

Town Plan Steering Committee

May 6, 2015

5:30 – 7pm

Present: Heidi Bormann, Marshall Paulsen, Jeff Forward, Chris Granda, Alison Anand, Ian Bender, Wright Preston, Kyle Youngberg, Graci Biggio, Katie Loesel, Joy Reap, Clare Rock (Town Planner)

Review of Materials

The following materials were distributed to committee members via email and hard copies were made available at the meeting for committee review:

Process Goals and Ideals Document, Info Sheet, Talking Points & FAQ Sheet, Community Chalk Board Rules & Management Info, Municipal website policy, draft Municipal Social Media Policy, Interview Package.

The Committee spent approx. 15 minutes reviewing the information and Committee members also had the opportunity to try the electronic survey, view the new website and Facebook page and a mock-up of the chalkboard.

Process Goals and Ideals

The Committee reviewed and approved Goals and Ideals document, dated April 21, 2015.

Network Analysis

Committee reviewed the Network Analysis and provided the following additions:

Add to “renters/young adults” – Hatchet Tap Room and Twitter

Add to “teens” and “next generations” – Twitter and Cabaret Talent Night

Add to “outdoor recreationists” – Huntington Running Race and the Round Church Running Race

Add to “new residents” – Realtors Linda Sanamore (Remax) and Cindy Felony (Hicock & Borman), Mortgage broker Julie Thorpe (Spruce Mortgage) and Town Clerk Linda Parent.

Committee review the Engagement Strategy Planner and provided the following additions:

Posters – add municipal offices. They should be no larger than 8x11 for local businesses.

Paper Surveys – add library story time as a location to drop off a stack.

Add Rod West’s sign on Route 2 as a location for announcements.

Ideas for fall time engagement idea – kids poster contest to design posters – maybe best to use high school art class?

Engagement Activities & Timeline

The Committee reviewed the following engagement activities and materials and provided the following comments:

Website and Facebook page – no specific comments.

Info Sheet and Talking Points & FAQ's – no specific comments.

Postcards – Katie Loesel shared some postcard design ideas, which used a historic photo as the background with a colored overlay. A variety of images were used as well as a variety of fonts. Members preferred the image of the round church and liked the handwriting-like font. Some didn't like the blue postcard as it was reminiscent of Halloween. The consultant provided the text content. Ideally the postcards will be ready for distribution by the end of the month. The committee was ok with staff working the consultant and Katie to finalize the postcard so it can be sent to the printers potentially before the next meeting.

Chalkboard wall – the Community Chalk Board Rules & Management Info outlines the use and management of the chalkboard. At the next meeting steering committee members will be asked to sign up for dates to manage the chalkboard at various locations.

Tabling – the Committee agreed it would be a good goal to have a table at every farmers market. Rock will follow up the Market Manager about reserving the community booth slot. Discussion about a table at Friday Night Suppers – Marshall will follow up as they may have some policies about tables at these events. Committee members will be asked to sign up for specific dates at the next meeting. One recommendation was to set up a Google calendar to manage volunteer sign ups.

Meeting in a Box – The Committee agreed to call this activity "Community Conversations", specific locations in which we will be seeking volunteers will be presented at the next meeting.

One-on-One Interviews – The Committee made comments on the Interview Package which serves as a guide to conducting the interviews. Some committee members were concerned that the disclaimers would turn people off from wanting to participate. The committee also questioned whether participants could remain anonymous. Rock will follow up on these concerns and questions at the next meeting. Committee members agreed to set a goal for each member to interview 3 to 5 people. Members are asked to think of 3 to 5 people who represent various stakeholder groups and be prepared to share those potentially interviewees with the committee at the next meeting.

Survey – the committee had the opportunity to try out the survey. Discussion followed about limiting people's ability to take the survey only once, whether we should require people's names (even if we maintain them confidentially) as a data source for transparency purposes. Rock shall follow up on these concerns for the next meeting.

4th of July – The committee agreed to have a table at the 4th of July event and agreed to distribute information along the parade route. Discussion followed about whether to have a float. Committee members were hesitant to commit to the float. Grace proposed having high school students make and man the float for community service hours. The committee was receptive to pursuing this idea. Grace will gauge the interest of high school students for this activity for further discussion at the next meeting. One additional idea was for Marshall to carry the project banner, as he regularly participates in the parade as a stilt walker.

