

OUTREACH AD HOC COMMITTEE
A WORKING GROUP OF THE PLANNING BOARD
MINUTES OF A MEETING HELD IN TOWN HALL
FEBRUARY 16, 2016 AT 6.30 PM

Present: Nancy Carter; Kelly Dent; Iain Sim

The charge to the Outreach Ad Hoc Committee was to develop a plan to communicate to the voters of the town the purpose of the amendments to the zoning ordinance that will be in the warrant for Town Meeting in May 2016. The issues, decisions and actions discussed were as follows:

Topic	Discussion and Decisions
<p>Creation of a video to inform Hanover voters of the re-ordered and re-numbered zoning ordinance that will be on the Australian ballot as an amendment on Town Meeting day</p>	<p>Initial research suggests we should be targeting a rate of \$85 per hour for video recording our interview. Reading the script suggests approximately 10 minutes run time. The use of Dartmouth facilities is ruled out to avoid any possibility of a conflict of interest.</p> <ul style="list-style-type: none"> • Pursue possibility of video production at CATV and the Stetson studio at King Arthur Flour – NC • At Hanover High School - KD • Approach Steve Fowler as a well-respected moderator of Town Meeting to assist in the video Q&A - NC <p>The video can be loaded on to YouTube with a link from the town website but DVDs can also be created and made available at locations where paper Town annual reports can be picked up by residents, e.g., libraries, Town Hall, Kendal, Hanover Senior Center</p> <ul style="list-style-type: none"> • Ask Betsy Smith for advice on the number of paper reports, and therefore of DVDs, that are likely to be picked up – KD • Target date for going live with video initially set as 4/22. Post meeting note – Planning Board colleagues advised to set an earlier date to allow for response to any voter feedback
<p>Written communications to Hanover voters on the zoning amendments</p>	<p>The follow channels were identified for distributing written communications with action to follow up:</p> <ul style="list-style-type: none"> • Ray School pink sheet that goes to parents – KD • Richmond Middle School communications to parents – NC • Hanover High School communications to parents – NC <p>Posters may be placed at locations alerting Hanover voters, e.g., Coop, RVC,</p> <ul style="list-style-type: none"> • Develop text and layout for 11x17 posters – KD • Develop text for addition to the LWC “Vote” banner – KD <p>Place a transaction advertisement in the Valley News alerting voters to the Board public hearing on zoning amendments on 3/1:</p> <ul style="list-style-type: none"> • Develop wording and coordinate placement with Town Senior Planner – IS

Face-to-Face	The following opportunities were identified/are pending: <ul style="list-style-type: none">• Address meeting of Kendal residents – IS• Contact Director off Member services at Coop about possible distribution of materials from a table at the downtown, and possibly Lebanon Coop locations – IS
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The meeting adjourned at 7.18pm

The next meeting will be held on March 1, 2016 at 6.30 in the Town Offices