



Long Range Planning Advisory Committee (LPAC+)

Thursday, July 26, 2012 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: Stephanie Bryant

The meeting was called to order by Sam Rudman around 7:00 PM.

The group and Stephanie introduced themselves.

1. Minutes

The draft minutes of June 28, 2012 did not need to be approved as there was no quorum.

2. Chapter Update

Theo reported the status of draft chapter completion. Sam requested completion by the following week of the remaining chapters except land use.

3. Draft Chapter Review

Utilities

Claudia reviewed the revised utilities chapter.

- “Energy sources” will be changed to “energy management.”
- Sandra felt that “suggested” in the first sentence was not assertive enough, and recommended a stronger opening, so people would know this is something they need to pay attention to.
- Sam commented that on policy 1 the land use committee heard from the Sewer Superintendent that his department does not plan any sewer extension and has no

policy-making role. Upon discussion it was agreed that action 1 adequately reflected this.

- Policy 2 will be revised to state that the energy plan will be updated annually to reflect related developments and research.
- Policy 1 will be reworded so it is clearer. “West Falmouth” will be clarified as the area between I-295 and the Turnpike.
- The difference between natural gas and propane was discussed.
- A note regarding the Green Ribbon Report that was accepted by the Council will be added.

Claudia will make these changes to finalize this draft by Monday.

Local Economy

- Paul will clean up the track changes.
- A few minor wording edits were suggested for policies 1 and 3.

Paul will finalize this draft by Monday.

4. Public Outreach Discussion

Sandra and Theo handed out some additional and updated documents on outreach.

Theo presented the idea to do an on-line survey to get feedback on the draft goals, policies, and actions. The committee liked the idea and discussed how the input would be used and if, and how, people would read the draft chapter, and how this survey is different from the previous surveys. The bullet options versus comment box were discussed. In conclusion, the committee wanted to move forward with the on-line survey. It opted to have a separate survey for each chapter, and set it up on the website in a two column format, with draft chapter and corresponding survey side by side. Sam asked that the surveys go live as soon as each chapter is on the web.

Sandra discussed her Outreach Plan handout. She felt that people wanted another chance to give feedback. Re-contacting stakeholders for comment was also ambassadorial work on behalf of the committee and its work. It was suggested to use the “Falmouth... in 10 years” tag line again from the earlier work as people may remember that. Sandra reviewed who would be contacted with information about the drafts and surveys:

- Stakeholders/shareholders
- Any available resident lists
- All town committee and organizations

The idea to include a summary and have a survey on that was discussed. Paul thought that the summary could capture the overarching vision. Sandra felt that people might gravitate more to specific chapters. The key issue, the committee felt, was how to get people to the material. Other suggestions were Forecaster ads and using access TV with an announcement. Theo suggested a video series, pending Mike McDade’s availability, where each chapter was discussed by a committee member as what was found and recommended, with a plug to go to the website, read the chapter, and complete the survey on that chapter.

Sandra also discussed the idea for a community meeting. She felt that the Mason Gymnasium may be quite suitable for that. She suggested that community organizations could be invited to participate, so that the event would be about sharing community, which is one of the committee's identified needs. It was discussed if there would a program presented or not. One on one or small group discussions can be very insightful. Steve mentioned that Lunch and Learn events at Unum have been very successful. The idea of having it in conjunction with the Farmers market was suggested. The idea would be do this in late September. It was also suggested to hold not one, but three meetings to discuss all the chapters, or some selected chapters. It was also suggested to have some hard copies available for viewing at the Falmouth Memorial Library and Town hall.

5. Vision Discussion

Sam has drafted an initial vision statement for the land use chapter. It was agreed that Theo would circulate that to the entire committee and expand it, so it could serve as a vision statement for the entire plan. Julie's draft will be circulated as well. Comments should be sent directly to Sam, who will compile a revised document for review.

6. Next meeting

LPAC+ will meet again on August 9 at 7:00 PM.

The Land Use Subcommittee will meet August 9 at 5:00 PM.

The meeting was adjourned at 9:10 PM.

Draft minutes prepared by Theo Holtwijk, July 27, 2012