

Master Plan Steering Committee Meeting

December 22, 2011 - Fire Place Room Old Library - Meeting called to order 9:40am

Present: Tim Clark, Joe Hutchinson, Michelle Catalina, Lucy Wallace

Meeting opened 9:40

Minutes to be approved

November 28, 2011 minutes approved (Clark motioned, Catalina seconded)

December 5, 2011 minutes approved as amended (Wallace motioned, Catalina seconded)

Catalina will reconcile past agendas, meetings rescheduled with actual meetings.

Budget report

JH will pull together the expense report for January meeting

Outreach/Marketing

JH will check with the Press to see if they have lawn signs "Take the survey" we can borrow.

LWV agreed to announce the survey, Harvard Press has agreed to announce survey and post reminders.

LW and MC will create Boiler plate message text based to be created for email distribution along with the link to the survey. Ready to go out after first of year. Based on mailer content.

Mailer to come in around 12/30. It will go out first week in January. LW will get labels for Devens residents living.

MC will do back pack mailer for HES first week in January.

Ad to the Press due January 3, issued in paper on 1/5&1/6

TC to do sandwich board for common. Consider Rt. 2 overpass island

Working Group Discussion

Focus group to be facilitated by Brown Walker.

Participants for each group defined - invitations/contacts will be made by MPSC

C-district will include EDAT team - scheduled for January 10 mtg.

Devens focus group meeting tentative for 1/24 and 1/26

Survey Discussion

Survey draft is located at this link www.surveymonkey.com/harvardplan2012 MC will be the contact for all inputs to Juliet. MC requested final testing by members to test functionality. BW will reset the results before the announcement goes public so we can work with a clean data set

Meeting adjourned 11:50am Minutes by TAC