



Long Range Planning Advisory Committee (LPAC+)

Thursday, June 10, 2010 Minutes

Attendance

Name	Present	Name	Present	Name	Present
Rebecca Casey	√	Bud French	√	Hugh Coxe	√
Paul Bergkamp	-	Kurt Klebe	√	Jim Thibodeau	√
Steve Hendry	-	Sandra Lipsey	√	Julie Motherwell	√
Rachel Reed	√	Sam Rudman	√	Steve Walker	√
Claudia King	√				

Council Liaison: -
Staff present: Theo Holtwijk

Sam started the meeting around 7:10 PM.

1. Minutes

The draft minutes of May 27, 2010 were approved with correction of two typos (p.3: "plan" and p.5: Theo's").

2. Marketing Subcommittee

For the benefit of those who were absent at the last meeting, Sam gave a brief recap that explained the origin of the Marketing Subcommittee and its tasks.

Steve explained the memo that was distributed. He and Julie gave a lot of credit for it to Paul. Page 1 is the flyer to serve as handout at the upcoming Volunteer Banquet. It was intended to catch one's eye. The subcommittee envisioned that for marketing a combination of low tech and high tech tools would be used. Steve expressed some hesitation of using a handout at the Banquet event. Julie suggested that perhaps the flyer could be left in a noticeable place where people could pick it up. There was a consensus that people should not be badgered in any manner. It was noted that the banquet provided a great audience of already involved citizens.

Sandra suggested that the committee move to as much non-paper based outreach materials as possible. She felt that was the smart thing to do. Claudia felt that the word should get out and that the committee's message should show up in as many places as possible. Rachel was concerned that the senior population may not be able to access computers that easily. She

felt that the message should be seen at least 7 times and that a mix of methods should be used.

Sam reminded the group that there were two separate outreach pieces to discuss. The committee focused on the banquet handout. Sam felt that 10 years may not be looking far enough ahead. Becca mentioned Portland's 2030 effort, which she felt for many was unfathomable. She felt that people could envision a future that was 10 years away. Claudia agreed that that was a foreseeable future, but that the Town's vision should not stop at that point.

Bud suggested incorporating one or two pictures. One could have small children looking in a mirror, the other an older couple.

Theo mentioned that the handout will most likely inform people that an update effort is under way, more than it will generate public feedback. While he liked the idea of asking questions, one other way was to provide a series of hypothetical examples of what the future may bring in 10 years. He was advocating for using simple, direct language. He noted that the three questions on the second sheet may lend themselves well for the first sheet, as they are simple and open-ended.

Becca expressed concerns with using specific images that may involve getting permissions.

The group proceeded by making specific text edit suggestions to the subcommittee. Sam thanked the subcommittee for its effort and willingness to finalize this handout.

3. Research Subcommittees

Based on the Doodle poll results, Theo attempted to create three subcommittees, trying to accommodate as many personal interests as possible. Claudia wondered the subjects should be grouped by what relation they may have to each other.

Sam gave a recap of what he hoped the subcommittees would do: review the 2000 plan for their categories, review all other applicable documents, distill the information and report the highlights to the rest of the committee. The subcommittees would not at this stage make any recommendations.

Sandra felt that all categories were interdependent.

Steve wondered how the work of the subcommittees would take place. Theo provided a list of research references that he compiled for each category. This has been posted on the web and contains as many hyperlinks as possible. In some cases only hard copies of reports are available. Steve asked if subcommittee meetings needed to be posted. Theo will check on this with the Town Manager. He also mentioned that he was available to assist any group where needed. Hugh noted that a new category had appeared: Farm and Forest Resources. Theo said that this was not part of the 2000 plan, but that the Town did conduct a few studies in this area and that it was part of the State's goals. He had added it to group 1.

Sam mentioned that he envisioned that the group would take this assignment in portions and that it may take 6-8 meetings to get through it. He suggested that there was no set approach and that groups may be go with the energy of their subcommittee. He did request a written, 1-page summary that provided the perspective of the subcommittee on each of the categories. Hugh noted that the 2000 plan had one (11 by 17) page for each category. Theo observed that at the bottom of each page the top issues were highlighted and that that would be an important element. Sam felt that this was good exercise that would pay dividends later on.

The committee felt comfortable with the group assignments. It agreed to take on one topic each in round one and report on that at the July 8th meeting.

Jim wanted to make sure there was consensus on what each group would report on. The sense was: existing conditions; what is new; what has changed; what data should be updated; what data is missing and should be added. Jim also wondered if committee members could sit in on other subcommittee meetings. The sense was “yes” as long as those meetings would not be delayed. Sam said that the assignments represented the minimum of work needed from each subcommittee, but that more work could certainly be added as each person saw fit.

4. Sticky Notes

Several people added their sticky notes to the sheets that were posted. Sam declared that as of tonight that exercise was complete. Theo will update the transcript and summary and distribute it to the committee.

5. Discussion of Key Issues

Sam felt that a key issue was to further develop the committee’s outreach efforts. He anticipated that the data collection effort may continue into the fall. Sandra felt that this was the right direction.

Sam also mentioned that the key issue was to conduct possible surveys. Theo mentioned that there are some funds available for the committee to use. Those could be allocated to mapping and a survey, for example. The committee needs to determine the required scope and staff can get pricing information. He also mentioned that the Town Manager had given him a lead to a national survey firm through ICMA which may be able to do standard survey at less cost. This may or may not suit the work of the committee.

Becca suggested that the outreach may also dovetail with the work of the subcommittees as they contact other individuals, such as the Harbor Master on marine resource issues, to get feedback.

The group was also interested in establishing an open-ended feedback opportunity on the Town’s website. Rachel wondered how public feedback would be distributed and responded to. Theo said that a method could be developed as feedback came in, but that it was important to give a response so members of the public would know they got heard.

Sandra felt that communication with the Council was also important. It was suggested that a written summary should be prepared of committee work to date and that perhaps a July interim report could be given to the Council with Council Liaison Rodden's help. The group will discuss this more at its upcoming meeting.

Sam suggested that the committee review Hugh's handout of a few weeks ago and come back at the next meeting with one idea of what communication the committee should do, and the timeframe for that.

He also suggested that the committee at the next meeting discuss report format ideas.

6. Next Meeting

The committee will meet again on Thursday July 8th at 7 PM.

The meeting was adjourned at 8:55 PM.

Afterwards the three subcommittees met briefly to schedule their work and first meetings.

Draft Meeting Notes by Theo Holtwijk, June 12, 2010
Revised July 14, 2010