



# Long Range Planning Advisory Committee (LPAC+)

## Thursday, February 24, 2011 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  
**Others present:** -

Claudia started the meeting around 7:04 PM.

**1. Review of Draft Minutes of February 10, 2011**

Review of the draft minutes of February 10, 2011 was postponed to the next meeting due to a lack of a quorum.

**2. Discussion of Survey Marketing/Promotion**

Theo gave an update on survey instrument development. The Survey Subcommittee had not had a chance to meet yet to review draft 2 and was currently in process of scheduling a conference call to do so. No date for that has been set yet. There was no need for the committee to discuss the survey substance at this meeting. Members who have comments on survey draft 2 are encouraged to send those to Theo.

Claudia gave a survey marketing update. She and Julie and Bud have worked on that. She reminded the group that three promotion stages are planned: an advance, a message during, and one close to the deadline alert. The subcommittee had updated the community group list that existed with additional names and contact information. Claudia passed around a large composite sheet with that information. She requested the group if they knew of any people in neighborhoods who may have e-mail lists for their neighbors.

Claudia also mentioned that the library agreed to allow its changeable marquee sign to be used for promotional purposes. The Forecaster has stated that it likely will not do another

advance report as it reported on the survey on 12/28/2010. Claudia wondered if ads in The Forecaster could be considered. A very small ad would cost \$18. For an additional 15% certain pages could be assured. A letter to the editor is also a possibility. Steve felt that, considering the fact that the survey costs a lot of money, spending a little bit on advertising in order to get a good response rate was money well spent. The group agreed and discussed an ad campaign with multiple small ads in subsequent issues with a theme. The theme could be “Falmouth in 10 Years?” with a different follow-up each time. Theo will check with Town Manager on the proposed advertising expense.

There was discussion about people from outside Falmouth who may respond to the survey. Theo suggested that the residence question could include an answer option: “Live outside Falmouth.” The group liked that and also felt that few people would probably fill out surveys from another town.

The group also wanted to make sure that people could pick up hard copies of the survey at locations such as the library. Claudia mentioned that some of her contacts were also willing to hand out surveys. She asked if people could also call Town Hall for a copy. Theo said that on-line responses would probably be preferred by Market Decisions as they require less processing time and that calls to Town Hall would be fine. He said he needed to check with Market Decisions that making the survey available to all without an access code and having hard copies readily available for pick-up would not adversely affect the statistically-valid aspect of the survey.

Claudia asked if LPAC+ would get input in the cover letter. Theo said that that would be the case. She said that the politics of the time may warrant an explanation why the survey is being done and why a comprehensive plan matters. Bud had done some research on that question and cited a quote in the Green Ribbon Commission report that, with some editing, could be included in the cover letter.

Steve Hendry felt that a plan was important as it reflected on Falmouth as a place. It would say to businesses why they should be interested in Falmouth. It would state what kind of community they would invest in. If there was no plan, they would not necessarily know that.

Julie felt many people do not know what a “Comprehensive Plan” is. The group agreed that people can relate and do care about “town centers” etc. People needed to be grabbed and engaged by the cover letter and the less formulaic the letter is, the better.

The group agreed that a catchy phrase would be helpful. “Falmouth... in 10 years?” was used before. That seemed workable.

The discussion went back to promotion outlets. The Principal notes are on the list. Steve Hendry has looked into Facebook. He found that there are 896 people/groups with “Falmouth Maine” connections. 119 of them are connected to Falmouth High School. 91 are connected to the All Day Kindergarten issue. Becca and Steve will take on Facebook announcements as individuals as the Town does not have an official Facebook presence.

Theo suggested adding a question that asks people to check off all the ways in which they heard about the survey. That would give an idea what media outlets are most effective.

There was a question when the survey would be ready for distribution. Theo said he did not know that. Claudia wondered if in the interim LPAC+ could do something else. The sense was that continuing to build the outreach list, getting confirmations, being ready to roll out, and preparing the ad copy were useful tasks.

Claudia started to review a list of neighborhoods. The group concluded that finding the people with connections, regardless of where they lived was perhaps more effective. Claudia also said she sent a message to all councilors asking them to forward the survey to their mailing lists once it came out.

The discussion went back to Facebook and why the format of the Town's website is not as flexible as it should be. Claudia will get the draft outreach list to Theo, who will distribute it to the committee. That way people can make suggestions to make it complete.

### **3. Next Meeting**

The next LPAC+ meeting will be on **Thursday March 10<sup>th</sup> at 7 PM.**

The meeting was adjourned at 8:26 PM.

Draft Meeting Notes by Theo Holtwijk, February 25, 2011