



Master Plan Steering Committee

Public Informational Meeting

11 A.M. Saturday

October 23, 2021

MINUTES

Members Present: Carol Bush, Laureen Hadley, Barbara Maidhof, Sue Wingate, and Gary Qua

Staff Consultants Present: Carol Ogilvie and Ivy Vann

Public: 21 people signed the Sign-In Sheet

I. Introduction and Overview of the Project

Mr. Qua opened the meeting and introduced himself and the four other members of the Steering Committee who were in attendance. He provided the audience with an explanation of the master planning process in New Hampshire and how the Planning Board came to the decision to update the Town's master plan, along with the process for selecting the consultants from Municipal Resources, Inc. (MRI).

Mr. Qua also described the process to receive public input undertaken by the Steering Committee to date, which includes 13 public meetings (many over Zoom), three site visits (the Recycling Center, Town Meeting, and Old Home Day at Davis Field). The Committee also sent out 2300 postcards and questionnaires, and comment boards were placed around town at six locations for six weeks, with questions changing every week. In all, despite the restrictions of the pandemic, the Steering Committee feels that it has made every reasonable effort to reach the residents and solicit feedback. Importantly, he noted that all of the questionnaire responses (over 500 for an approximate 20% response rate) were sent to MRI for tabulating; no one on the Steering Committee saw or had any involvement with tabulating the results.

At this point Mr. Qua turned the meeting over to the consultants to make their presentations.

II. Ivy Vann

Ms. Vann stated that she would be going over the results of the visioning survey that was distributed to the residents. There were two charts displayed that presented a few highlights of the results. One of them - Guiding Principles, showed the top 10 responses to opinions expressed by residents in the 2006 master plan process. Ms. Vann explained that the purpose of this exercise was to check in and see if people still felt strongly about the same things in 2021 that they did in 2006; to a large extent, the answer is yes.

She then explained the "word cloud" that was presented on the other poster. This is a technique the survey software uses to illustrate words by the number of times the word is used - e.g., the more often a word is used, the larger the font in the word cloud. Ms. Vann emphasized that the

number of times a word is used cannot be assumed to be positive – people may just as well use a word often because it represents something they don't like; nevertheless, the visual is instructive.

A member of the public questioned the 31% response to improving bicycle and pedestrian infrastructure, noting that it was 9th on the list of 10. Ms. Vann responded that in her opinion, if something makes it to the top 10, it should be noted.

III. Carol Ogilvie

Ms. Ogilvie stated that she would be speaking more to the process and next steps, and not specifically about the draft Plan that was provided today. She noted that the Steering Committee is still making decisions about what to include for topics/chapters; since the state law only requires two, with anything else being optional, the Committee will make those decisions based on what seems important to the town now and in the future. She also wanted to emphasize that in looking at the draft Plan, to not dig too deeply into the data that has come from the U.S. Census; this is still very much a moving target, as new data are coming in, and much will very likely change before the Plan is complete. Primarily, she wished to explain what the final Plan will look like, particularly in terms of the Implementation section. Ms. Ogilvie pointed out the matrix on the last page that contained a goal from the 2006 Master Plan, and a possible goal from this one. The primary distinction is that in the past there was not much attention paid to who would be responsible for implementing the goals; this is a weakness that historically has been a feature of master plans. This process very much intends to change that, by defining goals that are more action-oriented – strategic as opposed to soft, and designate a responsible party. This will make it easier for the Planning Board to monitor and measure success. As for timing, the intent is to have a complete draft to the Planning Board by late November, early December.

IV. Public Comment

Mr. Qua then opened the meeting to questions and comments. There was a question about Town control over lake water quality and a few questions about the population and how that relates to housing issues.

There being no further questions or comments, Mr. Qua adjourned the meeting at 11:55 A.M.

Respectfully submitted,

Carol Ogilvie

Approved 12-15-21