

Exeter Master Plan Update Steering Committee Meeting Meeting Summary



May 15, 2017

Attendance

Steering Committee Members

Lang Plumer (Chair)	Dan Chartrand	Ginny Raub
Jen Martel	Barry Sandberg	Peter Cameron
Pam Gjettum	Ian Smith	Don Clement (for Julie Gilman)

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

Review of Draft Master Plan Sections

The working draft of the Master Plan was distributed to the Steering Committee prior to the meeting. As a working draft, the document still has a few small sections that have yet to be written as well as the Communicate piece. HW acknowledges that there may be grammatical issues.

Based on the discussion at the last meeting, “Protect” has been changed to “Steward.” The Committee did not object to this change.

The purpose of the working draft review is to get feedback on (taken from the memo sent with draft materials):

1. *Is the Committee comfortable with the “voice” of the document? Are there sections that the Committee feels are better than others and, specifically, why is that?*

The Committee is pleased with the tone. Discussion is balanced and readable.

2. *Are there critical subjects that are omitted from the draft? For this question it is important for the Committee to remember that we are trying to limit content to issues essential to conveying the most important ideas. As we have discussed, it is very easy to keep adding material to Master Plan documents and one of the Committee’s most important roles will be to think critically about this...not allowing the document to grow beyond what will feed into important policies and be engaging to the reader.*

On page 11, the old Rains Barn should be mentioned because the town is currently seeking state historic status.

There needs to be discussion about the federal municipal separate storm sewer system (MS4) permit. The requirements of the permit will be a big undertaking by the town, and will have a cost to it.

The Housing Committee is coming out with a housing study. It will be presented to the Board of Selectmen this month. The findings should be part of the master plan.

The process for developing this master plan should be a model for other projects in town. Discussion on the public engagement efforts for the update should be part of the plan as well (“Communicate”).

The town-wide facilities study from 2015 should have a bigger presence. Only a handful of projects are mentioned. This could be part of “Support” or “Prepare.”

The proposed recreation facility should be mentioned. It was approved as part of the capital improvement plan and will move forward.

3. *Are there things that could be cut from the draft? Is it possible to fold material into the Baseline Sheets, reduce paragraphs to sidebars, or omitted things together?*

Keep the language simple and keep the facts in the baseline sheets. Use more visual “infographics” to present statistics and data as needed. As the draft reads, the need to include additional data is not needed.

4. *Are there ways to better connect the different sections or should smaller discussions be moved to different sections? HW staff considers this an important part of our responsibility as the draft develops and we have already raised questions internally on this issue. Feedback from the Committee is helpful in this regard early in the process.*

There were no comments.

Second Public Workshop Logistics

An updated handout was distributed with more details and logistics on the public event.

The high school cafeteria is booked for June 14, 5-9 pm. The open house format will allow people to drop in. The event will be from 6-9 pm.

- 9 Topic Stations:
 - Support (2 stations)
 - Steward (2 stations)
 - Grow (2 stations)
 - Connect (1 station)
 - Communicate (1 station)
 - Prepare (1 station)
- Content of each station
 - Information board about the topic

- 1-2 exercises to get public input. Attendees work independently, so the exercises will require minimal instruction.
 - Staff: to answer questions about the topic and help with the exercise as needed.
- Staffing

Location/Station	Staff Needed	Assignment (preliminary)
Topic Stations		
Grow (2 stns)	2	HW
Preserve (2 stns)	2	HW
Support (2 stns)	2	HW
Connect (1 stn)	1	HW
Communicate (1 stn)	1	SC
Prepare (1 stn)	1	SC
Registration Table/Welcome Area	2-3	SC
Live Updates	1	HW
Moderators	2-3	HW/SC
TOTAL	14-15	

Moderators - on the floor answering attendee questions, monitoring staff needs, keeping time, etc.

A sign-up sheet was passed around the room if committee members were interested in helping with a station or other aspect. HW will send an email to the committee at large to see if there is interest from those who could not attend the meeting.

HW should also reach out to RPC to see if they are available/what to participate.

An email will be sent to the email distribution list with a “save the date” today (May 16). The committee would like to provide residents with more information about how the open house is set up: what to types of activities to expect, how much time they should expect to spend at the open house. A follow up email will be sent with these details. Subsequent reminder weekly emails will also be sent until the week of the open house. This “expectations” information will also be available on the project website.

The committee would also like to have something online about what’s been done to date. HW will follow up with materials for review.

At the open house, there should be information on “what is a master plan” for those who have not been part of the process or attended the first public workshop. The summary of the first public workshop can also be available.

Exercises

In the handout, proposed exercises were provided to gauge their appropriateness. Any mapping that is to be used for the exercises should show landmarks to help people better find places. The “Steward” map should show existing conservation and recreation lands.

The “Support” exercise can ask people how they would like to spend town dollars. A preliminary list of specific projects and ideas from the first public workshop was provided in the handout; however, the

committee felt the list should be broader topics. HW and Dave will work on a list and send back to the committee for review.

Lang was asked if SST would be available for child care and cookies. He will inquire.

HW asked if they can get into the cafeteria around 4:30 pm to set up. The requested time was 5 pm, but we can ask the janitors to pre-arrange tables for us. HW will prepare a floor plan and Dave will talk with the facilities staff.

Dave will coordinate food.

Promotion

- Press release: Dave will work on it this week.
- Postcards: Dave has them available for committee members to hand out
 - May art festival is May 20 at Swazey Park
- Electronic message board
- A-frame in front of Town Offices
- Weekly emails by HW

Next Steps

The committee would like to meet one more time before the open house. A doodle poll will be sent out.

Action	Who	By When
Solicit volunteers from SC to help with open house	HW	5/19
Contact RPC	HW	Done – They cannot attend. RPC is holding their annual commission meeting and all staff will be in attendance.
Send “Save the Date” email to distribution list	HW	Done
Prepare master plan summary materials to be posted online so public can see progress to date	HW	5/24 for review 5/26 posted for weekly email to distribution list on 5/30 (Monday holiday)
Update open house logistics with details of exercises and assignments to date, and resend to the committee	HW	5/26
Develop floor plan of open house	HW	5/26