

**Essex Strategic Planning Committee  
December 12, 2016, 7:00 PM  
Essex Senior Center, 17 Pickering Street**

MINUTES

**Members Present:** Philip Burns (PWC Alternate), David Gabor (Chair), Mike Burke (Vice Chair), Skip Crocker, Peter Madsen, Julie Scofield, John Bediz, Annie Cameron, Lisa O'Donnell

**Staff Present:** Brendhan Zubricki, Matt Coogan

The Chair opened the meeting at 7 PM.

**Public Comment**

There was no public comment.

**Meeting Minutes**

The meeting minutes from the June 8, 2016 meeting were unanimously approved.

**Strategic Plan Update**

The Committee reviewed the prioritization document created by Brendhan and Matt. The document will track the progress of action items in the plan, as well as set priorities for each goal. The document will serve as a template for a quarterly report that will provide the Committee an update on the progress of the plan. The Committee unanimously voted to post the quarterly reports on the Town website, specifically on the SPC webpage.

Brendhan explained that the Town is working with Reinhart and Associates on site planning work for updating Memorial Park and for a new Public Safety Building. The firm is working on creating three options for the Town Building Committee to consider. The options may be ready for Town Meeting for residents to vote on.

Brendhan announced that there will be a public meeting and potential master planning process for Folsom Pavilion and the Cottage at Centennial Grove.

The Committee continued their discussion on hiring a part time person to handle youth activities for the Town, including Easter, Halloween, and winter holidays events. There could also be coordination with existing organizations and programs, including Little League and Y Summer Camp.

Brendhan mentioned that the Harbormaster is looking to create a Harbor Master Plan. Brendhan also announced that he will be looking into a ACEC Resource Management Plan for the Great Marsh, which includes Essex.

**Economic Development**

The Committee briefly discussed the presentation by Maria DiStefano, Northeast Regional Director of the MA Office of Business Development at the June 2016 meeting.

With a motion from John Bediz, seconded by Peter Madsen, The Committee voted unanimously to recommend to the Board of Selectmen that the Town enter into a second Community Compact with the

state, "Preparing for Success" within the Housing and Economic Development Best Practices. The Community Compact will help with bringing grant funding and technical assistance for economic development in Essex.

There was a continued discussion of creating an Economic Development Committee, including what the membership should consist of and the mission of the committee. One suggestion was to have a Economic Development Committee work on implementing the Parking Management Plan that was created over the summer.

Matt mentioned that there's an opportunity for the Town to obtain technical assistance from the Metropolitan Area Planning Council that could be used for developing economic development strategies. On a motion from John Bediz, seconded by Julie Scofield, the Committee voted unanimously to recommend that the Town Planner submit an application for District Local Technical Assistance (DLTA) from the MAPC for economic development in Essex.

### **Increasing Participation in Town Government**

The Committee discussed the need for more residents to be involved in Town government. Brendhan provided an update on the results of the November public survey. Three residents expressed interest for joining the Housing Authority, and five for the Finance Committee. The Finance Committee was going to recommend new members from the five interested residents. The SPC recommended that the survey be used again and updated.

The committee also considered using their funding to set up an open house event for Town Hall. This could be an event that allows residents to tour the newly renovated building, learn about the strategic plan and the progress in its implementation and to recruit residents to consider volunteering for Town government. Town Hall is tentatively scheduled to reopen on May 17, 2017.

### **Essex Village Center Parking Study**

Matt briefly summarized the new Parking Management Plan, including the process and the action items. It was further discussed how these action items could be taken on by an Economic Development Committee.

The meeting was adjourned at 8:30.