



Town and Village of Clayton

ARTS AND HISTORY STAKEHOLDER DISCUSSION NOTES

Purpose:	Stakeholder Meeting
Date and Time:	April 1, 2026, 1:00 AM – 2:00 PM
Location:	Virtual (Zoom)
Attendees:	See Below

Arts and History

Summary

This discussion focused on the existing issues and opportunities in the Town and Village of Clayton from an arts and history standpoint. This meeting started with an overview of a Local Waterfront Revitalization Program. Other topics and issues that came up in discussion include the following:

Parking Challenges

- When the Opera House is at full capacity, parking is limited. Street parking fills quickly, requiring many attendees to park farther away and walk to the venue.
- Jen (MJ) noted that a need for wayfinding for public parking lots has come up in discussions with the community.

The Clayton Opera House

- It is owned by the Town, and some Town offices are downstairs in the basement.
- The maintenance of the building could be improved.
- No inventory or assessment of the building has been completed recently.
- The opera house is not currently part of the original Waterfront Revitalization Area (WRA) but would be part of the proposed WRA.

Opera House Activities

- Have an active arts education program, the opera house invites students to visit 3-4 times a year for a free show.
- There is a family series where show prices are lowered.
- Free events and movie nights.
- Partnerships with local restaurants- Opera house attendees can receive a discount with proof of a show ticket.
- Local shops and restaurants advertise the Opera House shows.

Arts and History

Summary

- The Opera House attracts young and old patrons.
- They try to avoid scheduling events during Poker Run weekends and other popular regional and local events and traditions.
- The Chamber of Commerce promotes the Opera House, but the Opera House does most of their own advertisements by sending brochures and publishing ads.

Downtown

- Empty storefronts create an issue downtown; there's 2 or 3 empty storefronts downtown now, which affects the ambiance of the general environment of the downtown.

Transportation Alternatives

- Parking shuttles have been used but the use is inconsistent and expensive.
- Even the shuttle used during the Poker Run shuttle is poorly used.
- The Town is unable to run their own shuttle due to costs.

Coordinated Scheduling

- There have been efforts made by non-profits in Clayton to coordinate event scheduling, but it is difficult.
- A community calendar of events would be beneficial.

Attendance

- Jen Ceponis (MJ Team)
- Melia Hema (MJ Team)
- Peter Zimmer (Department of State)
- Dave Wilder (WAC)
- Julie Garnsey (Director of the Clayton Opera House)

This document was prepared with funding provided by the New York State Department of State under Title 11 of the Environmental Protection Fund.

