statements, but how can we get them completed	
Affordable housing - using 2-3 existing structures privately owned, but owners most likely would not be able to put in a portion of the money needed			
Housing project - senior housing - housing for not just low-income	Landscaping - trees	Community center used by all ages	Put things in empty buildings. For example, the church for a youth center
Our revitalized streetscape, strengthened infrastructure, and world-class hospitality reflect our commitment to thoughtful progress			Revitalize empty buildings, repair sidewalks, so we don't need parking lots
Employment, attract new businesses with childcare, expand park times, attract full-time jobs for local people, and attract support for people to move here	Childcare, special needs therapy, healthcare, expand map edge to include Castle Drive	Healthcare, daycare	Services, housing, and jobs, tourism, and sustainable year-round jobs
Four-season destination, new commercial and hospitality venues, warm welcome to visitors, aging in place, multi-season recreation opportunities, flourish, revitalization of streetscapes, strengthened infrastructure,	Focus on healthy lifestyle, or healing outcomes in general		Residential and commercial housing, revitalization of water line, attraction for fishermen visitors

world-class hospitality, job creation, forward thinking			
What words or phrases from the vision statement resonate with you?	What is missing from the vision statement?	What big ideas are missing from the list of DRI goals?	What strategies or project ideas will most effectively achieve the vision and goals for downtown Pulaski?
Housing options - owner-occupied, 1st time home buyers, extend and enhance the river walk, encourage growth - food truck/farmers market, have venues/eateries that attract people from near and far	How to get and realize the vision	What will make students return to Pulaski after their time in service or college or their endeavors?	Setting a standard for facades - bringing back the more traditional storefronts
Diverse and affordable housing options, multi-season recreational activities (for youth), properly using empty buildings	Assisted living and appealing housing for seniors		Empty buildings being revitalized and made useful
Housing, local entrepreneurs	Non-profit religious, environmental	Diversify culture (people)	We are missing caring for empty buildings to be revitalized and put into use. Talk to people, build relationships
Charm of yesterday blends seamlessly with the promise of tomorrow	Finding uses that match the goals of the community. Finding new ways to enhance the history of the village (historical markers on buildings and/or in the parks)	Improve balancing the needs of local residents and tourism	Make the village more walkable, having uses that encourage that, such as a coffee shop, bookstore, gift store, dessert shop, etc.
I think the vision statement is very well written. It includes our uniqueness in the area.	I do not see anything. I am not a resident, but I volunteer here weekly.		Continue to improve infrastructure in the downtown area. People want to feel safe and have healthy housing opportunities in addition to entertainment choices in close proximity
High-quality schools			
Recreational opportunities, housing for the aging, hotels, and motels for tourists	Middle-class housing for families	Spreading out the map to offer town-wide	Attract other communities to participate
Vibrant art and entertainment, modernization of streetscapes, parks, and waterfront areas	Ample parking space to accommodate growth		
Provides enhanced quality of life, public spaces that offer essential and delightful experiences, world world-class hospitality	Better parking - convenient		
Diverse and affordable housing options, revitalized streetscapes, strengthened infrastructure	Parking spaces		
Our diverse and affordable housing, strengthened infrastructure, world-class hospitality, providing resources and incentives, and cultural attractions			Parking to support businesses and housing

Appendix B: Group Activity Results

Groups	What do you love about downtown Pulaski?	What are the greatest challenges currently facing downtown Pulaski?	What are the greatest opportunities you see for downtown Pulaski?	What are your top five priorities for downtown Pulaski?
1	Extend the Kallet Theatre, park, walkway (River), historical architecture, and river access	Parking, ADA accessibility, incentive to attract new businesses, economic challenges, more housing, essential services, and better river access	Destination draw, "experience", cultural opportunities (all seasons), no vacancy regulations (empty buildings), family activities	Parking/trams/shuttle(off street), attracting businesses (new), no vacant buildings, maintaining historical integrity, family-oriented venues (activities/entertainment), improved housing - fair-market-assisted living
2	Charm - little stores, theater, trees, benches, parks, farmers market, art center, walking trails by river, people, Ted's	Empty buildings, empty apartments, parking, pre-school needed, affordable housing, senior housing, assisted living, sidewalks, transportation	New businesses, increased traffic, increased business hours, food diversity, more opportunities to build community, one-story/senior housing community of individual houses, townhouses, patio homes (senior development), healthcare/home health aides, a community center with adult/student childcare opportunities while parents participate	Senior housing/low-income housing (housing all forms), childcare (enfant - 3 years), parking, attractive storefronts, diversity of stores (crafts, books, family-centered activities)
3	Salmon River, Kallet Theatre, historical look of downtown, trees that line Main Street, benches on Main Street, the Bella Statue, farmers market, new businesses	Keeping small businesses in buildings, zoning and red tape, parking	business revenue, would like to see small shops (antiques, boutiques)	No vacant storefronts, parking, upgraded apartments above stores, lines for parking spaces, cops walking a beat, small business credits
5	Park, farmers market, historic buildings, river/river walk, safe and walkable	Crumbling infrastructure (sidewalks, roads, buildings), disengaged property owners, lack of interest, parking (west side)	Four-season recreational centers, job creation, upcycle housing stock, higher-end housing, and village-owned parking garage	Community engagement and activities, historic preservation, Haldane Center reinvestment, infrastructure, upcycle housing (housing creation)
6	Buildings, historic, close to the river, river walk, big fish, wires underground, trees, parks - energy on Fridays during Farmer's market, small town feel	Parking or walking problem, deferred maintenance, homeless - lack of support, lack of sidewalks/connections, lack of family-friendly businesses, attracting investors, lack of transportation	Revitalization, enough people who care, additional housing, childcare, pharmacy	Getting ready for micron, no empty storefronts, maintaining buildings, bringing in more businesses, keeping what we have, focus on things that improve health outcomes, walkability, socialization, community opportunities

7	South Park access and location, art center, the river running through it, the historic small-town feel, I love to see the historic buildings brought back to life, shopping and entertainment, parks, food opportunities, North and South Parks, sidewalks, streetlamps, trees/flowers, historic buildings	Run down houses and neglected yards, more police presence/visibility on our streets and following through action when needed, attractiveness of buildings (deteriorating facades), affordable housing, businesses closing, stray animals (dropped off), parking, no dog park, buildings not maintained by landlords, parking, dog park, empty storefronts, run-down buildings, repair of existing structures in coherent style	Continue to encourage business growth, more housing, community center in congregational church, grow the ties between the river and main street, dog park, recreation for all ages, completion of Kinney's old building, non-livisorm revitalization style, a larger outdoor entertainment venue, Dunbar/Haldane, utilize congregational church (needs structural work and mold remediation) - large open space, good acoustics	Improve/revitalize buildings, bring in new businesses to occupy the empty spaces, family-oriented destinations - dog park/grills/picnic areas, housing - affordable/accessible for the homeless - low income, single-family homes for economic change (Micron), make the world aware of Pulaski
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Appendix C: Comment Cards

Two people submitted comment cards to provide additional feedback for the Pulaski DRI.

Comments:
I feel strongly about the need for assisted living. Seniors who reach the point of needing that level of living have to leave the area at a time in their lives when being with family and friends around them is key
We have a lot of homeless people and a lot of need for mental health services. I can only see that increasing with time.

Appendix D: Workshop Photos



