

Master Plan Steering Committee

DRAFT Minutes - - Thursday, October 10, 2013 7:35PM – 8:40PM

Members Present: Joe Hutchinson (Chair), Didi Chadran, Lucy Wallace, Victor Normand

Others in attendance: Rachel Holcomb (clerk), Don Ludwig (Finance), Tim Schmoyer (Planning Board), Elaine Lazarus (EDC), Jaye Waldron (Conservation Commission)

The meeting was called to order at 7:35

Didi provided a Communications update:

It takes resources – smart and dedicated volunteers have offered up help. We will reach out to the community through a variety of means – website, email, direct mail, events, public meetings and workshops, videos... But we need to find a way to raise funds and get people excited about the project. We also need reach out to the people in Devens – they are Harvard voters. A walking tour of Devens (as a fundraiser) was suggested; it would help get Harvard people to Devens.

Communications Action Items:

- write web copy
- finalize communications budget
- Prepare a press release announcing that a contract with RKG has been signed.

The League of Women Voters has agreed to host two events.
Jackie Normand has offered to help with videos for the website.

Joe reiterated that our goal is to engage with the community (use email and Facebook to drive people to the website); but that it all begins with email. We would like to have our own distribution list. Joe requested that committee members share email distribution lists with Didi so that he can create a “master” list.

Joe also reminded the group that when communicating via email to reply only to the sender (in accordance with Open Meeting Law).

Mass Development Update:

Victor attended the Mass Development meeting at Devens today. There was lots of good news: Lots of jobs, lots of revenue, vibrant community!

Policy questions were addressed – there is no intention to borrow money; Frank Maxant (prominent Ayer citizen) is supportive of Ayer taking back its historical boundaries; questions about rail transportation.

Victor asked if Mass Development’s intention is to stay till the end (2033); or if there is an exit strategy or an event that would trigger an exit strategy.

RKG:

We might need to change the night we meet. Judi Barrett, our consultant at RKG, has an existing commitment Thursday evenings.

First, we need to schedule a Kick-Off Meeting.

It was suggested that we might be able to combine the Kick-Off Meeting and a Fundraising event with a Bus Tour of Harvard and Devens. Joe has already begun work on a map for a tour of the town; we can expand to include Devens. Lucy suggested highlighting the connecting points between Harvard and Devens to show how close we actually are (Old Mill Road). Victor suggested including a member of the Devens advisory committee as a part of the tour. Use the bus tour as an opportunity for a face to face with some of the 140 households in Devens. We should be prepared to make a video of the bus tour. The exact date of the bus tour is TBD.

Victor suggested that we first meet with Judy – see what she has set as a framework, and then tweak her plan. Then prioritize our topics for the meetings we have available to schedule with RKG. Lucy suggested that the group read through the acceptance criteria – Is anything missing? Committee members should be prepared review the list for discussion/ finalization at the next meeting.

Some questions/points of discussion when planning the bus tour included:

- What is Judy's understanding of the town?
- How does Harvard look different in different places?
- What is interesting to just to us? What does RKG want to see?
- How has Harvard changed in the last 12 years?
- Combine historical survey with a view to the future (highlight upcoming housing projects)
- Sewer District
- Solar Farm at Carlson's
- Important landscapes worth preserving (Conservation – unprotected undeveloped land)

Joe will bring a map to the next meeting.

A Norman/Chadran motion to adjourn passed, 4/0, at 8:40PM.

Respectfully submitted,
Rachel Holcomb