

MINUTES OF THE COMPREHENSIVE PLAN COMMITTEE **DRAFT**

April 3, 2017

7:00 p.m. Town Hall

Present: Timothy Thompson, Chair  
Peter Curry  
Elizabeth Goodspeed  
Penelope A. Jordan  
Sara W. Lennon  
Susana Measelle Hubbs  
Harvey Rosenfeld  
Victoria Volent

(member Stephen Rees has resigned)

Also present: Maureen O'Meara, Town Planner

Mr. Thompson opened the meeting and called for public comment. No one came to speak, so the public comment was closed.

The minutes of March 8, 2017 were unanimously approved.

Interview Public Participation Consultants

First Interview:

Carol Morris, owner of Morris Communications spoke about her experience and approaches to enhancing public communications. She spoke at length about the type of meetings she favors, and how to enhance participation by piggybacking on already scheduled activities, such as Cape Days. She uses Survey Monkey, or Facebook to elicit more opinions.

The members of the Committee were then asked to each ask a question of Ms. Morris.

A sampling of those questions follows:

Ms. Lennon asked if they are wide open to opinions, how do they pare down the ideas when people have come forth with good ideas.

Ms. Morris said they should not leave it open ended, but ask about specific issues they want to hear about.

Ms. Measelle Hubbs asked about a draft outreach plan.

Ms. Morris said she will ask the Committee what they want, then go home and draw up a draft plan. She said they are leading the process and they should not put out a public outreach plan for public comment.

Harvey Rosenfeld asked if Ms. Morris could speak about her experience with comp plans in other communities.

Ms. Morris said she has done a lot of master planning and Town scale transportation planning, but no comp plans. It is harder to do a comp plan because it is broader.

Mr. Thompson noted the participation challenges of the last plan. He said there was a lack of participation. How do you get different groups to participate.

Ms. Morris talked about how often groups will put out a lot of information. They need to put out smaller and less jargon filled information. You will need to go out to various groups, such as the Land Trust and get them involved.

Mr. Curry asked how you would address festering issues.

Ms. Morris said you need to go right out and tackle those issues, they will always surface. They are part of the bigger picture.

#### Second Interview:

Judy Colby-George, owner of Spatial Alternatives said her specialty is geographic information systems. She likes looking at how to use those maps and other tools to engage the public to participate. She has helped various towns, in various capacities, with 15 or 16 comp plans. She has facilitated public meetings and small group meetings. She demonstrated keypad polling with the committee and showed that the results are instantaneous. She did caution them to be very specific about the information they are seeking when using that tool. She also noted that there are very short "sweet spots" for opportunities to get a lot of public participation.

The members of the Committee were then asked to each ask a question of Ms. Colby-George.

A sampling of those questions follows:

Ms. Volent asked if the GIS maps are included in the cost proposal, and if not, what that cost would be. She also asked if they would be doing any online surveys and how would the big survey fit into Ms. Colby-George's timeline.

Ms. Colby-George will provide analyses of different scenarios of land use if you were to change the zoning rules, affordable housing rules etc. . She will use the GIS maps generated for the comp plan and put those on the Town's website for use by the public.

She would use Survey Monkey for online surveys and she will be working off the big survey.

Ms. Jordan said she likes the fact that Ms. Colby-George noted those "sweet spots." She asked about leveraging the technology to reach out to the public between those "sweet spots."

Ms. Colby-George said there are two ways she would see doing that. One is through the web based technology, eliciting online comment. The other is that the Committee would develop ideas and she would create a Power Point presentation for the members to take out to any groups they may belong to.

Ms. Goodspeed asked where she draws all the information from a large meeting.

Ms. Colby-George said she would meet with the Committee at their next meeting and that would be where they would gather and integrate the information they had come forth with.

#### Committee discussion:

The Committee said each candidate would be well qualified. Each member stated his/her preference for one of the candidates. When asked for her preference, Ms. O'Meara said both were very well qualified, and either would be a fine choice. They took a vote and Spatial Alternatives, Inc. was chosen by a vote of 6-2.

Kevin Guimond was introduced as the probable new member of the Committee to replace Mr. Rees, who resigned. He has not yet been approved by the Town Council, so his appointment is not official yet.

Mr. Thompson asked the Committee what is their target for accomplishment in meetings. He asked Ms. O'Meara to draw up a target schedule for the rest of the scheduled meetings.

Next meeting:

Review the 5 opinion survey proposals (Ms. O'Meara will contact Community Opportunities Group Inc for a budget quote)

Ms. Lennon suggests that they each come in with their own vision statement. Why are each of us here? What are you passionate about?

Plan outline review

Public Comment

Paul Seidman said he thinks it is very good that Mr. Guimond will be present for the conversation next week.

No one else spoke, so the public comment was closed.

The meeting was adjourned at 9:35 p.m.

Respectfully submitted,

Hiroshi Dolliver  
Minutes Secretary