

Master Plan Steering Committee (MPSC)
Town Hall Meeting Room
October 26th, 2011

Members Present: Lucy Wallace, Ron Ostberg, Jim Breslauer, Joe Hutchinson, Michelle Catalina

Consultants Present: Sue Brown, Juliet Walker

7:05pm Chairman Hutchinson opened the meeting

Branding discussion

Group discussed variations on brands created by Mr Ostberg, consultants, others.

The Public Outreach Plan.

Ms. Walker brought a newer version of Outreach Plan.

1. 2nd Graders

Mr. Clark and Ms. Catalina will work to come up with a timeline, information for the town and flyers. Action: Catalina to call Clark tomorrow.

2. Web Site

Committee held initial discussions on how to develop MPSC website and integrate it with the Town website. Hutchinson asked BWP to review Acton and Groton's Master Plan websites.

3. Stakeholder Interviews

The MPSC will identify key stakeholders for each topic. Ms. Brown said these are baseline interviews and that summaries of the interviews will be shared with the working groups. Suggestions for interview candidates: Board of Selectmen (BOS), Marie Fagan, Keith Cheveralls, Tim Bragan, BOS, School committee, Economic Development Committee (EDC). Housing: Victor Normand, Marge Darby, Bonnie Heudorfer, Affordable Housing Trust. Energy: Eric Broadbent, Worth Robbins, Brian Smith. Town Center: MBC, Historical commission.

Action: MPSC will have a list by Monday October 31st for the consultants.

Working Groups

- Mr. Hutchinson wants to start working on the invitations for individuals
- Discussed whether they already exist in some form or if two town groups could be put together to make working groups.
- The committee thought, "NO". We will have to put these together.

Public Forum #1

Mr. Breslauer wants the introduction at the Public Forum to first mention what the 2002 Master Plan accomplished. Mr. Hutchinson will get this list from the newspapers.

Consultants were asked to describe forum activities; their responses:

- Questions about values and changes.
- Vote on top choices of the group.
- What is the most favorite/least favorite?
- What is the one thing you would do to change Harvard?
- Come to a consensus using dots
- Use the SWOT method to identify challenges and opportunities as well as threats.

Forum Timeline

- 8:30 Coffee and snacks. Look at graphics
- 9 Introduction and break-out into groups
- 10 Small Group Discussions
- 11 Reporting back from small groups. Should have a note keeper and spokesperson.
- 12 Lunch with Chef Paul

Everybody speaks, nobody dominates should guide this process stated Mr. Ostberg.

High School Involvement

Ideas from the consultants:

- Find a civics teacher interested in this who will help
- Have the students run a mini-charette
- Have students design and run surveys of other students
- Make it a limited commitment with a little guidance.
- Create a video for YouTube.

Mr. Hutchinson already spoke with Mr. Connelly (School Superintendent) who believes a number of students will be interested. Action: Mr. Hutchinson and Ms. Catalina will talk to Scott Hoffman about this process.

Adjournment

Hutchinson made a motion to adjourn the meeting at 9:22 pm.

Signed: _____
Michelle Catalina