



Long Range Planning Advisory Committee (LPAC+)

Thursday, November 18, 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: Bonny Rodden

Staff present: Theo Holtwijk

Sam started the meeting around 7:05 PM.

1. Review of Draft Minutes of October 28, 2010

As there was no quorum yet, the review of the minutes was deferred.

2. 2011 Survey Vendor Recommendations

Sam explained that the Survey Subcommittee had conducted two interviews. The group felt that Critical Insights offered a bit more vibrancy and that Market Decisions relied on its experience with Comprehensive Plan surveys. Where Critical Insights might be more creative, Market Decisions may be more unimpeachable.

The CDC met this morning with staff including the Town Manager to discuss the survey vendor selection. Both the Survey Subcommittee and CDC expressed an interest in doing a written survey. There also was an interest to get a fixed price proposal, regardless of survey response rate. A discussion on preferred method followed. The group agreed that if a written survey was used an option to reply via the web should be included. Hugh argued that the actual survey be mailed out instead of a postcard that required people to call to get a copy of the survey as that is another hurdle that may affect response rate. He felt that the additional expenditure was justified with a survey that was done only once every ten years.

The committee discussed both proposals further, reviewed pricing differences, and asked questions. It was noted that the pricing difference for a town-wide mail survey between the two vendors was very small. A consensus emerged to hire Market Decisions to conduct a

town-wide written survey with one mailing, a web-reply option. Theo will review this recommendation with the Town Manager. If this was not acceptable by the Manager, then the group would be willing to settle for an initial postcard mailing to all residents.

3. Review of draft minutes

Other committee members had arrived at this time and there was now a quorum. The draft minutes of October 28th were approved as written.

4. Review Draft Survey Questions

Theo distributed the compilation of draft questions received to date. The group did not discuss these, but instead Sam focused the attention on the Green Ribbon Commission's report that was recently adopted by the Council. Theo handed out an excerpt. On page 40 it states that "the Comp Plan should address (the) connection between land use and transportation and energy and climate change." Sam suggested that the survey questions should be looked at again relative to this new focus.

The discussion moved to what the wording of the Green Ribbon resolution was that Council recently adopted. Theo distributed copies to the group. References to an Energy Committee in the draft resolution had been removed. Item 6 of the draft resolution states that "The Town of Falmouth, Town Council upon acceptance of the GRC Plan, will charge the Long Range Planning Committee to refer to the plan for guidance while updating the Comprehensive Plan." The group was asked to review the Transportation and Land Use chapter (pages 36-53) of the GRC Plan.

Sam referenced the draft memo for the Council that Councilor Rodden, he, and Theo had been working on. It discusses certain topics that the Council had expressed interest in. One such topic is "compact development." The question has arisen how far LPAC+ should go with each of these topics. The draft memo will be worked on more and will be brought for review by LPAC+ at its next meeting.

A discussion on the Tidewater Project and Exit 53 West Falmouth Crossing development followed. What has led to these successes – how did they come about? The proposed 75,000 sf footprint limit was mentioned relative to Wal-Mart's recently-announced expansion plans.

Claudia asked if comments on the survey questions were in order. Yes, they are. The draft questions have not yet been published on the Town's website as they are a work in progress. The survey questions will be discussed at the next meeting.

Becca noted that the conversations on the research topics are not yet complete, and that there are still connections between topics to be made. She expected those to inform the survey questions.

Claudia wondered at what level the various survey topics will be examined. The survey consultant will help to address that.

5. Next Meeting

At the next meeting LPAC+ will:

- Finish the research topic reports,
- Review the memo for the Council, and
- Determine what else the committee needs to know.

The next committee meeting will be on Tuesday November 30th at 7 PM. The two December meetings are scheduled for the 9th and 23rd.

6. Other Business

Theo brought up three items:

The first one is that Councilor Chase has offered up two zoning ordinance amendments regarding to Resource Conservation zoning. The Community Development Committee has requested feedback from LPAC+ by December 31st. Theo suggested that an ad hoc review group be formed to look into this and provide a recommendation to the full group, in order to save the committee time. The group was amenable to that. Jim volunteered, as did Hugh, Claudia, and Becca. Others suggested that input should also be obtained from Julie and Kurt, who were not present.

The second item was an e-mail message from Paul Dobbins relative to the results of the mini survey. He thought the information was “wonderful to read through.”

The last item was a tax comparison that the assessor had prepared for 2000 and 2010 for an average house that had seen no expansions and average maintenance. The example showed that there was only a slight increase in taxes paid. This analysis will be expanded to look a sample of “average” houses.

The meeting was adjourned at 9:16 PM.

Draft Meeting Notes by Theo Holtwijk, November 22, 2010, Rev. December 1, 2010