

Minutes for LTPC Meeting- April 10, 2008, 7:00-9:00 at Senior Center, Essex

In attendance: Mike French, Peter Silva, Mike Dyer, Peter Kellerman, Ed Howard, Bob Coviello, Susan Lufkin, George Marsh, Ray Randall, John Corcoran

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- Approved minutes for March 21- unanimous with no corrections
- Discussed new town website
  - According to Bob Coviello, it is now live.
  - Bob needs LTPC members to check LTPC page for accuracy- send corrections to Bob.
  - Will be adding minutes after approval
- Discussion ensued concerning how we will go back to the town and revisit the major issues. There was a consensus that although we should reference past surveys (e.g. CDP), we need to retake the pulse of the citizens of Essex.
- Some ideas for the methods of this “outreach program”:
  - Information
    - Website
    - Street
    - Small group meetings- neighborhood “coffee” meetings
    - Public Forum (entire community)
    - Visitor impact
    - Representatives from neighboring towns and communities
    - Essex Merchant Group and Essex Division of Chamber of Commerce
      - Business needs and desires within Essex
    - Cape Ann Chamber of Commerce
      - Useful data and information
    - Essays from kids
      - Involves parents and promotes discussions within families
      - Make in form of a contest- more fun, better publicity
    - Letters/emails

- Council on Aging, Friends of Council on Aging, and Senior Citizens Club

- Publicity

- Press release
- Letters to editor
- Back Pack Thursdays- get information to parents
- New Town Hall sign board
- Website

• Steps and Priorities

1. Press Release- Patrick Anderson of GDTimes
  - a. Advertise/inform about upcoming neighborhood meetings, ask for emails, letters
2. Conduct neighborhood coffee meetings and meet with Senior Groups
  - a. Distill ideas to go into town-wide survey
3. Kids essay
  - a. Grades 4-6? Contest with winner recognition on 4<sup>th</sup> of July and ClamFest. Find some teachers to help
4. Add LTPC to regular agenda of Chamber of Commerce meetings
5. Use all the above to write Survey- employ professional help
6. Public Forum/Community Meeting- present results of surveys

• Neighborhood Coffee Meetings

- Listen!!!!
- Structure
  - Coffee and desert
  - Limit time- 7:30-8:45
- Present reason for being here-
  - take pulse of citizens to go into survey

- “vision questions”
    - “What do you love most about living in Essex?”
    - “What do you not like about living in Essex?”

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  - What is the LTPC- members
    - 5-6 major issues- don’t priorities- LISTEN!!! Get sense of their priorities “Let’s spend 15minutes talking about ... e.g. affordable housing.”
  - End with “25-year” vision for Essex, and what are the major issues.
- Action Items
    - email Patrick Anderson (Mike D)- good to get interviewed, explain the LTPC charge, have Patrick write an article
    - Press Release- (Brendhan)- before coffee meetings (early May?)
    - Need neighborhood map to see how we cover the neighborhoods (Mike D)
    - Contact school secretary concerning student essay and backpack Thurs. (Bob & Ray)
    - Essex Merchant’s Group- “Ideas from Main St.” (Ed, Sue, Bob)
    - Trial coffee meeting with seniors- invite 3 groups- Council on Aging, Friends of COA, Senior Citizens Club. (Sue to call Gloria Story to help organize)

Respectfully submitted,

Peter Kellerman, 4/12/08