

**OUTREACH AD HOC COMMITTEE**  
**A WORKING GROUP OF THE PLANNING BOARD**  
**MINUTES OF A MEETING HELD IN TOWN HALL**  
**March 1, 2016 AT 6.30 PM**

**Present:** Nancy Carter; Kelly Dent; Iain Sim; Vicki Smith

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
Minutes of the meeting of February 16, 2016	The minutes were approved with one correction.
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>CATV has offered to video the interview and perform the editing, including the production of smaller “sound bites” as well as of the full-length interview at no charge. CATV suggests we consider the use of visuals (charts, etc.) that they can incorporate into the production.</p> <p>By contrast, efforts to engage an independent professional videographer has yielded an estimated cost of \$500 for videoing and editing. Hanover High School is unable to assist in the project.</p> <ul style="list-style-type: none"> <li>• Plan to schedule videoing with CATV after the final Public Hearing on the amendments to the zoning ordinance. [Post-meeting Note – a third public hearing of amendments will occur on March 15, 2016.]</li> </ul> <p>Steve Fowler has not yet been approached to serve as moderator. Kevin Peterson of Lyme was identified as a possible alternative if Fowler was not available.</p> <ul style="list-style-type: none"> <li>• Secure agreement of Steve Fowler or Kevin Peterson as Q&amp;A moderator for video – NC</li> <li>• Update the draft Q&amp;A script to accommodate changes to the list of zoning amendments and to incorporate other proposed additions - IS</li> </ul> <p>DVD copies of the video Q&amp;A may be produced at Hanover High School which has the equipment to copy three DVDs simultaneously. The Town of Hanover plans a print run of 500 copies of the Town Annual Report of which between 350 and 400 are typically picked up by town citizens</p> <ul style="list-style-type: none"> <li>• Determine price of blank DVDs that the Planning and Zoning office can secure through the usual office supply purchase process - VS</li> </ul> <p>.</p>
Written communications to	Officials at the Ray School and the Richmond Middle School have

Hanover voters on the zoning amendments	<p>agreed to add a communication to voters to their weekly electronic emailing to parents of students. A response from Hanover High School is pending.</p> <ul style="list-style-type: none"> <li>• Draft text that will go in the message to parents – KD</li> </ul> <p>Further evaluation of adding text to the VOTE banner displayed in town by the League of Women Voters indicates that this is very unlikely to be effective. The idea is discontinued.</p> <p>A draft of a poster that can be displayed at various locations frequented by Hanover voters has been prepared. The poster can also be the basis for the announcement to be applied to the sandwich board outside the Town offices.</p> <ul style="list-style-type: none"> <li>• Develop text and design of the poster – VS and KD</li> </ul>
Face-to-Face	<p>Any meetings between members of the Planning Board and the public, even if restricted to a defined group such as the residents of Kendal at Hanover, will have to be noticed. Jeff Roosevelt, Kendal at Hanover, has expressed a willingness to allow Board members to address residents in their gathering room but has reservations about allowing the meeting to be open to the public because of car parking and meeting space limitations.</p> <ul style="list-style-type: none"> <li>• Follow-up with Roosevelt at Kendal – IS</li> <li>• Contact Director off Member services at Coop about possible distribution of materials from a table at the downtown, and possibly Lebanon Coop locations – IS</li> </ul>
Next Steps and Timeline	<ul style="list-style-type: none"> <li>• Ad Hoc committee members to send drafts of materials to Vicki Smith by 3/7</li> <li>• VS to distribute materials to all members of the Planning Board with request for comments back to VS by 3/13</li> <li>• VS to forward all comments from Board back to Ad Hoc committee members 3/14.</li> <li>• Target week of 3/28 for production of the Q&amp;A video</li> </ul>

The meeting adjourned at 7.20pm

The next meeting will be held on March 14, 2016 at 6.30 in the Town Offices