

Exeter Master Plan Update Steering Committee Meeting Meeting Summary

December 20, 2017



Attendance

Steering Committee Members

Kathy Corson (Co-Chair)	Julie Gilman	Gwen English	Ginny Raub
Lang Plumer (Co-Chair)	Barry Sandberg	Peter Cameron	Kristen Murphy
Pam Gjettum	Esther Olson-Murphy	Maura Fay	Madeleine Hamel
Kristen Murphy			

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

Public

Don Clement, Board of Selectmen, Resident
Jonathon Ring, Exeter Area Chamber of Commerce

Stakeholder List: Interviews & Focus Groups

HW updated the group on the status of interviews. Interviews were schedule with

- Russ Dean, Town Manager
- Darren Winham, Economic Development Director
- Julie LaBranche, Cliff Sinnott, and Glenn Greenwood, Rockingham Planning Commission
- Todd DeLuca, Exeter Area Chamber of Commerce
- Beth Dupell, HERON

An interview with Exeter Hospital is scheduled for January 5, 2017.

The list of interview questions was reviewed.

The group revisited the stakeholder list.

- An All Boards meeting with the land use boards was scheduled for January 11, 2017 at 7 pm at the Library. Considering it would be a large group (about 30), the meeting would use a break out group format. HW will prepare a draft agenda.
- Rather than a “drop in session” for all other non-land use municipal boards, the chair of each board will receive a set of up to 5 discussion questions via email to discuss with the members and provide responses that represent that board. The Library Trustees have been added to the list, and the Budget Committee was removed, since it is no longer meeting until next budget

season. HW will prepare the survey questions with a listing of other participation opportunities for Dave Sharples to send to the board Chairs.

- HW will add the Exeter Trail Committee and the Exeter Public Library to the stakeholder list for general outreach.

Outreach

Kathy Corson secured a table at the Farmer's Market on January 14, 2017 at Exeter High School. A sign-up sheet was distributed to help cover the table. A short survey and an announcement for the workshop will be handed out. HW will prepare a flyer and postcard (size 4/page).

The Chamber is holding an economic forum on January 10, 2017 at the Exeter Inn from 7:30-9:30 am. Lang Plumer will follow up.

Parents' night at schools is noted in the Public Participation Plan under "Other Events," but there are none in the near future (usually in the fall). It was removed from the list.

Dave Sharples has a list of accomplishments from the current master plan and will pull out the top five and distribute to the committee.

There is an event (music performance?) at the middle school on January 7 or 8?, 2017. Gwen English will check to see if information can be handed out.

Comment [KM1]: I'm did not catch this event.

Each Friday elementary school students bring home a folder of information. Maura Fay will reach out to the School Superintendent about including a flyer. We'll target having the flyer in the January 13th folder.

The church leaders in town meet regularly (possibly once/month). Lang will reach out to a member of the church community.

Public Workshop

The group reviewed the preliminary meeting design for the workshop.

The group agreed that we should start with a designated registration period during which we could display a gallery of posters with town data/statistics. Child care will be provided and billed as "supervised kids' activities," as long as liability is not an issue. Lang will talk with SST for volunteers to help out with childcare. He will also talk with them about providing light snacks and refreshments.

One member requested that real-time translations on screen be offered for the hearing impaired, and that assisted hearing services be provided. Typically these services are requested and arrangements made well in advance. Maura will research how much it will cost to have someone available.

The group expressed concern about the proposed questions for the small group discussions, which were:

- What needs to be protected? What needs to stay as it is?

- What has momentum but needs support? Where are positive changes happening?
- What needs to be transformed? What has been neglected? Where are negative changes happening? What would the transformation look like?

Using “protected” was a concern, and the last bullet was too negative. Suggestions included asking where will we be in 10 years, and where should we be in 10 years. These questions may not get at specific issues, like traffic, but are important to ask to have a broader vision. More appropriate terms that should be used are “maintain,” “improve,” and “change.” HW will revise and provide alternative questions.

The workshop will be billed as a “listening session.”

It is anticipated that 70 to 100 people may attend and a strategic plan will be developed to accommodate break out groups of 10 to 12 people per group at the most. Steering Committee members were asked if they would be interested in being a facilitator of a break out group. Most were more interested in being note takers instead. At the next meeting, HW will bring a note takers guide to review the responsibilities. It was suggested that the Rockingham Planning Commission be approached to recruit facilitators. HW will do this.

Other promotion for the workshop will be the blinking sign/trailer. Dave will look into this.

HW will develop a draft press release.

An open house will provide another opportunity for input. It was suggested that we host a an open house the week after the public workshop and not announce it until after the public workshop to encourage people to attend the workshop if possible. HW will develop a second press release just after the public workshop to announce the open house, which will be held February 1, 2017 in the Nowak Room of the Town Offices from 11 am to 1 pm. A sandwich board (with appropriate permit) will be placed outside to promote it while it is going on.

Next Steps

Action	Who	By When
Draft survey questions and list of participation opportunities for municipal boards	HW	Done
Prepare draft agenda/meeting format for All Boards Meeting on 1/11	HW	ASAP
Farmer’s Market survey	HW	12/30/2016
Flyer and postcard for workshop	HW	ASAP
Attend Chamber’s economic forum	Lang	1/10/2017
Prepare the top 5 accomplishments from current master plan and distribute to committee	Dave	
Contact School Superintendent about a flyer in the elementary school Friday folders	Maura	First week of January for the 1/13 folder
Revise workshop small group questions	HW	For next meeting

Action	Who	By When
Arrange with SST for childcare/kids activities at workshop, and possible food	Lang	ASAP
Research costs of having real-time translations for the hearing impaired	Maura	ASAP
Talk with RPC about facilitators for workshop	HW	Done. They are available.
Review Note Takers Guide for workshop	HW	For next meeting
Securing the blinking sign/trailer to promote workshop	Dave	By next meeting
Develop two press releases, before and after workshop	HW	ASAP