

**Exeter Master Plan Update
Steering Committee Meeting**

Meeting Summary
October 26, 2016

Attendance

Steering Committee Members

Kathy Corson (Co-Chair)	Julie Gilman	Jen Martel	Kristen Murphy
Lang Plumber (Co-Chair)	Beth MacDonald	Loree Hazard	Ginny Raub
Geoff Dennet	Maura Fay	Gwen English	Bill Cambell

Dave Sharples, Town Planner
Russell Dean, Town Manager
Krista Moravec, Horsley Witten Group (HW)
Ellie Baker, HW

Public

Don Clement, Board of Selectmen, Resident
Dan Chartrand, Board of Selectmen, Resident
David Reyes, Resident

Schedule

A draft schedule was reviewed. The first public workshop is proposed in early February and the second in late June/early July. Two issues were raised with regard to the proposed workshop schedule:

1. The first workshop is proposed within the Annual Town Meeting season (the deliberative session is in late January and Town Meeting is in mid-March), some thought the public workshop might be influenced by the political nature of town meeting and suggested moving the public workshop. Others felt that the Annual Town Meeting process would provide another outlet to promote the master plan update process. The group decided to leave the public meeting scheduled for early February at this time and revisit the schedule at the next meeting, when they could gauge the consultants' progress.
2. A committee member suggested concern that there is too long of a gap between the proposed workshops. To alleviate this concern, smaller outreach efforts can be undertaken between the workshops, including posting draft material as it is developed, checking in again with people who were interviewed, and attending different activities in town to engage the public and interest them in the process. We can also revisit the schedule for the second public workshop as we get closer.

Overall, the group agreed to keep the schedule flexible and revisit it regularly.

Protocol for Communication

All material and information sharing between HW and the Steering Committee will go through Dave Sharples, Town Planner.

Subcommittees

HW suggested the idea of creating subcommittees to facilitate active participation from Steering Committee members who might want to focus on a particular topic by providing additional information or by providing a review of draft written materials. Some may also want to do more with communications and public relations, getting the word out about the project, attending local events, etc. HW will be responsible for drafting material for the updated master plan and a subcommittee's role would be primarily to help and review HW's work.

The creation of subcommittees may be on an as-needed basis, and more discussion will be at the next meeting.

Website

HW presented a mockup of the project website and received edits from the Steering Committee, including making the top banner narrower so that more information is visible on the initial screen view.

Early Outreach – Election Day

Members of the Steering Committee will be setting up a table at the Exeter polling station during Election Day. HW presented a draft flyer and poster for review. Any edits are to be sent to Dave by end-of-day Thursday, October 27, 2016. HW will make edits and send a final draft back to the Town.

HW will draft talking points for the Steering Committee to ensure everyone is sending the same message. To brainstorm ideas, the Steering Committee thought of different ways to answer the questions, "Why is the master plan important?" and "Why should we care about it and be involved?" The Steering Committee developed the list below, and flagged the ideas that resonated most among the group:

- Finding the balance between the "now" and the future.
- Public involvement is key.
- The Master Plan impacts your tax rate.
- The Master Plan impacts your health – safety, addresses resources and design that allows you to be physically active.
- It is a major decision making tool used by the Planning Board, Board of Selectmen and other town boards, commissions and committees.
- Your opinion is important.
- Times have changed (since the Master Plan was last updated). Demographics, the local, regional, state and national economies, etc. The new plan should reflect these changes. [Flagged]
- The Master Plan impacts your quality of life – it can improve and maintain your quality of life. [Flagged]
- The Master Plan impacts your future. [Flagged]

- The Master Plan impacts where development happens, what it looks like. It can influence strategic growth.
- Sustainability should be emphasized, recognizing it can mean different things to different people. [Flagged]
- The Master Plan impacts community vibrancy – how it can attract new families, people to live in Exeter. [Flagged]

HW will take the ideas and draft talking points and messaging for review.

Ideas for the table were:

- Candy/food
- Email sign-up sheet to receive information on the update process. Bring a clip board to site people up as they wait in line
- Bowl where people could leave a business card instead of signing up on the sheet
- Business cards with the website

Kathy Corson and Dave Sharples will organize a Doodle poll for members to sign up for coverage at the table (by the hour).

Interviews

The Steering Committee will provide HW with a list of stakeholders to interview. Dave indicated that he has started a list and reached about 30 individuals. Creating focus groups with individuals with similar objectives can also be a way to efficiently meet with people and share perspectives.

Next Steps

Action	Who	By When
Comments on draft flyer and poster	Steering Committee	COB Thursday, 10/27
Updated flyer and poster	HW	COB Friday, 10/27
Draft talking points	HW	COB Monday, 10/31
Comments on draft talking points	Steering Committee	COB Thursday, 11/3
Final talking points	HW	COB Friday, 11/4
Draft list of interviewees	Town/Steering Committee	Next meeting
Draft interview questions	HW	Next meeting
List of local events for PR efforts	Steering Committee	Next meeting
Draft Public Participation Plan	HW	Next meeting