



Long Range Planning Advisory Committee (LPAC+)

Thursday, August 23, 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: -

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

1. Minutes

The draft minutes of July 26th were approved with one revision: page 3, line 5 of “One or one” revised to “One on one.”

2. Chapter Update

Theo reported that all but three chapters had been posted on the web. This was unchanged since the last meeting. There is also no summary statement posted yet. Sandra was worried about losing more time for feedback and suggested that the chapters that were ready should go “live” on 9/1 with or without the introductory statement. The group’s sense was that a unifying vision could be finalized soon. The group’s consensus was not to wait until 9/1, but to go “live” ASAP with what was ready and add other material as it is finalized.

3. Draft Chapter Review

Open Space and Recreation Chapter

Jim was not able to be here tonight and had revised this chapter. Theo had sent that to Sam for his review as he felt that some language was unclear and wanted a second opinion. In response, Sam had suggested some edits to Jim. Jim had responded to that with an e-mail. The matter was still unresolved. Copies of the edited chapter and Jim’s e-mail were distributed. The committee reviewed its options since neither Sam or Jim could be at the meeting. Sandra suggested that the chapter go live as edited by Sam. Hugh did not think that

was a good idea as this chapter may still be confusing to people. The group's sense was to revisit the chapter on the 9/13 meeting.

Steve W. wondered if the groundwork for actions 7 and 8, which were the ones in question, was laid in the body of the chapter. He did not think so. Sandra suggested that the subcommittee should weigh in on that. Hugh felt that that should also include Sam as he worked on this chapter. Hugh suggested that Ethan Croce could perhaps provide data on the Town's experience with Resource Conservation subdivisions. Theo suggested that this may be an issue that should be further examined, and that it may be too soon to render an informed opinion on it.

Sandra felt that a revised draft should be submitted sooner than later. Steve W. thought that a better consensus from the subcommittee would be helpful. Theo asked Hugh if he would be willing to work with Jim to see if a consensus can be accomplished. Hugh agreed to do that. Sandra requested a revised draft in advance of the next meeting that stated a position that the rest of the committee could respond to on 9/13. Paul asked what would happen if no consensus could be reached. The agreement was that in that case a straw vote should be held by the committee.

Committee members made three other suggestions regarding this chapter: to eliminate the parking fee and add the Friend's School to State Resources on page 1 and to specifically list the scenic property referred to on page 7, 3rd paragraph.

4. Public Outreach Discussion

Sandra handed out a Feedback Outreach Plan proposal dated August 23rd. Theo will place a web link to the draft chapters on the Town's front page on Monday 8/27 and will do various e-mail notifications. Sandra reviewed the handout and stated that she felt that the stakeholders for each of the chapters would likely provide the best feedback. She suggested that committee members make special efforts to reach the stakeholders. She asked for suggestions for other contacts that should be made, such as FEIC and FEDC. Reference was made to the organization chart that had been used in prior efforts. Theo will distribute that chart.

Theo recommended that a single link be used for the outreach effort that would direct people to the page showing all chapters. Otherwise it may be difficult for someone to navigate from one chapter to the next one. That link would give people immediate exposure to all chapters. The group thought this was good idea.

Steve H. suggested that OceanView be contacted. Sandra will do that. Sandra suggested that marketing committee be established to coordinate the feedback outreach. The TV Access programming was discussed. This has the potential to be approached in a playful manner highlighting a specific chapter so as to encourage people to check out the website and participate. It was not quite clear how and by who this would be accomplished.

Sandra asked the group what it thought of the proposed community event. Julie felt it was too much to take on. Steve H. agreed with that and felt the group was already doing a lot of outreach. Paul concurred and said there was not enough manpower. He wondered if another event could be piggy-backed. There was a recognition that some people react better in one on one conversations and that posters could be displayed at an event to help stimulate discussion. Sandra stated that other organizations love organized events that help them connect with the public and where advertisements would have already been done for them. She stated her concern that there were not enough opportunities in Falmouth to make connections. She also

suggested that, besides organizations, local businesses could be invited to participate. Paul asked what such an event would seek to accomplish. There was brief discussion on that, but the majority sense was to not hold a community event at this time.

The group decided that a deadline of October 15 would give people sufficient time to learn about and read the drafts and offer comments.

Julie agreed to take the lead on The Forecaster ads. She will also produce bookmarks that can be left at key locations to remind people of the website.

The team, including Becca, that had worked previously on the TV promos was interested to do that again.

5. Land Use Subcommittee Update

Theo handed out a very preliminary draft of the Land Use chapter and asked the committee to read this and let him know if it felt on track or not. He noted that the chapter still needed a lot of work. The Land Use Subcommittee had been slated to meet earlier that evening, but could not muster a quorum, so that meeting was cancelled. Theo noted that this is a key chapter that will require input from all committee members.

6. Mapping Update

Theo reported that he had met with Judy Colby-George regarding maps for the Comprehensive Plan. Judy prepared the maps for the 2000 Plan. Theo suggested that a freshening up of these maps was needed, and that many parts of them could be reused in some form. He asked Judy to review the current draft chapters to make sure that the new maps supported what was written in each chapter.

For the land use chapter, he suggested, mapping was a bit more fluid and complicated. For example, using GIS there is an opportunity to analyze how and where growth has occurred in Falmouth (relative to Growth/Rural area boundaries and/or zoning districts). He requested a scope and cost proposal from Judy, so he could review it with the Town Manager. He mentioned that he had held off on the mapping effort until now, as producing maps early on could have possibly lead to a lot of revisions which cost time and money. He suggested to brief the committee on progress on mapping in subsequent meetings and asked if the suggested approach was OK with the committee. The committee concurred.

7. Vision Discussion

At the previous meeting, Sam had requested feedback on a draft vision statement. It was unknown how many people had responded to that. Paul felt that the original draft had some good content. He suggested that the purpose of a vision statement was to paint a picture - this is how the community will feel if the proposed actions happen; this is how it will be different. He felt the vision statement needed to be inspiring and that some emotion should be put in it. The statement, Paul continued, should focus on what really matters; it should make choices as to what to include and not include.

Paul suggested that the vision “bucket” he saw included three things. First, the useable outdoors and open space that Falmouth has, which allows people to move through the community on a “green highway.” Second, the need to develop more business activity and have high expectations for that. He suggested that the business magnet locations be mapped and that the community try to attract other businesses to those

locations. Third, Paul suggested, was that the demographics of Falmouth are changing. He noted that the number of people who are 50+ years old will double in 10 years. Those are people who think about altering their lifestyle. He suggested that Falmouth should create “sub-villages” that would not necessarily have compact development, but would be empty-nester-friendly.

Paul also felt that the Falmouth schools are a critical underlying component. He felt they were a crown jewel that should be protected.

Becca noted that Paul’s descriptions fit very well with the ideas of the Land Use Subcommittee of well-connected, vibrant centers. She felt that the idea of connectivity had not been part of earlier plans. Paul stated that he felt that Falmouth can have it all: a plan for a green highway, a plan for business magnet spots, and a plan for a cluster of residential villages.

Paul will attempt to update the vision document to incorporate the ideas he had expressed. The committee appreciated his thoughts and efforts.

8. Other Business

Councilor Pierce could not be present tonight, but had requested a committee update that she could present to the Town Council on 8/27. Sandra offered to go to that meeting to speak to the Council and answer any questions, as committee members had typically done that with previous updates. Theo handed out a draft Progress Report 6, which he will revise based on tonight’s meeting, and will contact Councilor Pierce to pass on Sandra’s suggestion.

Sandra stated that it had also been a while since committee members spoke with the Community Development Committee and requested that Theo explore a suitable date with the CDC when a project update could be provided. Theo will do that. He noted that the CDC had been meeting weekly to discuss the Route 1 project and tenant footprint limits.

9. Next meeting

LPAC+ will meet again on September 13 at 7:00 PM.

The meeting was adjourned at 9:09 PM.

Draft minutes prepared by Theo Holtwijk, August 31, 2012